

A Study on Green Marketing Trends in India: An Overview of Initiatives Taken by Government, Contributing Companies and the Future of Green Marketing

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Abstract:

Green Marketing has immensely gained importance in the era of globalisation. Green Marketing in today's world has become a more feasible and sustainable marketing alternative over traditional marketing. Environmental issues are a buzzing topic nowadays as almost every country's government and society has started to be more aware about these issues. Environmental sustainability is the necessity of the hour to be focused upon; leading to a trend of green marketing techniques which is useful to organisations as one of the many strategies to gain profit and also to protect environment. There is a paradigm shift in the world of marketing and green marketing has emerged the new boon to market eco-friendly products over conventional marketing.

The paper describes the concept and determinants of green marketing. The paper further explores the scope of business houses with green marketing and measures taken by the Indian government and companies and finally concludes with the future of green marketing in India.

Key words: *globalisation, environmental sustainability, conventional marketing,*

I. INTRODUCTION

Indian economy:

India is in the transition phase in the list of developed countries. On its way to reach development at an enormous pace, the nation is encountering major problems of ecological imbalance and various other environmental issues. Ecological disintegration has turned out to be a progressively concerning issue for the government and the people of India. In the modern era of globalization, it has become a challenge to keep the natural environment safe and that is the biggest need of the time. Today, consumers are more worried about environmental vitiation and harmful impact of the uses of the products and services on the environment.

Green marketing is one of the vital steps taken in this direction. Green marketing concept has developed particular importance in the global market. It encompasses all those activities which generate and facilitate any exchanges envisioned to satisfy human needs, so that the satisfaction of such wants and needs occurs, with minimum destructive impact on the natural environment.

II. REVIEW OF LITERATURE

Brahma, M. & Dande, R. (2008), in his article published in The Economic Times, Mumbai, stated that, Green Ventures India is a subsidiary

of New York based asset management firm Green Ventures International.

Manjunath (2013) in his study focused on implementation of Green Marketing initiatives in the Indian organizations. The paper also talked about the concepts of Green Products; green marketing mix and the challenges faced by green marketing initiators.

Yasmin (2014) had found out in her study that industrialists and the consumers both are concerned about the environment and inclined towards eco-friendly items. Most of them are of the opinion that eco friendly products are safe to consume.

Jaya (2014) in her research emphasised on the concept, need and importance of green marketing. The study explored the main issues faced while adopting green marketing practices. The research paper also discussed about the current state of the Indian market and the challenges with green marketing.

As per The Economic Times,2017, the domestic market for organic products was estimated at Rs. 1000 crore for the year 2011-12 and as per "India Organic Food Market Forecast and Opportunities, 2020", report published by TechSci Research, it was stated that organic food market in India is projected to have growth at a CAGR of over 25% during 2015-20.

III. RESEARCH METHODOLOGY

The study is based on secondary data which is collected from various websites, online journals, news articles and research papers of various authors.

Objectives of the study:

1. To study the concept and determinants of green marketing.

2. To study the current scenario of the initiatives taken for green marketing by the Government as well as by various companies.
3. To study the future of green marketing in India.

IV. DISCUSSION

Concept of Green Marketing:

Green Marketing refers to the manufacturing and marketing of products and services using green processes. According to the American Marketing Association, green marketing can be understood as the activity of marketing products that are environmentally safe in nature. Green marketing is the marketing concept which covers various activities of production, marketing, consumption and disposal of the products and services in a way that is less detrimental to the environment with increased awareness about the repercussions of global warming, non-biodegradable solid waste, harmful impact of pollutants etc.

Green marketing is also alternatively coined with terms like environmental marketing and sustainable marketing. It denotes to efforts taken by an organization for designing, promoting, pricing and distributing products that will not be hazardous to the environment. There are numerous activities covered under the umbrella of green marketing, such as product modification, production process changes and changing the packaging of the product. Hence, in the present scenario, the concept of green marketing is the most fueled up issue and is an upcoming prevalent promotional strategy that can bring about awareness among the consumers. The global green packaging market size was valued at USD 258.74 billion in the year 2019 and is expected to grow at a compounding annual rate (CAGR) of 6.0% from 2020 to 2027.

Determinants of Green Marketing:

Eco friendly product	Companies innovate their products according to the needs and preferences of their consumers; usually consumers tend to be concerned about the environment, so therefore companies prefer to produce products that are less detrimental to the environment.
Eco-labelling	Eco-labels are a part of packaging and they can be in the form of a piece of paper or any diagram. Labels provide knowledge about the brand product and much more information.
Eco-brands	Eco-brands are those brands that consumers associate with environmental conservation and sustainable business practices.
Environmental awareness	environmental awareness efforts have to be made since Majority of respondents find it difficult for them to recognize the green products on the shelves
Green promotion	Marketers are moving towards promotion either through media or newspaper to make consumers aware about their green products or services.
Green Design	The most important green marketing determinant is to design products and services that are green to begin with. If a product or service is eco friendly from the ground up, there is no need for green washing.
Green Packaging	In addition to a product or service being green, its packaging must also be green. Packaging is the first element that approached the consumers. Packaging which is not sustainable has the potential to discourage consumers from buying products.
Green Disposal	An effective green marketing determinant takes into consideration every aspect of a product's life cycle. From production to disposal, all the activities should be sustainable. Disposal practices which are not sustainable in nature are prone to hazards to both the environment and human health.
Green Pricing	A company should focus on how its green product or service can help in preserving key resources. The consumers become aware about their choices and about sustainable investment that will enable them to save money and resources for the future.
Green Positioning	A company should exclusively promote its sustainability performance of its products and service as an important marketing strategy. Whatever activities the organization performs should reflect its sustainability values.

Scope in the field of green marketing:

Scope with respect to Company	Scope with respect to Market	Others
<ul style="list-style-type: none"> • Comply with legislations • Create goodwill • Long term growth • Delivering to Green consumers 	<ul style="list-style-type: none"> • CSR • Competitive initiatives • Government support • Increasing demand of organic products 	<ul style="list-style-type: none"> • Growing health consciousness • Environment consciousness • conservation of scarce natural resources

Current Scenario of Green Marketing Initiatives taken by Organizations:

Five Indian companies that are placed in the global ‘A’ list of green firms are Tata Consultancy, Wipro, Essar Oil, Larsen & Toubro, and Tech Mahindra. Other companies that are doing remarkably well are LG India, Godrej, ITC, HCL, MRF tires, ACC Ltd, Vivanta by Taj Hotels, Resorts and Palaces and Fevicol to name a few. Fab India, Ecotokri, Organics India, Natural Mantra and many such organizations have made the wheel of change rolling enabling this movement in India, making the best of this opportunity.

Oil and gas sector:

Indian Oil Corporation Limited (IOCL): IOCL’s focus on environment quality is seen through installation of wind turbines at its location in Gujarat. By joint ventures with public and private organizations, IOCL has been involved in large scale cultivation of Jatropha for biodiesel production. IOCL has utilized solar PV system for lighting demands at its retail outlets across India. IOCL effectively transforms organic kitchen wastes from its locations to valuable products using waste converter systems to non-electrified rural people, IOCL distributed solar lanterns at economical costs throughout India.

Hindustan Petroleum Corporation Limited (HPCL): HPCL has augmented its capacity of rain water harvesting for the Mumbai refinery to minimize dependence on municipal waters. HPCL utilizes renewable energy sources like solar street lights for lighting at its marketing locations in India. HPCL’s LEED certified green building at Visakh terminal makes use of skylights as an energy conservation measure. It is actively oriented to develop rain water harvesting projects in drought prone regions via assistance from social bodies in India. It has joined TERI’ LABL initiative to address the power deficiency of poor rural mass through lease of solar lanterns. HPCL has implemented advanced conveyor systems in its bottling plants to save power to check defective cylinders.

FMCG companies

HUL: HUL is committed to be a part of water management and has made it a vital tool for of rural empowerment and corporate business sustainability. The firm has initiated solid efforts to rescue local water reservoirs, earthen tanks in southern districts of Tamil Nadu. HUL supports the construction of water catchment basins in Maharashtra to tap rain water from hill slopes for rural benefits. HUL motivates projects related to biodiversity in agro ecosystems and adoption of efficient irrigation methods for ground water

conservation in Tamil Nadu. HUL has entered into contract farming with farmers of Maharashtra to procure organic tomatoes for its processed food products. Hindustan Unilever Limited, which is a subsidiary of Unilever group, is focused towards the use of 100% recyclable packaging by 2025 and has substituted commodity polymers with performance-based polymers.

Colgate-Palmolive (India): The multinational company has its variety of products launched in toothpaste segment like Colgate Herbal, Active Salt, Active Salt Neem, Cibaca, Vedshakti and Sensitive Clove. Company is growing their Naturals portfolio and will continue to provide innovations from Colgate that addresses specific consumer needs.

P&G India: P&G India has launched compact detergents packs in India for its Ariel and Tide brands, using minimum raw materials and minimum packaging material and ensuring best consumer value. P&G India has also redesigned its beauty product Olay, in order to reduce consumption of plastic and has made it 25% lighter than the earlier packaging. Re-designing the pum package has saved over 400 tonnes of packaging a year (the weight of a Boeing 747) (P&G, 2013).

Dabur: Dabur has launched a variety of products and it claims to be India's first ayurvedic gel toothpaste, under the Dabur Red franchise. It has also launched an Ayurvedic cough and cold remedy, under the Honitus and Honey-Ginger brands, and has introduced home-grown ingredients such as amla into its Real juice brand.

Patanjali: Patanjali is the current leader in the ayurveda and naturals bandwagon, having already established its name into categories like cosmetics and personal care. Whereas trying to make its mark in the segments of beverages and dairy.

IT sector

Wipro: It was the first company in India who developed eco-sustainability in the form of energy, water efficiency and waste management. Wipro has also come up with its eco-friendly desktops under the Wipro GreenWare initiative, with its target to cut down e-waste. The desktops launched are toxin free and work under the policy of total recycling. Wipro has total 17 e-waste collection centers in India, where the waste products are collected and recycled. A total of 12 Wipro campuses in the country have been certified as green buildings

HCL: HCL has come up with eco-friendly notebooks called HCL ME 40 which are polyvinyl chloride (PVC) free. These eco-friendly notebooks have a five-star rating by the Bureau of Energy Efficiency. They also meet REACH (REACH is the European Community Regulation on chemicals and their safe use) standards and are 100% recyclable and toxin free

Automobile sector:

Recently; three India based car makers, namely, Tata motors, Mahindra and Mahindra and Maruti Suzuki have hands to produce critical parts for an all-electric hybrid car with a total investment of 25 crore and the government is sharing an equal investment under its program named 'faster adoption and manufacturing of hybrid and electric vehicles' (FAME).

Maruti Udyog Ltd: The Company has always stayed by the regulatory requirements in with regards to environment protection and energy conservation at its manufacturing plants and in development of products that use least natural resources and are environment friendly. Maruti Suzuki lowered its consumption of groundwater by more than 60% between FY15 and FY17, according to the company's sustainability report for FY17. This has helped the company to save 200 litres per vehicle.

Consumer durable sector:

Voltas: Voltas (Tata Group) launched the 'Green' range of air-conditioners, after which the government made it mandatory to have energy star ratings for all electronic home appliances.

Haier India: Haier India took the green initiative by launching its 'Eco-Life' series electronic products aimed at designing smart and environment friendly products that should fulfill environmental norms along with meeting customers' needs.

Cement Sector:

ACC: ACC recently launched its eco-friendly brand, 'Concrete+'. This brand uses fly ash (a hazardous industrial waste) to help conserve natural resources as dumping of fly ash is a major environmental problem, thus making it an eco-friendly product.

JSW Cement: In June, 2021, the company has introduced "Green Cement" that is produced with the help of a "carbon-negative manufacturing process" wherein the manufacturing process of cement is suitably altered to bring down the CO₂ emission levels significantly. With the use of Green Cement, nearly 60% less thermal energy is consumed than ordinary Cement. The use of Green Cement also reduces greenhouse gas emissions by more than 60%.

Tyre sector:

MRF: MRF launched eco-friendly tubeless tyres MRF ZSLK, which are made from unique silica-based rubber compounds and promises to offer fuel efficiency for vehicle owners.

Adhesive's manufacturing sector:

Pidilite: Pidilite has launched environment friendly synthetic resin adhesive named Fevicol AC Duct King Eco Fresh. It is claimed to be the first eco-friendly adhesive of India and boasts of being an all-in-one adhesive. This water-based

adhesive spreads easily and smoothly at room temperature, without emitting any harmful fumes and is suitable for residential as well as industrial projects.

Banking sector:

SBI: SBI is using eco and power friendly equipment which consumes less electricity in its new ATMs, which has helped SBI to save power costs and earned it carbon credits. SBI opened its first green banking branch at Jotsoma Science College in Kohima under the green banking initiative of State Bank of India (The Times of India, 2012).

Indian Railways:

The Indian Railways (IR) is working in mission mode to become the largest Green Railways in the world and is moving towards becoming a 'net zero carbon emitter' before 2030. Head-On-Generation systems, Bio-Toilets and LED lights recreate the train itself into a travel mode that's kinder to the environment while maintaining comparable passenger comfort.

Current scenario of green marketing Initiatives taken by the Government

- Keeping in view, the stage of EVs in the country, keeping "Make in India" as a goal, India needs a fresh approach towards import duty.
- Finance Minister Nirmala Sitharaman said in her budget speech that India aims to become a global hub of manufacturing of electric vehicles. The government aims to work on two primary objectives - pollution control and to take lead in an emerging industry. (BBCNews,24July,2019)
- As per to data released by Indian automobile manufacturers, nearly 3.4 million passenger cars were sold in the India against 21.2 million two-wheelers in the financial year that ended in March.

The total number of three-wheelers sold accounted to 0.7 million. The new proposal aims have primarily electric three-wheelers operating in the country by 2023, and solely electric two-wheelers by 2025.

- India would phase out single-use plastics by 2022, Prime Minister Narendra Modi announced at the Sabarmati riverfront in Ahmedabad on October 2, 2019.
- Strong government backing has been provided to the initiatives that have been taken by way of creating the AYUSH (ayurveda, yoga and naturopathy, unani, siddha and homeopathy) Ministry in 2014, establishing the All-India Institute of Ayurveda and launching of International Yoga Day have also facilitated in propelling the popularity of these concepts.
- There are many tax incentives from the government as well. India is a world leader in renewable energy and India's clear energy sector is a US \$20 billion opportunity with potential to generate 10 million jobs by 2025, according to the bureau of energy under ministry of power.
- The Reserve Bank of India has approached the Non-Banking Financial Corporations (NBFCs) to take concrete steps and initiatives needed to escalate the use of electronic payment systems, and to eventually phase-out cheques and post-dated cheques in their routine business transactions as a part of their "Green Initiative" (Department of Financial Services, Government of India: Green Initiative Master Circular, 2012).
- The finance minister announced 600 crores for green initiatives in the Union Budget, 2011 mainly for the protection and regeneration of forests and for environmental management (Government, 2011).

- The Government has set up a variety of standards for the protection of the environment like energy efficiency standards for electronic appliances (refrigerators, air conditioners, tube lights, transformers, and other electrical appliances), energy conservation building code (ECBC), and fuel efficiency/emission norms for vehicles (Ministry of Environment and Forest, Government of India, 2010).
- The Ministry of Corporate Affairs (MCA), Government of India has rolled out a 'Green Initiative in the Corporate Governance' detailing its vitals in its Circular Nos. 17/2011 and 18/2011 dated 21.04.2011 and 29.04.2011 respectively, enabling the companies to deliver all vital documents to shareholders in the electronic format (i.e., to their e-mail address) (Octane Research, 2013).

Initiations under Digital India

- **STARTUP INDIA PORTAL AND MOBILE APP:** It is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country that will motivate sustainable economic growth and generate employment opportunities on a large scale.
- **AGRIMARKET APP:** The mobile application has been launched aim to keep the farmers abreast with the process of the crops and discourage them from carrying out distress sale which in turn shall enable them to get information related to the crop prices within 50km of their device location with the help of the AgriMarket Mobile App.
- **Ebiz:** eBiz is being implemented by Infosys Technologies Limited (Infosys) under the guidance and aegis of Department of Industrial Policy and

Promotion (DIPP), Ministry of Commerce & Industry, Government of India. With this, the government aims to improve the business environment in the country by facilitating fast and efficient access to Government-to-Business (G2B) services through an online portal with an objective to eliminate unwanted delays in various processes needed to start and run a business.

- **eNAM:** National Agriculture Market (NAM) is an electronic trading portal that serves across the country and networks the existing APMC (Agriculture Produce Marketing Committee) *mandis* to create a unified national agricultural commodities market. The said portal facilitates a single window service for all the information related to APMC and other services like commodity arrivals, prices, trade offers related to buying and selling and provision to respond to these offers.
- **FARMER PORTAL:** It is envisaged to make available relevant information and services to the farming community and private sector through the use of information and communication technologies, to supplement the working delivery channels provided by the department. This portal is an endeavour which aims to create one stop shop for getting all information with regards to Agriculture, Animal Husbandry and Fisheries sectors along with production, sale/storage of an Indian farmer.
- **FERTILISER MONITORING SYSTEM (FMS):** This software monitors the movement of different fertilisers at various stages across the value chain. The website serves the informational needs on fertiliser companies dealing with these fertilisers, the concession rate on each fertiliser, its MRPs, product wise and state wise

details of dispatch and receipts of fertilisers at various destinations across the country.

- **KISAN SUVIDHA:** Kisan Suvidha is a compilation mobile app which has been developed for the farmers to get instant relevant information. The app provides information on various requisites like weather conditions, market prices, seeds, fertilizers, pesticides, agriculture machinery, dealers, agro advisories, plant protection and IPM practices etc.
- **mKISAN:** It is a SMS Portal has been developed to give a quantum leap in encompassing of farmers and geographical area with a prompt, specific, holistic and need based knowledge dissemination among the farmers by utilising the power of mobile technology in a way that all sectors can make a use of this platform, not only to reach out the farmers but also to address the concerns and queries of the farmers.
- **PUSA KRISHI:** The app caters help to the farmers in getting easy solutions to problems related to their farm fields and also getting information about weather so as to take required measures to save crops. It also caters to the informational needs related to the latest varieties of crops that are developed by Indian Council of Agriculture Research (ICAR), cultivation practices aiming to resource conservation as well as farming machinery and its uses that shall help in increasing returns to farmers.

THE FUTURE OF GREEN MARKETING

With the threat of global warming looming large, it is extremely important that green marketing becomes the norm. From the business point of view, because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product.

Rising middle class and disposable income in India plays a crucial role too, according to reports from McKinsey Global Institute (MGI) India's middle class will grow to 41% by 2025, also according to Economist Intelligence Unit (EIU) study., in 2005, India's Private consumption expenditure was about 17 Trillion Indian rupees (\$372 Billion) and will rise from USD 1 trillion in 2013/14 to USD 2.4 trillion in 2018/19. Considering the green hullabaloo surrounding us, it is only fair to say that the middle class in India in its upcoming glory will be an appealing target market for the green industry as well, creating demand that needs to be supplied, a market that needs to be captured for businesses to not just survive but thrive.

So, the message is clear and simple like the organic products, going green and catering to the fresh market of green consumers will provide a competitive edge to the companies. Green marketing assumes even more importance and relevance in developing countries like India. Green business and sustainable practices is the future, which is already here, the wheel of change is rolling already. Businesses that won't change with the storm of market trend to provide green products will lag behind.

V. CONCLUSIONS

The research paper concludes that business houses have a tremendous amount of scope in green marketing. Companies need to change their mind set from conventional marketing to green marketing strategies with a huge investment in technology, R and D and through Green marketing determinants such as green design of a product, eco-labeling, eco-packaging, green packaging, green disposal, green pricing, green positioning in order to survive in the green competitive world and to have a positive impact on the environment. Nowadays, companies with the help of advertising started to educate the consumer about the benefits of Green Products. The Government has already announced and

implemented various policies and regulations for environmental protection considering the 'Make In India' campaign and 'Digital India' platform, whereas various organizations are willingly adopting environment friendly practices. They are initiating steps after seeing the positive response from consumers towards green products and also to comply with the legal framework of the Government. With the threat of Global warming, it is very important that green marketing should become the norm. Finally, green marketing is the tool for protecting the environment for the future generation.

VI. SUGGESTIONS

- More attempt should be made to minimize the waste and optimal utilisation of natural resources by the environmentally responsible organizations
- Organization policy: The firms should try to adhere to the concept of green marketing through educating their own employees, customers, government agencies and even external parties like middlemen.
- Employee Awareness Program: The concept of green marketing has to be aggressively propagated and implemented at all levels.
- Effective and transparent Communication: The firms should try to arrange awareness workshops, training programmes and debate and discussion related to the benefits of green marketing.

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