



## **GREEN MARKETING TO MEET CONSUMER DEMANDS AND SUSTAINABLE DEVELOPMENT-CHALLENGES AND OPPORTUNITIES**

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### **Abstract:**

Green Marketing has evolved special implications in the modern market. Green indicates purity by means of quality, fair price and worthy in dealings. Green marketing focus to market eco-friendly products to satisfy the needs and wants of customers. It adopts innovative techniques of product modification, dynamic product processes, maintaining sustainability and diversified ways of advertising etc. The vision of Green marketing is doing business along with protecting ecological environment. Present day customers need to be socially responsible by consciously working for the cause of environmental protection. The business based on modern trends have created global pressure upon employers to be environmental friendly. Now, more companies aim to produce consumer and Industrial Goods which are less hazardous to the environment. Every company eventually shifting towards becoming green to enjoy the early mover advantages offered by regulating bodies. Green Marketing ensures long run sustainability and profitability. It is multi beneficial with reduced cost, encourage accessibility to new markets with competitive advantage, increase morale of employee for being a part of environmental cause, satisfies the customer with health products and services. This paper is descriptive in nature and the data are collected from secondary sources like, text books, journal publications, company reports and websites. This paper analyse the implications of green marketing in the Indian business scenario by analysing different Green Business organisations listed in the Go Green Directory published by Eco-Deaz and ranked in the newsworld 2016.

**Key Words:** Market, Eco-Friendly, Hazards, Environment, Customer & Green Marketing

### **1. Introduction:**

According to Jamshyd Godrej any manufactured products will have to be green and the future of any product will be a blend of satisfaction and sustainable to serve a higher level of needs for consumers. Catering to the higher level does not be expensive but should generate higher level of satisfaction. Star et al.(1977) "Marketing is a process of channelizing resources of the business entities, institutions and organisation to meet the customer wants after the careful scrutiny of their needs". According to Pavan Mishra & Payal Sharma (2010) "Green marketing has emerged as a new Strategy in the modern Indian business to effectively handle the perfect market completion of various consumer goods". This Trend facilitated a new phase to many business establishments to co-brand their products into a new category as eco-friendly. This strategy will focus to conquer a big mass of consumers who are environmental conscious to flourish business prosperity further. Yashmin Begum R. N & Shamshuddin R. N (2014) the present era has to maintain social corporate responsibility of the business through sustainable environment protection. Phosphate Free, Refillable, Ozone Friendly, Recyclable, Non-toxic and Eco-friendly products and services have become the eye catching elements for the modern customers yielding more revenue. Polonsky (1994) marketing have gained a greater emphasis through new concepts like 'Green Marketing' and 'Environmental Marketing' as the governments globally have taken initiation to regulate this marketing process as a whole.

**Marketing Ambition:** Victor J Cook (1983) in a competitive market strategy is decided based upon the behaviour of the rivals. Marketing, behaviour of a firm is the competitive utilisation of marketing resources. The organisation has to define the marketing ambition clearly to understand its marketing strategy. It keeps ambitions upon a targeted share of customers by utilising its strategic resources for the direct competition with the strategies of designated competitors. The total marketing investment consist the organisations total expenditure upon its marketing resources and total expenditure to tackle the competitors. Hence it builds the formal relationship between the marketing ambitions of an organisation and the expenditure of competitors for marketing the identical products.

**Green Marketing:** The American Marketing Association defines "Green marketing is the process of distribution and dissemination of products which does not create any harm to the environment". Ashalatha S Suvarna (2016) all the activities designed to help any exchange of goods to meet human wants creating minimum detrimental effects upon the natural environment. Green Marketing is claiming familiarity in the present day's as people prefer pure products by reducing the usage of plastic based products, increased consumption of herbal products avoiding processed food articles, increased demand for jute and cloth made materials, increased usage of bio-fertilizers in agriculture, global initiative for recycling consumer and industrial

wastes, adoption of herbal medicine, yoga and natural therapy, spreading awareness to protect forest, flora and fauna, global restriction against usage of harmful weapons and testing atomic energy, culture of imposing Social accountability upon each producers, legal regulations against adulteration of food articles and strict norms against pollution. Those products which are environmentally preferable by majority are marketed through Green Marketing. Manish Patidar (2013) Green marketing comprises product modification, change in the manufacturing process, modified package techniques and pro active advertisements. The Green Marketing covers promotion of production and distribution of pure and quality products to the needy. The mechanism adopted by the marketers shall be just and fair towards consumers and sustainable protection of the ecological environment.

**Green Products:** Vineet Kumar Dubey and Namita Gupta (2016) the end of twenty first century has marked a greater emphasis towards building consciousness towards eco-friendly products. Both manufacturer and consumer expectation have diversified to go green. The products such as 'Energy Efficient Electrical Appliances' like CFL Bulbs, organic food items, lead free paints, recyclable paper, phosphate free detergents etc. Consumer awareness, Green ambition, inculcation of Green values among the people, consumer persuasions has become a challenge for the government in the present days. The products manufactured by using green technology which do not cause any environmental hazards are known as green products. The Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. The products which are originally grown, recyclable, reusable, biodegradable, contains natural ingredients, contains non-toxic chemicals, do not pollute the environment, which are not tested on animals, eco-friendly packaging systems comprising reusable, refillable containers are known to be green products. The Hindu Business Line (December 2014) Godrej Appliances Division, Shirwal Plant in Satara, Maharashtra initiated green supply chain. Godrej being one of the largest contributors to the home appliance segment manufactured green products to reduce toxic environmental impact. It launched the countries first 100 per cent green refrigerator series in 2002 (CFC, HFC and HCFC free). 'Good & Green Vision 2020' of the company aims to ensure 25 per cent reduction in energy consumption, achieve zero wastage and bringing carbon neutrality. The percentage of recyclable content in refrigerators, washing machines and air conditioners has been increased to 97 per cent, 99 per cent and 100 per cent respectively. The plant, since 3 years shifted to film packaging from carbon packaging. It reduces the consumption of toxic and hazardous substances by an average of 50 per cent and creates one third portfolio revenues from green products and services.

#### **Reasons to Adopt Green Marketing:**

**(i) Diversified Consumer Interest:** Nayan Ranjan Sinha in Silicon India blog written that most of the Indian consumers prefer eco-friendly products as many are conscious towards health and environment. Green Marketers focus their efforts to reach these diversified segments of consumers to enrich their business. Nayan Ranjan Sinha in his blog quoted some examples like surf excel detergent focus to save water with a caption 'Dho Bucket Paani Roz Bachana' and LG consumer durables tries to focus towards saving power etc.

**(ii) Extended Producer Responsibility:** Even though every business mainly focus to gain more and more revenue in the form of profit. The modern concept of Corporate Social Responsibility (CSR) has brought a sense of environmental consciousness in production and distribution too by being eco-friendly. The organisational profit motive should always travel along with the environmental issues by highlighting the principle of extended producer responsibility to be sustainable.

**(iii) Regulatory Control:** As Greenhouse Gas (GHG) emissions have rapidly increased resulting increase in the global temperature by 0.74°C over the century. The Indian government has enacted various legislations to protect environment by prescribing emission standards. The first emission norms were introduced in India for petrol vehicles in 1991 and for diesel vehicles in 1992 respectively. Constituted Automotive Research Association of India (ARAI) a cooperative industrial research association by the automotive industry under the Ministry of Industries, Government of India. The Government enacted Environment Protection Act, 1986, The Water (Prevention and Control of Pollution Act, 1974, The Air (Prevention and Control of Pollution Act, 1981), The Water Cess Act, 1977, The Motor Vehicles Act, 1936, Solid Waste (Management and Handling) Rules, 2000, The Plastic Manufacturer and use (Amendment) Rules 2003, The Explosives Act 1884, Indian Factories Act, 1948, Batteries (Management and Handling) Rules, 2001. National Water Quality Network was established in 1979 which compels the employer to take up business in an eco-friendly way. There are acts to protect and preserve the health status of the people like Prevention of Food Adulteration Act 1954, The Consumer Protection Act 1986, The Ban on use of Plastic and smoking in public places, Emission norms and regulations by introducing Bharat Stage (India) emissions Standardsto regulate the output of air pollutants from internal combustion engine equipments, including motor vehicles like gasoline passenger cars, Euro I, Euro II, Euro III and Euro IV for automobile industry. Since October, 2010, Bharat stage III norms have been enforced across the country. Stage IV emission norms are introduced in 13 major cities since April 2010. Design for the Environment Program (DFE) is a United States Environment Protection Agency (USEPA) Program, established in 1992 to prevent pollution. In July 2009, the government imposed anti-dumping duty on imports of carbon black used in rubber applications, exported from Australia, China, Russia and Thailand to India upto January

29<sup>th</sup>, 2010. In April 2009, imposed a safeguard duty of 20 per cent ad valorem on imports of soda ash from china till November 5<sup>th</sup>, 2009 these measures worked as a framework to reduce production and distribution of harmful goods and products to the society and go green in Business. The Hindu Business Line (January 28, 2015) Environment Minister Prakash Javadekar in the Indo-German Environment Forum said that Central Government will provide next level of easy business with predictable processes and mechanisms for the public procurement of green products to improve Public Procurement Policies. The government is moving towards creating one window shop to get clearance where all the ministries and authorities will be tied together.

**(iv) Competition in Business:** Marketing green products by advertisements, social medias and direct sale has created a competitive edge to reach out the modern conscious consumers. It widened the opportunities of business through opening new segment of consumers who are eco-friendly in terms of product utility for protection of health and environment. This gave rise for new trends of going green in business.

**(v) Best Out of Waste:** According to Jaya Tiwari the cost of business can be reduced by gaining revenue through the recycling of manufacturing wastes to produce any useful by products or natural resources like water used in the production can be recycled further for its reuse in the process of production. For example, theremains of sugarcane used in the manufacturing of sugar can be used further for the production of paper, to distil alcohol and manufacture fertilisation through the further production processing. In each stage of creating new by products, the company earns additional revenue which automatically reduces the cost of original production. Divya Kharel in Times of India (Dec 29, 2015) written Bokaro Steel converted factory effluents like slag and solid waste into eco-friendly steel flyash bricks with compressive strength of 120 to 134 Kg/cm<sup>2</sup> as compared to 50 to 75 Kg/cm<sup>2</sup> of the conventional red clay bricks. It absorbs less water, possess high density with low shrinkage than red clay bricks. According to Mr. Manikant Dhan, Public Relation Officer using steel slag in steel plants helps to achieve Corporate Responsibility on Environment Protection (CREP) target and generates profit.

**Green Marketing Indian Scenario:** According to Menon and Menon (1997) Green Marketing encourages framing modern business strategies to concentrate upon doing business based on green initiatives and encourages framing public policies to bring regulatory control over the business by assuring the health of the consumers and environment protection. This has made to include green marketing concept as one of the organisational objective. Yamin Begum R Nadaf and Shamshuddin R Nadaf (2014) Green Marketing is included with the organisational objectives corporate vision itself. It connects industrial ecology and environmental sustainability through imposing extended producers liability towards the society at large covering every stake holders, life-cycle analysis of the product utility, effective use of resources and analysing eco-efficiency of the business. Green Business in India is presumed to be profitable, reduces cost, facilitates future regulations and encourages grabbing first mover advantages. The organisations attempts going green as a value addition to its process, implementing management systems and the utilities of the products and services.

**Some Green Initiatives by the Companies in India:** Global carbon foot print is normally caused by the toxins and emissions discharged by the industries will tremendously damage the environment. Many companies in India have switched over to eco-friendly processes and operations to contribute to the cause of sustainability and environmental safeguards. Moreover, these initiatives have improved their revenue too.

**(i) Tata Consultancy Services:** The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked Tata Consultancy Services in the 151<sup>st</sup> position with a Green Score of 56.10 globally which tops amongst Indian Companies. It adopted sustainability practices to meet the agriculture and community needs of the region by making its office as the most environmentally proactive by adopting facilities like composting and bio-digesters to turn waste into kitchen fuel.

**(ii) ITC Ltd:** The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked ITC Ltd. in the 357<sup>th</sup> position with a Green Score of 26.40. It has adopted green technologies by reducing the Carbon Growth Path. It adopted cleaner environment approach by introducing 'Ozone Treated Elemental Chlorine Free Bleaching Technology' first time in India to introduce a new range of top green products and solutions for example, environmental friendly multi- purpose papers which are eco- friendly.

**(iii) Wipro Info Tech:** Wipro even during global financial crisis achieved sustainability through its commitment to be energy efficient by launching energy star compliant products in the market. It introduced an effective take back policy for the collection and recycling of post consumer e-waste. Hence it is ranked first in the 18<sup>th</sup> Edition of the 'Green Peace' Guide to greener electronics scoring high points of (7.1) for reducing green house gas emissions and using more renewable energy. India's first company to launch environment friendly computer peripherals. It launched new range of desktops and laptops called Wipro Green Ware having complied with Restriction of Hazardous Substances regulations to reduce E-wastes.

**(iv) Suzlon Energy:** Suzlon Energy has built its Corporate Head quarter at Hadapsar, Pune which is spread over 10 acres of land with name 'One Earth' comprising the most energy efficient buildings in India. It recognise the unique existence of the earth in the eco-system. The company believes that co-existence and responsible usage of natural resources are the only way to achieve sustainability.

(v) **HCL Technologies:** The 'Go Green' Steps were initiated to resolve the problems of toxics and e-waste in the electronic industry. It has phased out the hazardous vinyl plastic and Brominated Flame Retardants from its products. It also called for Restriction on Hazardous Substances (RoHS) Legislation in India to encourage eco-friendly revolution in the Information Technology Segment.

(vi) **Oil and Natural Gas Company (ONGC):** Being the India's largest oil producer has initiated efficient, green crematoriums to replace the traditional wooden pyre across the country. Its Mokshada Green Cremation will save 60 to 70 per cent of wood by reducing a fourth of the burning time per cremation.

(vii) **IDEA:** It initiated National Green Pledge campaign on the theme 'Use Mobile, Save Paper' at Indian cities and attracted thousands of people pledged to save paper and tree. It has set up bus shelters with potted plants and tendrils climbers to convey the green message.

(viii) **IndusInd Bank:** It has pioneered an eco-savvy change in the Indian banking sector by adopting green banking through opening country's first solar powered ATM. The bank is planning for more such initiatives to address the challenges of climate change.

(ix) **Tamil Nadu Newsprint and Papers Limited (TNPL):** TNPL was adjudged with Green Business Leadership Award for being the best performer during 2009-2010 in the Pulp and Paper Sector by the Green Business Survey. It initiated two Clean Development Mechanism Projects and a Wind Farm Project which generated 2,30,323 Carbon Emission Reductions earning Rs. 17.40 Crore.

(x) **Tata Metaliks Ltd:** Cynthia Rodrigues (2010) every day is Environmental Day for the TML as an attempt to counter the adverse effects of climate change. It introduced innovative means to reduce its carbon footprint. It complied the mandate issued by The Ministry of Environment and Forests to cover 33 per cent of the area around a plant with greenery by having 197 acre plot of green cover to reach 33.46 per cent. It reduced electricity bill by nearly 30 per cent by switching off the lights during days and depending solely on sunlight. In Kharagpur it has constructed Metaliks House which is designed such that 80 per cent of the office space does not require artificial lighting during the day. It has launched initiatives to enhance the water table. 'Breakthrough and Continuous Improvement' Project was started in 2007-08 to reduce water consumption in the plant. The company generates its own power by using blast furnace gas which is the unspent fuel by monitoring its energy consumption and green house gas emissions. It has replaced petrol-operated motorbike used by employees for movement within the plant with an electric two wheeler, and the use of video conferencing for communication between the sites at Kharagpur, Kolkata and Redi. A solar heater has been installed in the canteen to reduce the consumption of fuel. Promoted usage of email, CFL lamps, printing on both sides of the paper are the other earth friendly initiatives. It adopted natural fertilisers made with compost and vermiculture by taking help from the ladies of local self help group. It has constructed 16 houses for its employees with a unique environment friendly features to remain cool in summer and warm in winter. The company is trying to correlate the economic development with environmental protection.

(xi) **State Bank of India:** SBI have initiated Green IT by using eco & power friendly equipment in its 10,000 new ATMs to save power and earn carbon costs. It has entered into green service known as "Green Channel Counter" to give services like paper less banking, no deposit slip, no withdrawal form, no cheques, no money transactions form through SBI Shopping and Debit card systems.

(xii) **Taj Hotels:** Pavan Mishra and Payal Sharma (2010) the Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper.

(xiii) **Indian Railways:** Indian Railways Catering & Tourism Corporation Limited has allowed its customers to carry PNR No of their E-Ticket on their laptop and mobiles to save paper work.

## **2. Challenges for Going Green:**

(i) **Lack of Awareness:** Only few people in India are aware about these emerging new issues. All the small scale, domestic, unorganised workforces need to be educated about green business. Every youth shall be trained in taking green business initiatives and use Green Products. All the Management and Humanity students will be given with workshops and seminars on this topic to cultivate green habits among the youths.

(ii) **Cost:** Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent initially on the research & development programmes for the introduction of the initiative and subsequently even for the promotion of the programme.

(iii) **Convincing Customers:** Effective strategies shall be used by the firms to convey the green initiatives to the stake holders, Customers should be convinced by highlighting the merits of the Green Products. Consumers experience confusion among the products because of the credibility of green products. To ensure consumer confidence marketers of green products need to be much more transparent with proper Eco-Labeling Schemes and proper authenticity by the approved authorities, refrain from breaching any laws or standards in the business practice. Side effects of the toxic products shall be informed through workshops and seminars, NGOs and social welfare organisations shall work for these causes.

(iv) **Sustainability:** Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs

to plan for long term rather than thinking about short term returns. Step by Step initiatives shall be taken to go Green.

**(v) Non Co-Operation:** The firm practicing green marketing have to strive hard in convincing the stakeholders and many a times it may fail to convince them about the long term benefits of green marketing as compared to short term expenses.

**(vi) Avoiding Green Myopia:** Green marketing must meet improved environmental quality and even customer satisfaction. Misjudging the former at the expense of the latter is known as green marketing myopia which may harm the customer or environment in the long run.

**(vii) Unclear DESCRIPTION of Household Products:** According to Anne Steinemann (2010), after investigation and comparing Volatile Organic Compounds (VOCs) emitted from 37 different products such as air freshners, cleaning products, laundry supplies and personal care products including those with certifications and claims of ‘Green’ and ‘Organic’. It is found that 156 different VOCs emitted from these products, with an average of 15 VOCs per product. Among them 42 are classified as toxic or hazardous under US Federal Laws and each product emitted at least one of these chemicals. In total over 550 VOCs were emitted from these products, but fewer than 03 per cent were disclosed on any product label or material safety data sheet (MSDS). As consumer products sold in Australia, the Us and around the world are not required to list all ingredients or any ingredients in a chemical mixture of ‘fragrance’. In case of lack of information, consumers may choose products with claims such as ‘green’, ‘natural’, ‘organic’ which may mislead the consumers.

### 3. Benefits of Green Marketing:

As the present consumers are normally socially responsible hence concerned about the environmental protection. This has forced many companies towards meet consumer aspirations by providing products and services which are less damaging to the environment and health of the user either by non toxic products or neutral products. Many firms are thinking to enjoy the early mover advantages offered by the government on green business. Some of the advantages of green marketing are

- ✓ Green business is sustainable with long term profitability.
- ✓ It reduces cost in the long run and builds the good will gradually.
- ✓ It encourages marketing the products and services based on the environmental sentiments of the customers.
- ✓ It facilitates widening business to the new segment of consumers who are health conscious and environmentally concern.
- ✓ It helps the organisation to gain competitive advantage through healthy products and services.
- ✓ It enriches the morale of the employees for working for an environmental responsible company.

### 4. Analysis and Discussion:

This study analyse different Green Business organisations listed in the Go Green Directory published by Eco-Deaz. The Table No-01 depicts about different categories of Green business taken in India. Out of Total 329 organisations takes up 17 different types of occupations, among them, 49 (15.00 per cent) produces Green Products, 41 (12.00 per cent) alternative energy, 35 (11.00 per cent) Organic food & drinks, 27 (08.00 per cent) Beauty & Personal care, Organic Agriculture and Waste Management respectively, 19 & 18 (06.00 per cent) eco-fashion & Green Innovations respectively, 17 (05.00 per cent) Art & Crafts, 14 (04.00 per cent) Water Management, 13 (04.00 per cent) Eco-tourism, 12 (04.00) Training and Education, 11 (03.00 per cent) Green Architecture, 07 (02.00) Green Media, 06 (02.00 Per cent) Rural Development, 04 & 02 (01.00 per cent) Eco-friendly Packages & Green funding. It is inferred from the above analysis that Majority organisation are working for Producing Green products & alternative energy. Occuaptions like Water Management, Eco-tourism, Training and Education, Green architecture, Green Media, Rural Development, Eco-friendly Packages and Green funding are taken up by less organisations in India.

Table 1: Different categories of Green Business in India

S.No	Categories	No of Organisations	Percentage
01	Green –Products	49	15.00
02	Alternative energy	41	12.00
03	Organic food & drinks	35	11.00
04	Beauty& Personal Care	27	08.00
05	Organic Agriculture	27	08.00
06	Waste Management	27	08.00
07	Eco-fashion	19	06.00
08	Green-Innovations	18	06.00
09	Art & Crafts	17	05.00
10	Eco-Tourism	13	04.00
11	Training & education	12	04.00
12	Water management	14	04.00
13	Green -Architecture	11	03.00

14	Green –Media	07	02.00
15	Rural development	06	02.00
16	Eco-Friendly Packaging	04	01.00
17	Green –Funding	02	01.00
<b>Total</b>		<b>329</b>	<b>100.00</b>

Source: www.ecodeaz.com

Table 2 depicts information about the ratio of Green Business firms/organisations existing in the states and union territories of India. Out of Total 329 firms, Major 76(23.00 per cent) situated in the state of Karnataka, 41& 44 (13.00 per cent) in Tamilnadu and Maharashtra respectively, 34(10.00 per cent) in Delhi and 19 &18 (06.00 per cent) in Gujarat and Uttar Pradesh respectively. States like Manipur, Meghalaya, Mizoram, Nagaland and Orissa have not enrolled in the go green directory maintained by Eco Deaz.

Table 3 depicts about different categories of Green Business conducted in the state of Karnataka. Out of total 76 organisations working in Karnataka, Majority 15(20.00 per cent) work in Organic food & drink category, 09(12.00 per cent) in Green Products, 07(09.00 per cent) in Alternative energy and Art & crafts, 06(08.00 per cent) in Organic Agriculture, 05 (07.00 per cent) in Training and education & Water Management, 04(05.00 per cent) in Green Architecture etc. It is also found that only 01 (01.00 per cent) organisations are involved in Eco-friendly Packaging, Eco-Tourism, Green Funding and Green Media Business.

Table 2: Ratio of Green Business Firms/Organisations in the States and Union Territories of India

S.No	State	No. of Firms	%	S.No	State	No of Firms	%
01	Karnataka	76	23.00	18	Madhya Pradesh	03	01.00
02	Tamilnadu	41	13.00	19	Pondicherry	03	01.00
03	Maharashtra	44	13.00	20	Punjab	03	01.00
04	Delhi	34	10.00	21	Chandigarh	02	01.00
05	Gujarat	19	06.00	22	Chhattisgarh	02	01.00
06	Uttar Pradesh	18	06.00	23	Bihar	02	01.00
07	Andhra Pradesh	11	03.00	24	Sikkim	02	01.00
08	Kerala	10	03.00	25	Arunachal Pradesh	01	01.00
09	Telangana	09	03.00	26	Daman & Diu	01	
10	Haryana	08	02.00	27	Jammu & Kashmir	01	00.00
11	Rajasthan	07	02.00	28	Manipur	Nil	
12	Westbengal	08	02.00	29	Meghalaya	Nil	00.00
13	Uttarkand	06	02.00	30	Mizoram	Nil	
14	Assam	04	01.00	31	Nagaland	Nil	00.00
15	Himachal Pradesh	04	01.00	32	Orissa	Nil	
16	Goa	03	01.00		Not Active	04	Nil
17	Jharkhand	03	01.00	<b>Total</b>		<b>329</b>	<b>100.00</b>

Source: www.ecodeaz.com

Table 3: Different Categories of Green Business in Karnataka

S.No	Category	No. of Organisation	Percentage
01	Organic food & drinks	15	20.00
02	Green –Products	09	12.00
03	Alternative energy	07	09.00
04	Art & Crafts	07	09.00
05	Organic Agriculture	06	08.00
06	Training & education	05	07.00
07	Water management	05	07.00
08	Green -Architecture	04	05.00
09	Rural development	03	04.00
10	Beauty& Personal Care	03	04.00
11	Green-Innovations	03	04.00
12	Eco-fashion	02	03.00
13	Waste Management	02	03.00
14	Eco-Friendly Packaging	01	01.00
15	Eco-Tourism	01	01.00
16	Green –Funding	01	01.00
17	Green –Media	01	01.00
18	Other	01	01.00

	<b>Total</b>	<b>76</b>	<b>100.00</b>
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Source: www.ecodeaz.com

Newsweek Green Rankings are one of the world's most recognized assessments of corporate environmental performance. It has ranked the world's largest companies on corporate sustainability and environmental impact. The Global rankings 500 covering the largest publicly traded companies globally by market capitalization has 12 Indian companies in the ranking. The companies have been scored on eight specific ESG indicators covering energy, GHGs, water, waste, green revenue (Reflects human impacts added with profits), sustainability, pay linkage, sustainability, board and the audited environmental metrics.

Table 4: List of Indian Companies with a Global Ranking

S.No	Ranking	Newsweek Green Score (In %)	Company	GICs Sector
01	151	56.10	Tata Consultancy Services Ltd.	Information Technology
02	185	52.00	Infosys Ltd.	Information Technology
03	351	27.20	Housing Development Finance Corp Ltd.	Financials
04	352	27.20	Sun Pharmaceutical Industries Ltd	Health Care
05	357	26.40	ITC Ltd	Consumer Staples
06	373	24.50	Hindustan Unilever Ltd	Consumer Staples
07	437	17.70	ICICI Bank Ltd	Financials
08	438	17.60	Reliance Industries Ltd.	Energy
09	445	17.00	HDFC Bank Ltd	Energy
10	449	16.30	State Bank of India	Financials
11	464	15.00	Oil & Natural Gas Corp Ltd.	Energy
12	475	13.10	Shanghai International Port Group Co. Ltd.	Industrials

Source: www.newsweek.com/green-2016/top-green-companies-world-2016

Table 4 shows that TCS tops the list amongst the Indian Companies with a global ranking of 151, which is the best ever ranking for an Indian Company in the Newsweek Listing.

**5. Suggestions:**

The government can take measures to encourage green business in the areas of Water Management, Eco-tourism, Training and Education, Green architecture, Green Media, Rural Development, Eco-friendly Packages and Green funding by providing proper loan facility, training, technical aids and subsidies. The central government shall take initiatives to involve States like Manipur, Meghalaya, Mizoram, Nagaland and Orissa in the green business through grants and skill development programmes. The business connected to Eco-friendly Packaging, Eco-Tourism, Green Funding and Green Media can be improved further through Research and Development activities. It should also try to recognise the companies which are eco-friendly through awards and recognitions. The awareness to the people about green products should be taken as a national campaign in the country.

**6. Area for Further Research:**

Based on this study further research can be done to study the specific marketing strategies adopted by above mentioned green business organisations in India. In depth study can be conducted to understand green initiatives of all the globally ranked Indian industries in an elaborative way. Empirical research can be conducted to know the utility, challenges and opportunities of green business organisations in India.

**7. Conclusion:**

Green marketing is a tool for bringing sustainable protection of environment for future generation. Going green involves huge cost initially so, proceeding towards green business is possible only after analysing pros and cons of this initiative through proper research and development activity. Green marketing started moving from its inception towards adoption globally. Green business may not be beneficial in the short run but definitely it will yield positive impact upon the business prosperity in the long run. Green Practices can be implemented effectively by channelized marketing communications based on theme and public messages. Framing business propagandas and advertisements to appeal about green products and practices definitely touches the human sentiments to go green in their life. For flourishing in the consumer driven market all strategies should be based on the maximum benefits to the consumers based on their present requirements. Positioning Green products and services in the mind of each consumer is possible only through constant awareness on the product utilities by the organisations. Thus, any environment committed organisation produce goods which are eco-friendly but also forces its suppliers also to be environmentally responsible. All the aware consumers can also pressurise business enterprises to integrate environmental concerns into their corporate culture to minimise the detrimental environmental impact through their activities. Government, NGOs, Social

Service Agencies and people should collectively work to make India to be completely green for effectively meeting consumer needs and sustainable environmental protection.

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