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"Green Marketing in India: Importance and Challenges"

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Abstract:

In the modern era of globalisation, it has become a challenge to the customers and consumers keep our natural environment safe and that is biggest need of the time. Consumers are also aware of the environmental issues like, global warming and the impact of the environmental pollution. Green marketing is a new concept which has developed particular importance in the modern market and has emerged as an important concept in India. This paper explains the concept, importance, challenges of green marketing. The present situation is as such that in Indian Rural and urban consumer is getting more aware about the merits of green products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutions. Production, consumption and disposal of many products affect environment adversely. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment.

Keywords: Consumers, Importance, 4Ps of green marketing, challenges of greenmarketing.

Introduction:

Green marketing is impact positively on environmental security, social human resources and consumer health. Today's everyone knows the importance of nature. Social needs are unlimited while natural wealth resources are limited. Due to the current industrial policy and production practices the large quantities of natural resources are being looted, therefore so many questions have been raised. To overcome all this, the importance of green marketing increased. Green marketing involves the utilizing limited natural resources to provides consumer needs and at the same time fulfilling the goals of organisation. Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental on the environment.

Definition of green marketing:

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, such as: Being manufactured in a sustainable fashion, Not containing toxic materials or ozone-depleting substances, Able to be recycled and/or is produced from recycled materials, Being made from renewable materials (such as bamboo, etc.), Not making use of excessive packaging, Being designed to be repairable or recyclable and not "throwaway"

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing.

Another definition defined Green Marketing as "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment"


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Evolution of Green Marketing:

The green marketing has developed over a period of time. The term Green Marketing came into prominence in the late 1980s and early 1990s. The evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Why green marketing is important? The following issues are describes the importance of green marketing.

- Business organization can use green marketing as an opportunity of fulfilling their goals.
- Social responsibility has increased in front of business organisation, organization can use green marketing to fulfilment it.
- The government has formed Environment Protection Act of 1986 under Article 253 of the Constitution. For example Eco-labelling, Eco-mark.
- First of all business organisations gain competitive advantages by using green marketing.
- By using green marketing reduces costs and maximizes profit.
- Awareness about environmental protection is created in the mind of customer.
- Through the green marketing customers should buy organic process products
- The green products avoiding pollutions and keep healthy environment.
- It reduces the use of plastic and plastic-based products. It increases the consumption of natural products and reduces chemical products. it creates a demand for herbal medicines, natural therapy, and Yoga. it aware the reuse of the consumer and industrial products.

Green Products and its Features:

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown.
- Products those are recyclable, reusable and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents, non-toxic chemical.
- Products contents under approved chemical.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Objectives of the Study:

1. To study the 4 Ps of green marketing.
2. To study the various green Marketing project in India

Methodology: On the basis of the above mentioned objectives, the following methodology will be adopted in this study.

Data Source: This study is depended on the secondary data source. The secondary data is collected from the websites, articles, published journals etc.

4Ps of green marketing:

Product-

A manufacturing company needs to modernise in production process and evolve environmentally safe product to have more impact on consumers. For this intention, it needs to identify consumers buying desires, their safe environmental needs and develop goods and services to address these needs. There is some responsibility before the producers and suppliers such as – Products made from recycle goods, product that scan be recycle or reused recyclable packaging, product with green labels, organic product many consumers are prepared to pay a premium for organic product which offer promise of quality.

Price-

Usually, in the recent generation consumers have identified which quality of usable goods and services and its impact on social health. Therefore, most of the consumers are pay additional premium for buying social and environmentally safe products. Green pricing takes inconsideration the people, planet and profit in the way that takes care of the health of humans and communities and ensures efficient productivity.

Place-

Indian retail markets opened to all types of products and services which are beneficial and usable to customer putout for sale to the buyers. Green products have increased over 73% since 2009 but more than 95% of products are guilty of green washing ecological, recyclable and environmentally safe. Such as paper less banking, SBI wind energy, eco-friendly hotels, e-taxi, Coca-Cola, eco-friendly bags, e- tickets, kansai,nurolac paints, wipros green machine etc.

Promotion-

Promotion includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices.

Green Marketing Projects:

Interestingly, green marketing continues to be an issue of global interest. In fact, Google Trends reports that, on a relative basis, more searches for "green marketing" originated from India than from any other country

Many companies are adopting green for capturing market opportunity of green marketing. Some cases are:

Project 1: Best Green IT Project: State Bank of India: Green IT@SBI

By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow.

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: The State Bank of India became the first Indian bank to harness wind energy through a 1.5-megawatt wind farm developed by Suzlon Energy. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. 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, especially among the bank's clients.

Project 2: Lead Free Paints from Kansai Nerolac

Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

Projects 3: India's 1st Green Stadium

The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

Projects 4: Eco-friendly Rickshaws before CWG

Chief minister Sheila Dikshit launched a battery operated rickshaw, "E-rick", sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

Projects 5: Wipro Green It

Wipro can do for you in your quest for a sustainable tomorrow – reduce costs, reduce your carbon footprints and become more efficient – all while saving the environment.

Wipro's Green Machines (In India Only)

Wipro InfoTech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Green ware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

Projects 6: Phillips's "Marathon" CFL light bulb

Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 per cent in an otherwise flat market.

Challenges in Green Marketing:

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers regarding products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent and refrain from breaching any law or standards relating to products or business practices. There is large number of challenges in the field of green marketing which may be sum up as follows:

Need for standardization of the products- it has been observed that very less proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product is organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labelling and licensing.

New notion-The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programmes need to reach the masses and that will be a time consuming process. Indian aurvedic heritage can help to boost up the green marketing for beauty products. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

Long Gestation Period Require Patience Perseverance-It has been observed that the inventers and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It requires a lot of patience to get the desired results.

Other challenges, associated with 'Green Marketing' are green products which require renewable and recyclable material at the cost effective. It require a modern technology which again huge cost in Research and Development. In order to inculcate the 'Concept of Green Marketing' in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

Conclusion

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are presumed to be environmentally safe. Consumers, industrial buyers and supplier need to pressurize effects on minimize the negative effect on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India. Green marketing should not be considered as just one more approach to marketing, instead should be pursued with greater vigour as it has societal and environmental dimensions. With this view organizations are now aware with the fact that without adopting green in the core of their strategy they cannot survive in the present competitive era.

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