

GREEN INITIATIVES IN INDIA – AN OVERVIEW

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Abstract :Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response.

Recent trend in Marketing - Green Marketing

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.

India is a world leader in green IT potential, according to a recently released global enterprise survey. The Government of India and few other organizations have made efforts to promote green marketing. In 1991 the government of India instituted a voluntary scheme to label a green product as environment friendly and to label a green product; the government adopted the sign of Eco-Mark. The norms for eco-labeling are established by the Eco-Mark. Technical Committee of the Central Pollution Control Board. Ministry of Environment and Forest, Government of India with Bureau of Indian Standards (BIS) are the implementing authority for the Eco-Mark. Eco-Mark was to be used in conjunction with ISI mark. There are some visible instances in which Indian organization have made efforts to promote green marketing.

Keywords: Green Initiatives, Marketing, Green Marketing.

INTRODUCTION

People around the world are becoming more aware of the environmental stresses people are placing on the planet. Newspapers, magazines, television, and other media feature wide coverage of environmental problems, whether they are local (e.g., depleted fisheries and air pollution) or global (e.g., ozone depletion and climate change). Many consumers now display concern about environmental deterioration. Green Marketing is an attempt to characterize a product as being environmentally friendly. In general green products are made from recycled content and designed for reuse, recycling, or remanufacturing. They are usually non-toxic, energy efficient, and durable. However, green is a relative term and depends on the individual situation.

DEFINITION

Polonsky defines green marketing as, "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".

EVOLUTION OF GREEN MARKETING

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

RATIONALE OF SELECTING THE TOPIC

Issues like Global warming and depletion of ozone umbrella are the main concern for the healthy survival. However financial gain and economic benefits are the main aim of any corporate business. So green marketing by the business class is still in the anthological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body.

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. The Government also time and again has introduces and revised policies to protect environment and living being.

In this context a study of green initiatives taken by corporate and government in India is undertaken. Being a matter of most serious concern, green approach would help all the stakeholders to take appropriate steps in healthy social and economic life of the people .

OBJECTIVES

- 1.To find out the green initiative taken by corporates in India.
- 2.To find out the measures taken by Government of India in respect of Green approach.

HYPOTHESIS

There is a need of stimulating green initiatives in India by all stakeholders.

RESEARCH METHOD

Secondary data is used for collecting information and findings.

SOURCES

Books , Internet and Television.

FINDINGS

- In India, all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. There are numerous examples of firms who have strived to become more environmentally responsible, For Example the Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana") and the energy-saving LG consumer's durables are examples of green marketing.
- Many firms realize that they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. For e.g The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities.
- Governmental regulations relating to environmental marketing are designed to protect consumers in several ways. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.
- Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow the policy.
- Reduction of harmful waste has lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.

GREEN INITIATIVES TAKEN BY CORPORATES IN INDIA

Many companies in India have taken a green initiative. This shows a commitment of companies, either as part of their corporate social responsibility or otherwise, to do something worthwhile in this direction.

Idea Cellular implemented its national campaign 'Use Mobile, Save Paper'. The company organized Green Pledge campaigns to save paper and trees.

Nokia's policy to take back, recover useful materials and dispose of waste in a manner that causes least harm to the environment.

IBM is selling green solutions to corporate data centers where energy constraints and costs are limiting their ability to grow, with the promise that the energy costs would be reduced by half.

Wipro InfoTech (Green It) 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.

Samsung, was the first to launch eco friendly mobile handsets (made of renewable materials) – W510 and F268- in India.

Tamilnadu Newsprint And Papers Limited (TNPL) was awarded the Green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI Green Business Survey conducted by Financial Express.

Oil And Natural Gas Corporation Ltd (ONGC), India's largest oil company, has introduced energy-efficient Mokshada Green Crematorium, which saves 60 to 70% of wood and a fourth of the burning time per cremation.

REVA, India's very-own Bangalore-based company was the first in the world to commercially release an electric car.

Honda India introduced its Civic Hybrid car.

Mahindra Group had launched project Mahindra Hariyali in which 1 million trees would be planted nation-wide by Mahindra employees and other stakeholders including customers, vendors and dealers.

ITC has introduced Paper kraft, a premium range of eco-friendly business paper. The company's social and farm forestry initiative has greened over 80,000 hectares of arid land. ITC has been 'Carbon Positive' three years in a row (storing twice the amount of CO₂ than the Company emits). 'Water Positive' six years in a row (creating three times more Rainwater harvesting potential than ITC's net consumption). Close to 100% solid waste recycling.

INDUSIND: Bank installed the country's first solar-powered ATM and thus brought about an eco-savvy change in the Indian banking sector.

SUZLON: Energy manufactures and markets wind turbines, which provide an alternative source of energy based on wind power.

Bharat Petroleum: Bharat Petroleum launched a campaign to position itself as a responsible corporate 'green' entity. Introduced renewable energy-solar and wind power-it installed solar panels on its service stations. It also ran a program to cut production of greenhouse gases by 10% across its units worldwide and achieved it much ahead of schedule. Cleaner fuels such as Greener Diesel (ultralow sulphur content) and BP Auto gas were developed. Almost all of its plants are ISO 14001 certified. Currently it is running a program to contain its net emissions at current levels for ten years.

Hindustan Petroleum: Hindustan petroleum owns a massive e-waste recycling plants, where HP takes back any brand of equipment; its own machines are 100 percent recyclable.

Proctor & Gamble: Laundry detergents are also touting energy savings. Proctor & Gamble's (P&G) newest market entry, Tide Coldwater, is designed to clean clothes effectively in cold water. Whereby 80 to 85 percent of the energy used to wash clothes from heating water is saved.

GOVERNMENT INITIATIVES FOR GREEN MARKETING IN INDIA

1. Development of ISO 14000 Series of Standards. : ISO has been developed to help any company in any country to meet the goal of sustainable development and environmental friendliness. The ISO 14000 family of standards (i.e. ISO 14001, 14004, 14010, 14011 and 1412) were published as an official document in 1996. The ISO series aims to provide guidance for developing a comprehensive approach to environmental management and for standardizing some key environmental tools of analysis such as labeling and life cycle assessment.

2. Eco-Labeling Initiatives: Eco label provide information regarding the environmental **performance of** products. The objective of eco-labeling is to provide authentication to genuine claims regarding the environmental impact of products and processes by manufacturers. In India the government has introduced the eco-mark scheme since 1981. The objectives of the scheme are:

- a) To provide incentives to manufacturers and importers to reduce the adverse environmental impact of products.
- b) To reward genuine initiatives by companies to reduce adverse impact of environmental impact of products.
- c) To assist consumers to become environmentally responsible in their daily lives by providing them information to take account of environmental factors in their daily lives.
- d) To encourage citizens to purchase products which have less environmental impact.

3. Eco-Labeling Schemes in India: The Ministry of environment and forest of government of India has prescribed the following criteria for products that:

- a) They cause substantially less pollution than comparable products in production, usage and disposal.
- b) They are recycled and/or recyclable whereas comparable products are not.
- c) They contribute to a reduction on adverse environmental health consequences.
- d) They comply with laws, standards and regulations pertaining to the environment.
- e) Their price is not exorbitantly higher than comparable products.

4. Eco-Mark in India: Under the concept, products which are less harmful to the environment or have benign impact on environment through the various stages of development-manufacture, packaging, distribution, use and disposal or recycling may be awarded the Eco-Mark. An earthen pot has been chosen as the logo for Eco-Mark scheme in India

CONCLUSION :

Industries in India are accepting the need of green marketing but still there is a wide gap between their understanding and implementation.

The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

It is found that only 5% of the marketing messages from —Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. Despite these challenges, green marketing has continued to gain significance, particularly in light of growing global concern about climate change. This concern has led more companies to green initiatives. Also Government has taken measures to introduce and implement the green approach in its policies. However it is only a beginning and the constructive results are awaited in this direction.

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