

A study of Green marketing and sustainable development: Opportunities and Challenges with special reference to kashmir

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ABSTRACT:

In the advanced period of globalization, it has turned into a test to keep the clients and in addition buyers in overlap and even keep our regular habitat safe and that is the greatest need of the time .The world must be produced by the necessities of the general population, however with the commitment of reasonable improvement as a complete procedure, supportable advancement is tied in with influencing models subjectively to meet to the financial needs and interests of natives, while killing or fundamentally diminishing the effects that undermine or damage the earth and common assets

As society turn out to be more worried about the common habitat, organizations have started to alter their procedure trying to address society's new issues. A few organizations have rushed to acknowledge the fresher difficulties or changes like ecological administration, minimization of the waste lining up with hierarchical exercises. Nowadays' ideas of green showcasing are coming to fruition as one of the key business methodologies of the organizations for picking up the upper hand, guaranteeing feasible utilization of their items in the business sectors and getting a charge out of reasonable improvement in future

Understanding the significance of green promoting in economical improvement, this paper is for the most part centered around the effect of the green showcasing on maintainable advancement and related open doors and difficulties in J&K

Key words: *sustainable development, green marketing, globalization.*

LINTRODUCTION:

The colour green is an off shoot of the English verb “growan” which means ‘to grow. Green has generally been related with expectation and development and it additionally speaks to nature. Over some stretch of time, the shading has for all intents and purposes turn into an equivalent word for condition. As assets are restricted and human needs are boundless, it is critical for the advertisers to use the assets productively without squander and additionally to accomplish the association's target. So green showcasing is unavoidable.

II.DEFINITIONS:

- 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”.
- As per J.Polonsky (1994), “Green Marketing 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”.
- As per Stephen et al. 1996, “Green Marketing describes an organizations effort at designing, promoting, pricing, and distributing products that will not harm environment”.
- As per Sanjit, 2008, “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 input on the environment”.
- According to Pride and Ferrell, 1991, P.88, “The specific development, pricing, promotion and distribution of products that do not harm the environment”.

III.DETERMINANTS OF “GREEN MARKETING”

- Setting Green Objectives
- Demonstrate Social Responsibility
- Comply with the legislation
- Respond to competitive initiatives
- Provide accurate environmental information
- Identify products with green characteristics
- Focus product development on sustainability
- Set realistic prices
- Eliminate unnecessary packaging

IV.ETHICS IN GREEN MARKETING:

Friedman says that business have no social responsibility beyond that of increasing profits so long as it stays within the rules of the game, that is, engage in open and free competition without deception or fraud. In other words, business has no business to consider question of good or evil, stillness of social justice or environmental sustainability. This raises the question of whether there is a distinction to be drawn between ethical action and good business sense. Green marketing may be viewed as a strategy for the future or for profitability. Decision-

making in business has become complex as environmental questions have been raised about all aspects of corporate activity. Since business is in the community and works within a physical and ethical framework, it has to consider the environment as an ethical issue.

The rate of environmental degradation has intensified. The nineteenth century witnessed the firms large scale pollution as companies geared themselves to produce goods as fast as possible, with virtual disregard to human or environmental well-being. Nations battled for industrial supremacy using raw materials and creating pollution at a staggering rate. As countries became economically stronger, competition also grew. More efficient production methods were employed and a very few companies, gave a thought to the impact they were having on their surroundings. With increase in water pollution from chemical works, and air pollution from the iron and steel industry, towns and cities began to pay the price for high industrial productivity.

The three R's of environmentalism are:

- 1. Reduce.
- 2. Reuse and
- 3. Recycle.

Green marketing takes into account the wider relationship of the organization and its products to the surroundings. It is about a more aware, open, targeted and sensitive approach that integrates the strategic link between the company, the environment and marketing, rather than being primarily concerned with tactical communication opportunities. The prime emphasis is on, developing relationships and satisfying separate stakeholder needs in an environmentally and socially responsible manner. The key stakeholders are customers, investors, the parent company, directors, employees, the community, legislators, pressure groups, suppliers, and the media.

Green marketing differs from its societal and ecological predecessor by intertwining of ecological and social concerns, in the breadth of the ecological agenda that it tackles, and in its potential application across all types and sectors of business. Green marketing goes beyond societal marketing in four key ways:

- i) It is open-ended rather than a long-term perspective.
- ii) It focuses more strongly on natural environment.
- iii) It treats the empowerment as something which has an intrinsic value over and above its usefulness to society.
- iv) It focuses on global concerns rather than those of particular societies.

OBJECTIVES:

- To consider the concept of green marketing
- To know the impact of green marketing on sustainable development

- To examine the challenges and opportunities for green marketing
- To identify the importance and need of green marketing

RESEARCH METHODOLOGY: The research is exploratory in nature; it focuses on Literature review, News Papers, Journals, websites and the other reliable sources.

REVIEW OF LITERATURE:

Andrea Prothero (1990), found that, in order to keep up a noticeable position inside business, advertisers may need to receive a system which includes more than "window-dressing". Instead of considering the transient chances of being "green" an all the more long haul see is required with the goal that the potential perils can likewise be tended to. England is moving far from the main period of green and turning into a darker shade simultaneously. Showcasing divisions in this way need to deliver merchandise of a superior quality which have a more extended life expectancy and are created in a way which is as safe to nature as could reasonably be expected. Changing your organizations bundling isn't sufficient. The suggestions are in no way, shape or form a thorough rundown of the issues advertisers ought to consider for what's to come. This paper is planned to give a wide comprehension without bounds part of promoting and how the expanded significance set on environmentalism has prompt the standards of showcasing being liable to "awful press".

It has been recommended that so as to keep up a conspicuous position inside business advertisers may need to change their exercises. One way is the appropriation of SMC (Societal Marketing Concept) whereby items might be given on the understanding that the earth won't experience the ill effects of such generation forms.

Sumesh R. Nair and Nelson Oly Ndubisi (2011) ' identified three groups of stakeholders(core influencers, intermediate influencers, and moderate influencers) who exert varying degrees of pressure and influence on organizations and their commitment to environmental well being. Three strategies (Strategic green Alliance, Strategic green Comradeship, and Strategic Green Harmony) were also suggested to connect with the three different stakeholders group. The models in the papers are developed using the insights gathered from the existing literature in the field of environmental marketing. The models offer new perspectives to understanding and satisfying the needs of the stakeholders better. The papers are useful for environmental strategists while developing their strategic options to satisfy the important stakeholders of their organizations.

Prothero, A. (1998) introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Oyewole, P. (2001), In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing.

A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Prothero, A. & Fitchett, J.A. (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

V.GREEN MARKETING PRACTICES IN INDIA

Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. Kansai Nerolac Paints has been at the forefront of paint manufacturing for more than 88 years pioneering a wide spectrum of quality paints. Kansai Nerolac has worked on removing hazardous heavy metals from their paints – among this lead being the most prominent metal. Kansai Nerolac does not add any lead or other such heavy metals in its manufacturing process. Dell has been one of the vendors who focus on producing green IT products. They have a strategy called "Go green with Dell" to sell these products in the market. It also comes in an eco-friendly packaging with a system recycling kit bundled along. Talking about the green commitments of the company, Sameer Garde, Country GM, Dell India, says, "Dell is also actively pursuing green innovations that will be of value in 2009 from data-center efficiency to the use of eco-friendly materials for everything from chassis design to product packaging. Eco Hotels (Ecotels) is a certification system promoted by Hospitality Valuation Services (HVS) International. This system is based on 5 main criteria: environmental commitment, solid waste management, energy efficiency, water conservation, and employee education/community involvement. In India we have Eco-hotels like Orchid, Rodas, Raintree etc. believing and practicing *green marketing*. According to Harish Tiwari of Infinity Infomatic Pvt Ltd, a well known distributor, who says, "We don't find any difficulty in selling green products because the knowledge for these products has increased in us as well in customer. They are ready to pay higher for these products once they convinced." In May 2007, IBM launched Project Big Green to help clients around the world improve the efficiency of IT and better optimize their data center resources. IBM has software and services technologies to help businesses reduce data center energy consumption and cut energy costs by more than 40 percent.

Introduction of CNG in Delhi

New Delhi, the Capital of India, was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

Gas Tech Electronic Products (Pvt.) Ltd. has invented LPG Kit for motorcycles/scooters (4 stroke and 2 stroke). Can be fitted in 50 cc to 375 cc air cooled, single cylinder 2 stroke as well 4 stroke vehicles with cent % fuel efficiency, with clean exhaust and zero pollution. The following figure shows the amount of pollution

caused by different types of vehicles in Delhi, of which maximum pollution is caused by two wheelers. 38% of particulate matter and 61% of hydrocarbons are released by two wheelers alone. Thus the use of LPG kit for motorcycles/scooters will reduce pollution to a great extent.

VI.GREEN MARKETING: A NEW FACET OF SUSTAINABLE DEVELOPMENT:

Since green marketing is a part and parcel of sustainable development concept. Sustainable development is opposed to the concept that development and ecological conservation cannot go hand in hand. The concept of sustainable development is to understood as a policy, approach or goal rather than a substantive prescription. The cynosure of this concept lies into the modification of the previously unqualified development concept (Tiwari, A. K; 2006). The society shall have to prosper; people's need will grow day by day; there will be more and more industrialization and urbanization; however that does not mean that they should be at the cost of the environment. actions should proceed in accordance with and does not dis honours the same (Upadhyay, J.J.R.; 2008) . Since Green marketing is one of the avenues where sustainable development in a particular form is promoted, it is thus of the essence that state must ensure its successful fructification.

Economy and society are constrained by environmental limits (Ott K., 2003). Our economical and socialactivities should be framed for optimal utilization of natural resources and keeping the environment safe. All the different cultures of the world have always taught us to love our nature. Now days we are not utilizing our natural resources for fulfilling our needs but for fulfilling our greed. Due to this there are many social,economical and environmental problems have become deterrent for our life. The solution to these existing problems can be rectified if we go for sustainable development. Sustainable development as per the "Report of the World Commission on Environment and Development (United Nations, 1987)"can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. Sustainable development is the form of development which aims at sustainable consumption and sustainable economic growth and tries to protect the environment. The field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, sociopolitical sustainability and economic sustainability. The two terms sustainable development and sustainable consumption are the two facets of the same coin. Sustainable development refers to maintaining long-term economic, social and environmental capital. While sustainable consumption becomes the way of life. Sustainable consumption is using resources in a way that minimizes harm to the environment while supporting the well-being of people. Just a decade ago, the term green marketing or green business strategy evoked visions of fringe environmentalism and adding cost to existing normal goods. Most of the industries had the perception that consumers are willing to buy products at best competitive prices and associate no value for environmentally friendly products. They felt that the pressure for making business environment green and behaving in a more responsible manner especially comes from Government and its legislations and consumers have nothing to do with it. But, now that old perception of companies is changing, they have started realizing the changes in consumer perceptions and their behavior. Therefore, these day

concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. Marketers must realize now that green marketing is not purely altruistic, it can be a profitable endeavor for sustainable development. Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general.

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VIII. CHALLENGES RELATED TO GREEN MARKETING IN INDIA:

One of the most important challenges is the lack of standards or people's awareness about what constitutes “green”, according to Joel Makower, a writer on green marketing. Indeed, there is no definition of how much good is enough. When the question comes to a product or a company claiming green marketing. This lack of awareness among consumers, marketers etc. have slowed the growth of green marketing. Because, consumers are often skeptical, about their claims. In spite of these challenges, green marketing has continued to gain popularity, especially in view of growing global concern about climate change. This growing concern and government regulations in many countries have forced companies to advertise their role in reducing the effect on climate change, and the result it is having on their products and services.

Industry wise there are some more challenges illustrated below:

1) Electronic Waste:

In the digital age, we take digital lifestyle for granted. But in the process of digitalization, we are overshadowing the impact of digitalization on the environment. Many of us are quite unaware that digitalization pollutes our environment. The waste generated from electronic accessories accounts for environment pollution and in its generic term it is known as “e-waste” or electronic waste.

Many countries across the world are facing the problem of e-waste. These wastes are used for land filling that contaminates the ground water. Soil becomes acidified due to disposition of acids and sludge obtained from melting computer chips-an example is the water shortage due to contamination of water resources at Guiyu (Hongkong), a thriving area of illegal e-waste recycling. Open burning of e-wastes exhausts poisonous gases, responsible for polluting the air, landfills lead to environmental hazards. Mercury will percolate when certain electronic devices such as circuit breakers are destroyed. Likewise, polychlorinated Biphenyls (PCBs) from condensers, both Polybrominated Diphenyl Ethers (PBDE) and cadmium from brominated flame retardant plastic or cadmium-containing plastics percolate into the soil and groundwater if landfilled improperly. In addition to this, significant amount of lead mostly from cone glass of cathode ray tube is also released into water and makes it acidic if improperly landfilled. Open-air burning of plastics in order to recover copper and other metals is the most dangerous form of burning e-waste because toxic emissions from open air burning affects both the local environment and global air as it contributes highly toxic by-products to the atmosphere throughout world.

To overcome the alarming problem of e-waste many countries have stepped on to a common platform to find some effective solution for this problem. In this regard, the Basel convention is to control and reduce movements of hazardous and other wastes across boundaries of nations and frame strategic plans for prevention and minimization of their generation, and also environment -friendly sound management of such wastes along with active promotion of the transfer and use of technologies. To have a better control it should be checked in its initial stage that is at the point of generation by waste minimization techniques and eco-friendly product design.

2. Bio-fuel:

The use of fossil fuels is continuously increasing, which the increased emissions of greenhouse gases like carbon dioxide are causing global warming. To overcome this, problem, we need to develop alternative sources of fuel and bio-fuel is one of them, Bio fuels have a strong potential to provide immediate solutions for environmental problems. The bio fuels, currently blended with fossil fuels, comprise ethanol and bio-diesel. The production of biodiesel are uniform in most of the countries known as transesterification, although, the source of raw material varies based on the agro climatic condition of the region. Majority of the countries in the world use edible oil raw material source for production of biodiesel. The objective of biodiesel use is to reduce the oil trade deficit as well as emission of green house effect.

3. Organic Farming:

Organic farming is a new concept, similar to the traditional methods of farming where chemical use is avoided to improve crops yield. The excessive use of chemical and pesticides resulted in the depletion of the soil quality and eventually makes it a barren land. This can be avoided, if organic or eco-farming is more encouraged.

Implementing Green marketing is not going to be an easy job. The firm has to face many problems while treading the way of Green marketing. Challenges which have to be faced are listed as under:

The meaning of “Environment” or “Greening” is ambiguous and may imply different things to professionals in various fields. In medicine, For Example, Greening may mean minimizing damage to human health, in business; the term may imply harmonizing corporate environmental performance with stakeholder’s expectation as well as constituting a significant new source of competitive advantage, such as Lower costs and expanded market share. Gladwin (**Gupta, Mahesh C: 1995**) further argued that the concept of greening is bound to remain ambiguous because it is under developed in terms of theory and under-researched from the stand point of rigorous empirical testing

4) Population, Industrial, and Economic development and Environmental Pollution: a Question of natural debt trap:

A growing population, rapid economic development, and political and social demands exceed the mandate and capabilities of any corporation in an emerging economy (Hart, 1997), and India is no exception to this. Due to this large population, economic development is crucial for an emerging economy such as India. A growing population has made industrial development one of the Indian government’s highest policy priorities; it is an important element of economic development as it assists in raising national income at a more rapid pace. It is also a pre-condition for continued agricultural development and it fosters development in other sectors (Tiwary and Singh, 1990) (**Clare D’Souza and Roman Peretiatko, 2002**).

Industrialization is regarded as synonymous with economic development, as a means to overcome poverty and raise the standard of living and the priority “to industrialize” has often taken precedence over “cleaner manufacturing”. Prosperity through industrialization has been a long term strategy for the Indian government, as reliance on agriculture has retarded India’s development in the past. However, communities, businesses and governments have long debated the merits of industrialization versus its environmental consequence (Clare D’Souza and Roman Peretiatko, 2002).

At a macro level this structural dualism of supporting economic growth with a growing population and trying to balance environmental issues has become the crux of the problem for India, as unfettered development is becoming a most serious threat to human health. In fact, India is facing a real possibility of falling into a natural debt trap. The country has to place as much emphasis on our natural debt as it does on national debt. Perhaps, our future budgets could reflect this reality.

5) Role of Small Enterprises:

In India, small enterprises are supported by way of government policies to encourage entrepreneurial talent and skills, stimulated personal savings and helped in developing innovative and locally appropriate indigenous technology. This has provided a degree of dynamism to the economy and has contributed to the development of competition (Rajendran, 1989). As a consequence no public private enterprise up to about 100 employees has

been allowed to go out of business (United States-Asia environmental Partnership, 1996) (Clare D'Souza and Roman Peretiatko,2002).

However, though these governmental measures are in sync with the policy of industrialization, they tend to ignore the environmental hazards. In metros like Delhi where, industrial units operate right in the middle of the residential areas, these SMEs have become an environmental eyesore. Due to lack of regulation and their stringent enforcement by statutory bodies, courts have been forced to intervene leading to many an avoidable ugly situation between the citizens, government, industry and the courts.

6) Limited Scientific Back-up:

The environmentally friendly and socially responsible actions of the firms, do not have a full proof scientific back-up. Thus the firms are not confident to take these steps lest they are proved wrong tomorrow e.g. Aerosol industry, which has switched from CFCs to HFCs (Hydro Fluorocarbons) only to be told HFCs are also a green house gas. Some firms now use DME (Dimethyl Ether) as an aerosol propellant, which may also harm the ozone layer. This may explain why some firms, like Coca-cola and Walt Disney World, are becoming socially responsible without publicizing the point. They may be protecting themselves from potential future negative black lash; if it is found that their actions in the past were wrong (**Lalit Sharma: Green Marketing; Spark: online reference journal**)

7) New Concept- Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. Majority of the people in Kashmir are not aware of green products and their uses. The concept of green marketing in Kashmir is still at infancy stage.. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort

8) Financial constraints:

Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs which ultimately may lead to increased costs. Kashmir is not technological advance ,production for green products requires huge investments in research and development

Eco- friendly products are made by the technology which is costly and may result in increases in the price of the product thus reducing its demand and customers base, which no firm can afford, for instance with the EURO I and EURO II standards by the car manufacturers in India , the prices of cars have risen sharply putting them beyond the reach of average consumers.

9) Deceptive Marketing:

The green may not be green or as green as claimed by some unscrupulous firms whose behavior may not be so accurate. This lack of true greenness may lead to firms making false over misleading claims about green marketing.

10) Lack of Stringent Legal Standards and Enforcement:

Enforcement of green regulations is a major factor for the success of green marketing. Governmental actions may not be totally transparent in this regard E.g., Delhi Government have recently put a ban on the use of poly bags for the packaging of food products. But the fact is that, far from implementing the law, the manufacturers plus the marketers are not even aware of it.

12) Followers may repeat the mistake of Leaders:

Reacting to competitive pressures can cause all “Followers” to make same mistake as the “Leader”. Mobil corporation who has followed the competition and introduced “biodegradable” plastic garbage bags, as because technically these bags were biodegradable, the condition under which they were disposed did not allow biodegradation to occur. Mobil was sued by several US States for using misleading advertising claims. Thus blindly following the competition can have costly ramifications **(Mishra Rohit Kumar; July 2007)**.

13) Short Term Measures may lead to long term problems:

The push to reduce costs or increase profits may not force firms to address the important issue of environmental degradation. End-of-pipe solutions may not actually reduce the waste but rather shift it around. Ultimately most waste produced will enter the waste stream, therefore, environmentally responsible organizations should attempt to minimize their waste, rather than find “appropriate” uses for it **(Mishra Rohit Kumar; July 2007)**

14) Green may affect the performance or quality of product:

Consumers may not like the performance or quality of green products; E.g. “Green” tissue paper may not be as soft as its traditional counterpart.

15) Green may adversely affect the packaging of the product:

Firms which make the packaging of their brands smaller may be at a disadvantage because of the reduced visibility of their brands on retail shelves. In addition, smaller packaging may be perceived as reduced quantity and will present a smaller surface for promotional message.

16) 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 short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term. The consumer in Kashmir are price conscious. Majority of the consumers are not willing to pay a premium for green products

17) Non Cooperation- The firms 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.

18) Avoiding Green Myopia- Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed green marketing myopia.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.

Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigour as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad

IX.OPPORTUNITIES : GREEN MARKETING

As demands change, many firms see these changes as an opportunity to be exploited and have a competitive advantage over firms marketing non-environmentally responsible alternatives. Some examples of firms who have strived to come more environmentally responsible, in an attempt to better satisfy their consumer needs are

- Competitive advantage
- Increasing the consumer base
- Government legislation and receiving subsidies from Government
- Reduction in cost
- Corporate social responsibility

Interestingly, green marketing continues to be an issue of 5 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.

Rank Country 1. India 2. UK 3. US 4. Thailand 5. Australia 6. Canada 7. China

Many companies are adopting green for capturing market opportunity of green marketing like

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana").
- The energy-saving LG consumer's durables are examples of green marketing.
- We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal. In India, the green building movement, spearheaded by the Confederation of Indian industry (CII) -Godrej Green business Center, has gained tremendous impetus over the last few years. From 20,000 sq ft in 2003, India's green building footprint is now over 25 million sq ft.
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

X.CONCLUSION:

Our study based on Kashmir in north India gives an indication that maximum people are not aware of even the term global warming, leave the Green marketing aside, so if we have to conserve nature and its resources we have to connect with the people and think from their point of view, make them aware, change their attitude towards the policies and initiatives taken by the effort makers then only we can think of making India carbon emission free and increased sale of eco friendly goods. Considering the current situation of carbon emission in India; Green Marketing should be on the top in the priority list of Government and the Corporate companies and it certainly is but the only loop hole in all the efforts taken by the government and corporate is public attitude and until and unless we will not mend the gap between information and the end result we can reach nowhere. For making Green marketing successful which will help in creating positive impact on sustainable development the marketers needs to create awareness among the people so that they can relate themselves with the cause and do efforts for the same. Tag the products with reasonable price so that they can come under the maximum people purchasing power. Arrange for the easy availability of the product as everybody has a very busy life and they don't want to take pains to search corner to corner for buying things. Offer fringe benefits to attract the customers. Emphasize on the personal benefit using terms like safe, nontoxic, ozone friendly to attract customers. Business houses should be ready to prove their claims because while buying such products public becomes skeptical about the claims so in such cases manufacturers should be ready to prove the same. Create maximum advertising opportunities for the product so that it can create a niche for itself among the customers.

Green marketing is a means towards the broader goal of sustainable development. It implies a medium to long-term policy strategy that understands and addresses potential poverty and resource scarcity gaps; provides opportunities for fostering alternate economic, production and livelihood models; and intends to protect development and growth prospects, as well as the impacts of environmental degradation. The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply and through sources that people trust. Seeing the recent trends in green marketing and getting its importance worldwide, it can be claimed that if sustainable development is the need of time then green marketing can fulfill this need and can become means for sustainable development as green marketing incorporates people, profit and planet all together.

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