

## GREEN MARKETING: THE EMERGING TREND IN INDIA

**Ms. Mamta Bhardwaj**

Assistant Professor,  
 Department of Commerce,  
 University of Delhi /Janki Devi Memorial College  
 New Delhi, Delhi, India

Copyright © 2014 ISSR Journals. This is an open access article distributed under the **Creative Commons Attribution License**, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**ABSTRACT:** This article focus on the important issue of marketing that is *Green marketing*. This is one of the biggest needs of the time to keep our environment safe. So this article focuses on the various organizations or the corporates that are actually taking the initiative to keep our environment free from harmful pollutants. Many companies are adopting green for capturing market opportunity and we can say that there is a future of green marketing in India. There are many examples which show that how companies are moving towards this “green concept”.

**KEYWORDS:** Green Marketing, Environment, Eco- friendly, E-waste.

Green marketing is a phenomenon which has been developing in the modern Indian market. Urban consumers are more aware about the green products but still it is a new concept for the masses. According to the American Marketing Association “Green marketing is the marketing of products that are presumed to be environmentally safe”. It is an effort by organization to design, promote and to distribute the products that will not harm the environment. Thus green marketing consist of huge range of activities like product modification, changes to the production process, packaging changes, as well as modifying advertising & also increases awareness among the people. Both Consumers and marketers worldwide are showing more concern about the environment by preferring environment-friendly products and services. And it is very important on the part of consumers to adopt the green products because if we see the India’s global image on environmental issues it is not a good one. It ranks low on Yale's Environmental Performance Index 2014 (Rank – 155). So now it has become a challenge to keep our natural environment safe. As a result of this businesses have increased their rate of targeting consumers who are more concerned about the environment. Many companies are adopting green for capturing market opportunity and we can say that there is a future of green marketing in India. There are many examples which show that how companies are moving towards this “green concept”.

Among the recent green marketing effort in automobile sector in India was the introduction of hybrid electric car (Prius) by **TOYOTA** .It’s a fuel economy car that protects the environment compared to the average car, Prius could have saved an estimated 1,445,971,501.65 gallons of gas & 20,509,138.39 tons of CO<sub>2</sub> emissions in the U.S since 2000. Prius is certified as an Advanced Technology Partial Zero Emission Vehicle in California and states.

Another green effort is by **HERO** brand in India. HERO Electric is a pioneer in the Indian Electric Two- Wheeler Industry which provides Eco-friendly and Cost-effective mode of transportation. On an average every hero electric bike reduces more than 1 ton of CO<sub>2</sub> & other harmful gases in its lifetime. As per the recent study done by the Booz & Company for

NAME OF INDICATOR	SCORE	RANK	10 YEAR CHANGE
Overall Score	31.23	155	5.4%
 Health Impacts	50.04	127	26.68%
 Air Quality	23.24	174	-29.49%
 Water and Sanitation	26.28	124	54.95%
 Water Resources	10.49	87	
 Agriculture	58.4	117	16.47%
 Forests	35.07	57	
 Fisheries	22.64	67	-0.22%
 Biodiversity and Habitat	39.18	125	0%
 Climate and Energy	35.24	104	

For more information, visit <http://epi.yale.edu>.

Yale University © Yale University. All Rights Reserved

electric vehicle in India ,a mere 5% of conversion of vehicles to electric vehicles can save 45 lac liters of petrol/year .

Next is **WIPRO**, It has launch its new eco-friendly Wipro Greenware desktops, manufactured with materials completely free of deadly chemicals like polyvinyl chloride (PVC) and brominated flame retardants (BFRs), for the first time in India. The recycling of these eco-friendly PCs ensures reduction of the exposure of the hazardous chemicals to the environment. The waste management strategies of wipro are:

- i) Recycling the waste for further use
- ii) Arranging for safe disposal

To operate this strategy, they follow the processes of segregating waste into organic, inorganic-waste, hazardous, packaging, Bio medical and other categories, which are then recycled either in-house or through outsourced vendor. During FY12-13 the total end of life E-waste collected and recycled through authorized vendors was 247 tons. And because of this effort WIPRO has Ranked 1<sup>st</sup> in 2012 Indian ranking of Climate Disclosure Leadership Index (CDLI) for the 3rd time in a row & ranked 2<sup>nd</sup> in the Global 500 listing of Newsweek's Green Company Rankings 2012

Paint companies are also not far from this green concept. Brand like **KANSAI NEROLAC** has also introduced a range of products that are lead free that does not add any such heavy metals in its manufacturing process. Nerolac which has come out with a new brand campaign 'No VOC No Gadbad' by its brand ambassador Shah Rukh Khan seeks to talk about the harmful effects of the use of Volatile Organic Chemicals (VOC) in paints. Now it has become the 2nd largest paint company in india

Next in the line to join is **VOLTAS** from Tata Group. In 2007, Voltas initiated the 'Green' range of air-conditioners, following which the government made it mandatory for home appliances to have energy star ratings. Energy Star is an international standard for energy efficient consumer products that originated in the US. Thus devices like Air conditioners, refrigerator, plasma and other appliance which carrying the star logo use about 20-30% less energy than the set standards.

In same line we have **GODREJ**. Godrej Appliances launched India's first 100% green refrigerator in 2002 & also green balance air conditioner. The Green Balance Air Conditioners use eco-friendly R290 refrigerant ensuring 'Zero Ozone Depletion Potential' and a minimum global warming potential of just 3. Godrej Refrigerators were conferred the National Energy Conservation Award 2009 by the Government of India.

Even our fashion industry is also tying its best to promote the green concept. If we talk about clothing, a fast growing fashion trend, Anita Dongre has also joined the line of eco-fashion with her brand, **GRASSROOT**. It's a 100% environment friendly brand. Eco-fashion is a process of creating garments with environment friendly techniques which are non-hazardous to the environment. Largely, eco-clothing uses organic cotton, bamboo jersey, viscose and linen, etc. Other brands that use organic fibre are Bhu:sattva, UV & W.

Next sector to look is our banking Industry. Best Green IT Project: **STATE BANK OF INDIA**. SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form & all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. SBI became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes.

With so many examples we can easily analyze that now companies are also contributing their part towards the green concept & what drives them to go green is their customers' growing concern for environment. None of the sector is untouched by this green marketing whether it's automobile, Banking sector, IT Industry, fashion industry, electronics, textiles and others. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

**REFERENCES**

- [1] R. Sudha, "Green Marketing in India" Namex International Journal of Management Research, vol. 2, no. 1, pp. 103–110, 2012.
- [2] Pavan Mishra and Payal Sharma, "Green Marketing in India: Emerging opportunities and challenges," Journal of Engineering, Science and Management Education, vol. 3, pp. 9-14, 2010
- [3] <http://epi.yale.edu/epi/country-rankings>
- [4] [http://articles.economictimes.indiatimes.com/2013-10-23/news/43326500\\_1\\_sustainability-kirloskar-brothers-indian-companies](http://articles.economictimes.indiatimes.com/2013-10-23/news/43326500_1_sustainability-kirloskar-brothers-indian-companies)
- [5] [http://www.business-standard.com/article/press-releases/lead-free-paints-from-kansai-nerolac-109081900123\\_1.html](http://www.business-standard.com/article/press-releases/lead-free-paints-from-kansai-nerolac-109081900123_1.html)
- [6] <http://www.toyota.com/prius#!/features>
- [7] <http://www.wiprosustainabilityreport.com/pollution-and-waste-management>
- [8] [www.heroelectric.in](http://www.heroelectric.in)
- [9] <http://anitadongre.com/brand/page/6>