

GREEN MARKETING TO SATISFY BUYER'S DEMANDS AND SUSTAINABLE DEVELOPMENT: CHALLENGES AND PROSPECTS

¹Krishanveer Singh

***Abstract-** Green Marketing has evolved special implications within the trendy market. Green shows purity by means of way of exceptional, fair price and worth in dealings. Green advertising and marketing awareness to plug green products to fulfill the wants and needs of purchasers. It implements revolutionary techniques of product variation, lively product techniques, maintaining sustainability and various approaches of marketing etc. The vision of Green advertising is doing enterprise alongside defensive ecological environment. Present day customers want to be socially responsible by using consciously operating for the reason for environmental protection. The commercial enterprise supported current developments have created global strain upon employers to be environmental pleasant. Now, more groups intention to provide client and Industrial Goods that are less hazardous to the surroundings. Every organization eventually shifting towards becoming inexperienced to revelin the primary mover advantages offered by means of regulating bodies. Green Marketing guarantees cease of the day sustainability and profitability. it's multi beneficial with reduced cost, encourage accessibility to new markets with aggressive advantage, growth mo- rale of worker for being a place of environmental cause, satisfies the consumer with fitness ser- vices and products. This paper is descriptive in nature and thus the data are accrued from secondary assets like, text books, journal publications, enterprise reviews and websites. This paper analyses the results of green advertising in the Indian enterprise situation by means of reading exclusive Green Business organizations listed within the Go Green Directory .*

KeyWords- Market, Eco-Friendly, Hazards, Environment, Customer & Green Marketing

I INTRODUCTION

According to Jamshyd Godrej any manufactured products will need to be inexperienced and consequently the way forward for any product are going to be a mixture of satisfaction and sustainable to serve a higher degree of desires for consumers. Catering to the higher level does no longer be pricey however ought to generate higher level of pride. Star et al.(1977) "Marketing may be a system of channelizing assets of the enterprise entities, establishments and agency to fulfill the client wishes after the careful scrutiny in their needs". regular with Pavan Mishra & Payal Sharma (2010) "Green marketing has emerged as a substitute Strategy inside the modern Indian enterprise to correctly handle the right market of completion of varied purchaser items". This trend facilitated a substitute segment to several business establishments to co-brand their products into a replacement class as green. This strategy will

¹ Assistant Professor, GLA University, Mathura, Uttar Pradesh, Krishanveer.singh@gla.ac.in, Mob-9760223795

consciousness to triumph over an big mass of consumers who are environmental conscious to flourish business prosperity similarly. Yashmin Begum R. N & Shamsuddin R.N (2014) this period has were given to preserve social company responsibility of the business through sustainable surroundings safety. Phosphate Free, Refillable, Ozone Friendly, Recyclable, Non-toxic and Eco-friendly products and services became the attention catching factors for the fashionable clients yielding extra sales.

Polonsky (1994) advertising and marketing have gained a more emphasise thru new standards like 'Green Marketing' and 'Environmental Marketing' due to the fact the governments globally have Taken initiation to manage this marketing process as an entire.

Marketing Ambition: Victor J Cook (1983) at some stage in a aggressive market method is set based totally upon the behaviour of the rivals. Marketing, behaviour of a corporation is that the aggressive utilization of promoting assets. The agency has got to define the marketing ambition virtually to understand its marketing approach. It continues pursuits upon a targeted proportion of clients with the aid of utilizing its strategic assets for the direct competition with the techniques of designated competitors. The entire advertising and marketing investment consist the corporation's general expenditure upon its advertising and marketing resources and general expenditure to tackle the competitors. Hence it builds the formal relationship among the advertising pursuits of a business enterprise and therefore the expenditure of competition for marketing the same products.

Green Marketing: The American Marketing Association defines "Green advertising is that the technique of distribution and dissemination of merchandise which would not create any damage to the surroundings". Ashalatha S Suvarna (2016) all of the activities designed to assist any change of merchandise to fulfill human wants growing minimum detrimental effects upon the herbal surroundings. Green Marketing is saying familiarity within the present day's as people decide upon natural products with the aid of decreasing using plastic based totally merchandise, extended intake of herbal products warding off processed meals articles, extended call for jute and material made materials, increased utilization of bio-fertilizers in agriculture, worldwide initiative for recycling client and business wastes, adoption of herbal medicine, yoga and herbal therapy, spreading awareness to guard forest, plants and fauna, global restrict against usage of harmful guns and testing nuclear strength, culture of imposing Social duty upon every producers, legal guidelines in opposition to adulteration of meals articles and strict norms in opposition to pollution. Those merchandise which might be environmentally preferable via majority are marketed thru Green Marketing.

Manish Patidar (2013) Green advertising incorporates product modification, change within the manufacturing manner, modified package techniques and pro energetic advertisements. The green Marketing covers promoting of production and distribution of pure and fine merchandise to the needy. The mechanism followed by using the marketers will be just and fair towards customers and sustainable protection of the ecological environment.

Green Products: Vineet Kumar Dubey and Namita Gupta (2016) the pinnacle of twenty first century has marked a greater emphasis in the direction of constructing attention closer to green merchandise. Both producer and consumer expectation have varied to journey green. The merchandise like 'Energy Efficient Electrical Appliances' like CFL Bulbs, natural food items, lead free paints, recyclable paper, phosphate free detergents etc. Consumer awareness, Green ambition, inculcation of Green values most of the people, customer

persuasions has emerged as an assignment for the govt. within the present days. The merchandise manufactured by the usage of inexperienced era which don't motive any environmental dangers are known as inexperienced merchandise.

The Promotion of green era and green merchandise is critical for conservation of natural assets and sustainable improvement. The products which are originally grown, recyclable, reusable, biodegradable, contains herbal ingredients, consists of non-poisonous chemicals, don't pollute the environment, which aren't examined on animals, eco- pleasant packaging systems comprising reusable, refillable containers are recognized to be inexperienced products. The Hindu line (December 2014) Godrej Appliances Division, Shirwal Plant in Satara, Maharashtra initiated green deliver chain. Godrej being one among the most essential members to the residence appliance segment manufactured inexperienced products to reduce toxic environmental impact. It launched the international locations first 100 in line with cent green refrigerator series in 2002 (CFC, HFC and HCFC unfastened). 'Good & Green Vision 2020' of the company goals to make certain 25 in line with cent discount in energy consumption, attain zero wastage and bringing carbon neutrality. The percent of recyclable content material in refrigerators, washing machines and air conditioners has been multiplied to 97 per cent, 99 consistent with cent and 100 according to cent respectively. The plant, in view that three years shifted to film packaging from carbon packaging. It reduces the intake of toxic and unsafe materials by way of an average of fifty according to cent and creates one 0.33 portfolio revenues from green services and products.

II REASONS TO ADOPT GREEN MARKETING

(i) Diversified Consumer Interest: Nayan Ranjan Sinha in Silicon India blog written that the majority of the Indian clients decide on eco-friendly merchandise as many are conscious toward fitness and surroundings. Green Marketers cognizance their efforts to achieve those assorted segments of customers to supplement their enterprise. Nayan Ranjan Sinha in his weblog quoted a few examples like surf excel detergent attention to shop masses of water with a caption 'Dho Bucket Paani Roz Bachana' and LG durables tries to awareness closer to saving power etc.

(ii) Extended Producer Responsibility: albeit each commercial enterprise in particular focusses to recognise more and more sales within the type of earnings. the stylish concept of Corporate Social Responsibility (CSR) has introduced a way of environmental attention in manufacturing and distribution too by being eco-friendly. The organisational earnings motive need to comply with with the environmental issues with the aid of highlighting the principle of extended manufacturer obligation to be sustainable.

(iii) Regulatory Control: As greenhouse fuel (GHG) emissions have hastily expanded resulting increase in the global temperature by 0.74oC over the century. The Indian authorities has enacted numerous legislations to protect environment via prescribing emission standards. the primary emission norms have been brought in India for petrol cars in 1991 and for diesel automobiles in 1992 respectively. Constituted Automotive Research Association of India (ARAI) a cooperative business research association by way of the automotive industry beneath 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 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 become installed in 1979 which compels the agency to want up business in an green manner. There are acts to guard and preserve the fitness status of the human beings like Prevention of Food Adulteration Act 1954, the patron Protection Act 1986, The Ban on use of Plastic and smoking publicly places, Emission norms and guidelines via introducing Bharat Stage (India) emissions Standards to modify the output of air pollution from combustion engine equipment's, including motors like gasoline passenger cars, Euro I, Euro II, Euro III and Euro IV for industry . Since October, 2010, Bharat degree III norms are enforced throughout the country. Stage IV emission norms are brought in thirteen major towns due to the fact that April 2010. Design for the Environment Program (DFE) may also be a us Environment Protection Agency (USEPA) Program, installed in 1992 to prevent pollution. In July 2009, the govt. Imposed obligation on imports of lampblack applied in rubber applications, exported from Australia, China, Russia and Thailand to India upto January 29th, 2010. In April 2009, imposed a safeguard responsibility of 20 in line with cent ad valorem on imports of washing soda from china till November 5th, 2009 these measures worked as a framework to lessen production and distribution of dangerous goods and merchandise to the society and go green in Business. The Hindu line (January 28, 2015) Environment Minister Prakash Javadekar in the Indo-German Environment Forum said that Central Government will offer next stage of easy enterprise with predictable processes and mechanisms for the overall public procurement of inexperienced merchandise to boost Public Procurement Policies. the government. Is moving in the direction of creating one shopping to urge clearance where all the ministries and authorities are getting to be tied together.

(iv) Competition in Business: Marketing inexperienced products through advertisements, social medias and direct sale has created a aggressive area to reap out the trendy conscious clients. It widened the possibilities of business via opening new phase of consumers who are green in phrases of product utility for cover of fitness and environment. This gave rise for logo fresh developments of going green in commercial enterprise.

(v) Best Out of Waste: in keeping with Jaya Tiwari the really worth of enterprise are frequently reduced by gaining sales via the recycling of manufacturing wastes to provide any beneficial by means of products or herbal sources like water utilized in the meeting are regularly recycled further for its reuse within the technique of production. For instance, there mains of sugarcane utilized in the manufacturing of sugar are regularly used similarly for the meeting of paper, to distil alcohol and manufacture fertilization through the further production processing. In every level of creating new by using merchandise, the corporation earns additional revenue which mechanically reduces the worth of unique manufacturing. Divya Kharel in Times of India (Dec 29, 2015) written Bokaro Steel converted factory effluents like slag and strong waste into green metallic flyash bricks with compressive electricity of a hundred and twenty to 134 Kg/cm² Compared to 50 to 75 Kg/cm² of the ordinary clay bricks. It absorbs less water, possess high density with low shrinkage than clay bricks. according to Mr. Manikant Dhan, Public Relation Officer the use of metal slag in steel plants allows to recognize Corporate Responsibility on Environment Protection (CREP) target and generates income.

Green Marketing Indian Scenario: steady with Menon and Menon (1997) Green Marketing encourages framing current enterprise strategies to concentrate upon doing business supported inexperienced projects and encourages framing public regulations to convey regulatory manage over the commercial enterprise by using assuring the health of the clients and environment safety. This has made to contain green advertising concept together of the organisational objective. Yamin Begum R Nadaf and Shamsuddin R Nadaf (2014) Green Marketing is blanketed with the organizational objectives corporate imaginative and prescient itself. It connects industrial ecology and environmental sustainability via enforcing extended producers' liability towards the society at huge covering every stake holder, life-cycle analysis of the merchandise utility, powerful use of sources and analyzing eco- efficiency of the commercial enterprise. Green Business in India is presumed to be profitable, reduces cost, enables future rules and encourages grabbing first mover blessings. The companies attempt going green as a worth addition to its process, imposing control structures and consequently the utilities of the products and offerings.

Some Green Initiatives by means of the corporations in India: Global carbon foot print is generally because of the pollution and emissions discharged by means of the industries will tremendously damage the environment. Many agencies in India have transformed to green tactics and operations to make a contribution to the explanation for sustainability and environmental safeguards. Moreover, these initiatives have progressed their sales too.

(i) Tata Consultancy Services: The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked Tata Consultancy Services inside the 151st function with a Green Score of 56.10 globally which tops among Indian Companies. It adopted sustainability practices to fulfill the agriculture and community desires of the area through making its office due to the fact the foremost environmentally proactive via adopting centers like composting and bio- digesters to factor out waste into kitchen gasoline.

(ii) ITC Ltd: The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked ITC Ltd. Within the 357th role with a Green Score of 26.40. it's adopted green technologies via reducing the Carbon Growth Path. It adopted cleanser surroundings method with the aid of introducing 'Ozone Treated Elemental Chlorine Free Bleaching Technology' first time in India to introduce a replacement range of pinnacle inexperienced merchandise and solutions as an example, environmentally pleasant multi- reason papers that are eco- pleasant.

(iii) Wipro Info Tech: Wipro even all through global monetary crisis finished sustainability via its dedication to be strength green by using launching electricity megastar compliant merchandise in the market. It introduced an efficient take back policy for the collection and recycling of post-purchaser e- waste. Hence, it's ranked first inside the 18th Edition of the 'Green Peace' Guide to greener electronics scoring high factors of (7.1) for decreasing greenhouse emission emissions and the usage of extra renewable power. India's first business enterprise to launch surroundings 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 constructed its Corporate Head region at Hadapsar, Pune that is cowl 10 acres of land with name 'One Earth' comprising the foremost electricity efficient homes in India. It

recognizes the precise life of the world in the eco- system. The company believes that co-life and responsible utilization of herbal resources are the sole way to achieve sustainability.

(v) HCL Technologies: The 'Go Green' Steps were initiated to solve the problems of toxics and e- waste within the digital industry. it's phased out the dangerous vinyl plastic and Brominated Flame Retardants from its merchandise. It also worried Restriction on Hazardous Substances (RoHS) Legislation in India to encourage eco- pleasant revolution inside the Information Technology Segment.

(vi) Oil and gas Company (ONGC): Being the India's largest oil producer has initiated efficient, inexperienced crematoriums to change the ordinary wooden pyre across the country. Its Mokshada Green Cremation will save 60 to 70 consistent with cent of timber by way of decreasing a fourth of the burning time in line with cremation.

(vii) IDEA: It initiated National Green Pledge campaign on the theme 'Use Mobile, Save Paper' at Indian cities and attracted heaps of people pledged to save masses of paper and tree. it's located out bus shelters with potted flowers and tendrill climbers to covey the inexperienced message.

(viii) IndusInd Bank: it is pioneered an eco-savvy change in the Indian banking sector by adopting inexperienced banking thru establishing nations first solar powered ATM. The financial institution is planning for extra such initiatives to address the challenges of global weather change.

(ix) Tamil Nadu Newsprint and Papers Limited (TNPL): TNPL was adjudged with Green Business Leadership Award for being the most effective performer for the duration of 2009- 2010 in the Pulp and Paper Sector by means of the Green Business Survey. It initiated Clean Development Mechanism Projects and a wind park Project which generated 2,30,323 Carbon Emission Reductions incomes Rs. 17.40 Crore.

(x) Tata Metaliks Ltd: Cynthia Rodrigues (2010) an afternoon is Environmental Day for the TML as an effort to counter the adverse results of global weather change. It added revolutionary manner to cut back its carbon footprint. It complied the mandate issued through The Ministry of Environment and Forests to hide 33 per cent of the sector round a plant with greenery by having 197-acre plot of inexperienced cowl to succeed in 33.46 in line with cent. It decreased electricity bill by way of nearly 30 according to cent by means of switching off the lights all through days and depending solely on sunlight. In Kharagpur it is built Metaliks House which is supposed such 80 according to cent of the workplace space doesn't require synthetic lighting during the day. it is launched projects to boost the water stage . 'Breakthrough and Continuous Improvement' Project was started out in 2007-08 to scale back water intake in the plant. The corporate generates its own power via the usage of furnace gasoline which is that the unspent gas with the aid of tracking its strength intake and greenhouse fuel emissions. It is replaced petrol- operated motorcycle employed by employees for movement within the plant with an electrical two wheeler, and consequently using video conferencing for conversation among the web sites at Kharagpur, Kolkata and Redi. A heater has been installed within the canteen to cut back the intake of gas. Promoted utilization of email, CFL lamps, printing on every aspect of the paper are the alternative earth pleasant tasks. It adopted natural fertilisers made with compost and vermiculture via taking assist from the women of local self help group. it is constructed 16 homes for its personnel with a unique

environment friendly capabilities to stay cool in summer season and warm in winter. The corporate is making an attempt to correlate the financial development with environmental safety.

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
Total		329	100.00

Source: www.ecodeaz.com

Table 2 depicts records approximately the ratio of Green Business firms/enterprises existing inside the states and union territories of India. Out of Total 329 firms, Major seventy six(23.00 in keeping with cent) situated within the kingdom of Karnataka, 41& 44 (13.00 consistent with cent) in Tamilnadu and Maharashtra respectively, 34(10.00 in keeping with cent) in Delhi and 19 &18; (06.00 in line with cent) in Gujarat and Uttar Pradesh respectively. States like Manipur, Meghalaya, Mizoram, Naga- land and Orissa haven't enrolled inside the go inexperienced listing maintained by way of Eco Deaz.

TABLE 2: RATIO OF GREEN BUSINESS FIRMS/ORGANISATIONS WITHIN 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	
09	Telangana	09	03.00	26	Daman & Diu	01	01.00
10	Haryana	08	02.00	27	Jammu & Kashmir	01	
11	Rajasthan	07	02.00	28	Manipur	Nil	00.00
12	Westbengal	08	02.00	29	Meghalaya	Nil	00.00
13	Uttarkand	06	02.00	30	Mizoram	Nil	00.00
14	Assam	04	01.00	31	Nagaland	Nil	00.00
15	Himachal Pradesh	04	01.00	32	Orissa	Nil	00.00
16	Goa	03	01.00		Not Active	04	Nil
17	Jharkhand	03	01.00	Total		329	100.00

Source: www.ecodeaz.com

Table 3 depicts about special categories of Green Business conducted within the kingdom of Karnataka. Out of overall seventy six businesses running in Karnataka, Majority 15(20.00 in line with cent) upload Organic food & drink category, 09(12.00 per cent) in Green Products, 07(09.00 in line with cent) in electricity and Art & crafts, 06(08.00 in keeping with 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's also located that handiest 01 (01.00 per cent) organizations are involved in Eco-friendly Packaging, Eco-Tourism, Green Funding and Green Media Business.

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
	Total	76	100.00

Source: www.ecodeaz.com

Newsweek Green Rankings are one of the world's most identified tests of company environmental performance. It's ranked the world's largest organizations on company sustainability and environmental impact. The worldwide scores 500 overlaying the foremost crucial publicly traded agencies globally via market capitalization has 12 Indian companies in the ranking. The companies are scored on eight specific ESG signs protecting energy, GHGs, water, waste, inexperienced revenue (Reflects human influences added with profits), sustainability, pay linkage, sustainability, board and accordingly the audited environmental metrics.

TABLE 4: LIST OF INDIAN COMPANIES WITH A WORLDWIDE 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 worldwide ranking of 151, which is that the best ever ranking for an Indian Company within the Newsweek Listing.

III SUGGESTIONS

The government can take measures to encourage green commercial enterprise inside the areas of- Water Management, Eco-tourism, Training and Education, Green architecture, Green Media, Rural De- velopment, Eco-pleasant Packages and Green investment by way of providing right loan facility, train- ing, technical aids and subsidies. The central authorities shall take projects to contain States like Mani- pur, Meghalaya, Mizoram, Nagaland and Orissa within the green enterprise through presents and skill improvement programmes. The enterprise linked to Eco-friendly Packaging, Eco-Tourism, Green Funding and Green Media are regularly improved in addition thru Research and Development activi- ties. It have to also attempt to recognize the groups which can be eco-friendly via awards and recogni- tions. the attention to the humans about inexperienced products ought to be taken as a national mar- keting campaign within the country.

IV AREA FOR FURTHER RESEARCH

Based on this take a look at further research are frequently done to review the right advertising strat- egies adopted by way of above stated green business organizations in India. Thorough ob- serve are frequently carried out to know green initiatives of all the globally ranked Indian industries in an elaborative way. Inquiry are regularly performed to recognize the utility, challenges and possi- bilities of inexperienced business businesses in India.

V CONCLUSION

Green advertising may be a device for bringing sustainable safety of environment for destiny genera- tion. Going green involves large cost initially so, proceeding towards inexperienced business is feasi- ble best after analyzing professionals and cons of this initiative thru right studies and development ac- tivity. Green marketing started shifting from its inception toward adoption globally. Green busi- ness may not be beneficial inside the quick run however without a doubt it'll yield positive effect upon the enterprise prosperity in the give up of the day. Green Practices are regularly implemented success- fully with the aid of channelized marketing

communications supported subject and public messages. Framing commercial enterprise propagandas and advertisements to attraction about green products and practices really touches the human sentiments to travel green in their life. For flourishing in the purchaser driven marketplace all techniques should be supported the utmost advantages to the purchasers supported their present requirements. Positioning Green merchandise and services within the thoughts of every purchaser is feasible only thru regular cognizance on the merchandise utilities with the aid of the enterprises. Thus, any environment committed company produce goods that are eco-pleasant but additionally forces its suppliers also to be environmentally responsible. All the aware purchasers also can pressurize business enterprises to combine environmental worries into their company way of life to decrease the adverse environmental effect through their activities. Government, NGOs, Social Service Agencies and other human beings should together paintings to form India to be absolutely green for successfully meeting client needs and sustainable environmental protection.

REFERENCES

1. Ashalatha S Suvarna, Modern Marketing, All in One College Scanner, V Semester, B.Com, Mangalore University, United Agencies, Mangalore, First Edition, August 2016, ISBN: 978-93-85682-33-9, pp. 88-90.
2. Cynthia Rodrigues, Article on 'Green Strategies', written to the web of Tata Group, May, 2010.
3. Divy Kharel, Times of India, TNN, Dec 29, 2015.
4. Green Marketing Regulation in the US and Australia, The Australian Checklist', Greener Management International Publication, Vol. 5, pp. 44-53.
5. Jaya Tiwari, 'Green marketing in India: An Overview' IOSR Journal of Business and Management (IOSR-JBM), E-ISSN: 2278-487, P-ISSN: 2319-7668, pp. 33-40.
6. Manish Patidar, Green Marketing Concept, E-Notes MBA, Posted on 2/22/2013.
7. Nayan Ranjan Sinha, an article on 'Why is Green Marketing Chosen by most marketers', Silicon India Blog.
8. Pavan Mishra and Payal Sharma, 'Green marketing in India: Emerging opportunities & challenges', Journal of Engineering, Science & Management Education, Vol.3, 2010, 9-14, Pp. 09.
9. Polonsky, Michael Jay. 'An Introduction to Green Marketing', Electronic Green Journal 1(2), UCLA Library, UC Los Angeles, ISSN 1076-7975, 1994, pp. 1.
10. Star, Steven H, Gary J Davis, Christopher H, Lovelock and Benson P. Shapiro, 'Problems of Marketing', McGraw Hill Inc., 5th ed., Newyork, (1977).
11. Steinemann C Anne, Lan C MacGregor, Sydney M. Godon, Lisa G Gallagher, Amy L Davis, Daniel S Ribeiro, Lance A Wallace, 'Fragranced Consumer Products: Chemicals emitted, ingredients unlisted', Environment Impact Assessment Review (2010), EIR-05686, doi:10.1016/j.eiar.2010.08, p. 01.
12. The Hindu Business Line, "Article on Godrej targets higher energy conservation with green initiative", December 14, 2014.
13. The Hindu Business Line, January 28, 2015.
14. Victor J Cook, 'Jr. Marketing Strategy and differential Advantages', Journal of Marketing, Sprint, Vol. 47, 1983, p. 68.

15. Vineet Kumar Dubey and Ms. Namita Gupta, 'Role of Green Marketing in India', Imperial journal of Interdisciplinary Research (IJIR) Vol-2, Issue-4, ISSN: 2454-1362, 2016.
16. Yasmin Begum R. Nadaf and Shamsuddin R. Nadaf, 'Green Marketing: Challenges and Strategies for Indian Companies in 21st century'. IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM) ISSN (E):2321-886X; ISSN (P):2347-4572 Vol.2, Issue 5, May 2014, Pp. 91-104.