

Green Marketing : The New Strategic Imperative by Firms in India

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Abstract

The world has now become a single stage, and we are now moving forward with a common goal of protecting the environment and attaining sustainable development. The green marketing philosophy is getting stronger among the masses, and this attitude of the consumers has forced the business fraternity to rethink and plan their strategies to do their businesses in a more innovative and environmentally friendly way. This has forced the industries to adopt ways and means to sell out their products by way of attracting customers by putting eco-labels and making products more of environmentally friendly in nature. This paper attempted to review green marketing in the Indian context and covered a comprehensive review of literature. Through some examples, it goes on to unearth Indian experiences of green marketing so far. This paper also highlighted future prospects of green marketing in India, and the benefits & stability that it can provide to the society.

Keywords: green marketing, economy, social, environment, opportunities, challenges, sustainable development

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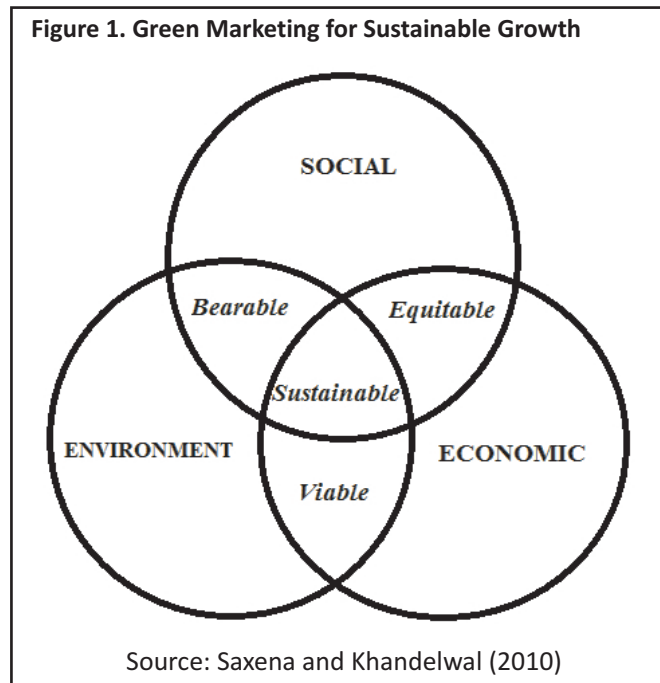
Though industrialization and developmental activities have provided all comfort and luxury to human beings, it has done so at the cost of our environment. The degradation of the environment has raised many questions and has demanded urgent action or else our own survival will be at stake. Business is the prime area where green philosophy needs to be appreciated and implemented for providing stability to the society and the environment alike. The responsibility of protecting the earth now lies in the hands of every individual and business.

Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late 1980s. The American Marketing Association (AMA), through its definition, has stressed on the marketing of products that are presumed to be environmentally safe; Polonsky (1994) stressed on satisfying human needs and wants, but causing minimum harm to the environment. Similarly, Peattie (1995, 1999) defined green marketing in terms of customer satisfaction; Charter (1992) looked at the strategic dimension of the activities that will have long-term effects; Pride and Ferrell (1993) stressed on the need for sustainable development ; Menon and Menon (1997) stated that green marketing is a part of the overall corporate strategy. Similarly, Welford (1997) defined green marketing as the management process responsible for identifying, anticipating, and satisfying the requirement of customers and society in a profitable and sustainable way. McDaniel and Rylander (1993) coined the term 'green marketing' to describe marketers' effort to develop strategies

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targeting the environmental consumer. Prakash (2002) stated that the relationship between the marketing discipline, public policy process, and the natural environment is of great importance, and he called this relationship as green marketing. Thus, several definitions of green marketing have been given in various studies. However, the central meaning of all remains the same, that is, protecting the environment (Figure 1).

The attitude of concern for the environment by the corporates has gained importance over the last few years. In the initial stages, concern for the environment was considered as an unfriendly approach and the corporates showed huge reluctance for the acceptance of the environmental issues as a key to the decision making processes. This approach changed in the late 1980s. After the Earth Summit (1992), various corporates began to embrace the philosophy of eco-friendly and sustainable development into their businesses. Thereafter, the concept of green marketing and sustainability gained more and more importance.

Most of the studies related to green marketing have been conducted in developed countries. It is to be mentioned here that when considered from a developing country's context, there is a lack in the number of such studies. Hence, the present paper aims to (a) understand the concept, need, and importance of green marketing, and (b) to identify the initiatives that have been undertaken by various major organizations (both govt. and private) in different sectors of the Indian economy.

Green Marketing as a Corporate Strategy

Environmental issues all around the world have raised an alarm. The growing concern for the environment by every individual has opened a new road for the businesses to move on. Businesses are now watching green marketing as a part of the corporate strategy all over the world, and India is no exception to it. There are studies that show positive correlation between environmental performance and financial performance (Hamilton, 1995).

The concern for the environment by the consumer, whether individual or industrial, is gaining importance these days. The end user of products, that is, the consumer has attracted attention of the business people to orient their businesses towards going green. The question now is : Are the companies or the industries watching this change in the consumer as an opportunity for themselves ? Or is it that the companies now realize that they too bear some responsibility towards the environment to protect it and exploit it for their gain to the lowest possible extent? It can

be taken both ways. In fact, the companies now find several advantages in going green and as such; green marketing has become an important tool in managing companies' businesses and achieving their objectives more easily.

Ottman (2008) stated five rules of green marketing :

- (1) Know your Customer :** In order to sell a green product, a company should make the customer aware and concerned about the environmental issues that the product addresses.
- (2) Empower the Customer :** It is desired that the marketers must make the customers feel that they will make a difference by using their product(s).
- (3) Be Transparent :** Marketers must make the consumers believe in their claims.
- (4) Reassure the Buyers :** Consumers must believe that the green products offered will also work as well as the non-green alternatives.
- (5) Consider your Pricing :** Consumers must be made worth to afford the premiums being offered to them.

The Green Marketing Mix

The concept of the green marketing mix was first introduced by Bradley (1989). Green marketing is an important tool which the marketers have been using for environmental sustainability. However, it has been emphasized that the green marketing mix needs to be studied in much depth (Prakash, 2002; Polonsky & Rosenberger, 2001). Green marketing comprises of the following:

(1) Green Products : The products that are manufactured through green technology and that cause no environmental hazards are called green products. Green products use recyclable materials, save energy and water, reduce wastage, and have minimal packaging, and emit less toxic substances. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. Prakash (2002) suggested six ways to make the products green:

- (i) Repaired:** Product's life should be extended by repairing.
- (ii) Reused:** Product must be as such it can be reused.
- (iii) Recycled:** Product should be as such that it can be converted into recyclable raw materials.
- (iv) Reconditioned:** Product's life should be extended by overhauling it.
- (v) Reduced:** The products must deliver adequate benefits even by using less raw materials or by generating less disposable waste.
- (vi) Remanufactured:** The product should be such that it can be remanufactured.

(2) Green Price: Pricing is a very important factor of the green marketing mix. Polonsky and Rosenberger (2001) stated that green products have higher initial out-of-pocket expenses, but lower run costs. Prices of the green products are often perceived to be high by the consumers in comparison to the normal products. Manjunath and Manjunath (2013) stated that if the production and the operation costs are lowered, then it would make the green products competent in the market. Some green products have been priced high in the market, especially for organic food. However, environmental benefits alone will not be sufficient to draw the customers' attention towards the green products. Customers will pay a premium for the green products only if they perceive additional value from the products in terms of their overall better performance.

(3) Green Place: Green place implies managing the logistics in a way that minimizes the emission on

transportation. The choice of where and when to make a product available has a significant impact on the customers' attitude towards adoption of that product. Srikanth and Raju (2012) stated that marketers, while introducing their green products, should position the products in the marketplace in such a manner that the products appeal to the masses and not just to the small green niche market. Companies must emphasize that their distributors and suppliers are environmentally clean.

(4) Promotion: Promotion should be the most focused upon in the green marketing mix. If the marketers do not use this mix properly, then it can mislead the customers and cause green washing.

In October 2012, the Federal Trade Commission (FTC) revised its guidelines for environmental claims. The new guidelines contain guidance for many categories - like environmental marketing claims like carbon offset and renewable energy and updates to guidance from the previous guides such as for “general environmental benefit claims” and “recycled content claims” (Davis & Gilbert LLP, 2010). Some of the points from the updated guidelines are as follows :

- (i)** Marketers should not make unqualified general environmental benefits claims like green or eco-friendly, but rather, they should claim for specific attributes like eco-friendly made with recycled materials.
- (ii)** Certifications should not be used if marketers do not clearly convey the basis for it.
- (iii)** If a company claims that a product is compostable, it should have “competent and reliable scientific evidence”.
- (iv)** If recycling facilities for a product are not available to at least 60% of the consumers, the marketers should state that, “this product may not be recyclable in your area”.
- (v)** Claims for such products or packages made partly from recycled materials should be qualified stating “made from 40% recycled materials”.
- (vi)** Marketers must have reliable scientific evidence to support carbon offset claims and should be based on “appropriate accounting method”.
- (vii)** It also states that terms like “sustainable,” “natural,” and “organic” should not be used.

Green Initiatives by the Indian Government

The Earth Summit 1992 awakened countries to the need for integrating sustainable development concerns in the planning process. Agenda 21, adopted at the Summit, put forward a road map directing this change. The following are the initiatives taken by the Indian Government :

- ✍ The Government of India and its National Solar Mission set up 1,100 MW grid connected solar plants in March 2013 and set an ambitious target of deploying 20 GW of grid connected solar power by 2022 (Goyal, 2014).
- ✍ The Government of India has formulated a national policy on bio-fuels with the aim of increasing the blending of bio-fuels with petrol and diesel by 20% by 2017 (India and Sustainable Development, n.d.).
- ✍ In order to save traditional fuels like coal and diesel, the government is considering making renewable energy mandatory for special economic zones (SEZs) and is also proposing to convert SEZs into green hubs by 2017 (India and Sustainable Development, n.d.).
- ✍ In the Union Budget 2010-2011, the government announced the setting up of the National Clean Energy Fund (NCEF) for funding projects on clean technology (Union Budget, 2010-2011).
- ✍ The Gujarat government signed a memorandum of understanding (MoU) with the Clinton Climate Initiative

(CCI), a programme of U.S. based William J. Foundation to set up five solar parks in Gujarat (“Clinton Foundation to set up five solar parks in Gujarat,” 2009).

✚ The Government of India has allowed 100% FDI in the renewable energy sector, and has also adopted relative policies to attract foreign companies (India and Sustainable Development, n.d.).

✚ India spent over US \$20.4 billion in setting up of power plants for renewable energy sources in the year 2011-12 (India and Sustainable Development, n.d.).

✚ India launched the National Green Tribunal, a special court for environment related issues in October 2010 to make the polluters pay damage by effective disposal of cases relating to the subjects of forest, environment, biodiversity, air, and water (Ministry of Environment, Forest, and Climate Change, Government of India, n.d.).

✚ In January 2013, India entered into a partnership with the World Bank to support programs related to promotion of clean energy solutions. It includes projects that build fuel-efficient transport infrastructure, waste water systems, efficient water supply, and so forth. Some of the key environment protection initiatives of this partnership are:

(i) Industrial Pollution Management Project : To finance projects for energy efficiency and phasing out of ozone depleting substances (India-Capacity Building for Industrial Pollution Management).

(ii) The National Ganga Project : The Bank has prepared a project to support the Indian Government in its programme to clean and conserve the river Ganga, which involves sewage collection & treatment and municipal solid waste management to control the level of pollution in Ganga (World Bank, 2011).

✚ The Government of India, through its guidelines / instructions, has instructed banks on green initiatives. For this matter, a master circular was released that talks about the guidelines/instructions issued by the government, which is based on the following issues (Department of Financial Services, Government of India: Green Initiative Master Circular, 2012):

(i) Increased use of electronic payment (circular/letter no.: F. No. 31/3/2011-BO.II; dated 11.08.2011).

(ii) Increased use of core banking solutions (circular/letter no.: F. No. 31/3/2011-BO.II; dated 11.08.2011).

(iii) Increased use of video conferencing (circular/letter no.: F. No. 31/3/2011-BO.II; dated 18.08.2011).

(iv) Offering of centralized payment system through sub membership route to all banks to facilitate direct Electronic Benefit Transfer (EBT) (circular/letter no.: F. No. 31/3/2011-BO.II; dated 11.10.2011).

✚ In the Union Budget 2011, ₹ 600 crore was announced by the Finance Minister for forest and environmental management (Gupta, 2011).

✚ Lower-carbon sustainable growth was proposed as the central element of India's 12th five-year-plan (Twelfth Five Year Plan, 2012 - 2017) (Planning Commission, Government of India, 2013).

Green Initiatives in India: Some Examples

The Table 1 shows the sector-wise green initiatives in India with examples. Six sectors, that is, Oil & Energy, Telecom, Manufacturing & Processes, Information Technology, Transportation and Services were chosen and a few examples applicable for these sectors have been briefly discussed (Ghosh, 2010 ; Mishra & Sharma, 2010 ; Prasade, 2011 ; Thambi, 2010).

Table 1. Sector-wise Green Initiatives in India with Some Examples

Sl. No.	Sectors	Examples
A.	Oil & Energy	Suzlon Energy : Wind as the Future Energy ONGC: Mokshada Green cremations
B.	Telecom	Idea: "Use Mobile, Save Paper" Campaign & "Green Bus Shelter" Reliance Communication: "Go Green" Campaign
C.	Manufacturing & Process	Philips: CFL Kansai Nerolac: Paint Tamil Nadu Newsprint & Paper Limited (TNPL) - CDM and Wind Farm Projects Larsen and Toubro (L&T)
D.	IT	Wipro: Energy Efficient Products HCL Technologies: Managing and tackling toxic & e-wastes in the electronics industries Tata Consultancy Services Infosys
E.	Transportation	NDTC: Use of CNG TNGCL: Tripura India's First Green City by 2013 - CNG Use CSIR-CMERI: Solar e-Rickshaw DMRC: e-Rickshaw Campaign
F.	Service	Bank : SBI: Paperless Banking & IndusInd: First Solar Powered ATM Hotel: Taj Group of Hotels Resorts & Palaces eco-initiatives

Oil & Energy Sector

(1) Suzlon Energy Ltd. : Suzlon Energy Ltd., the world's fourth largest wind-turbine maker, is adjudged among the greenest and the best companies in India. Tulsi Tanti, the visionary behind Suzlon, convinced the world that wind is the energy of the future and built his factory in Pondicherry to run it entirely on wind power. Suzlon's corporate building is the most energy-efficient building ever built in India. Understanding the severe threat of changing climate, Suzlon Energy Ltd. is committed towards protecting the planet Earth by offering a solution through innovative energy usage and competitive green solutions (Suzlon, n.d. ; "Suzlon Global Headquarters 'One Earth' receives 'LEED Platinum' certification," 2010).

The Suzlon Group is headquartered at One Earth, a 10.13-acre campus in Pune, India, which is powered 100 % by renewable energy. The campus has won the Leadership in Energy and Environmental Design (LEED) Platinum rating awarded by the U.S. Green Building Council, and the Green Rating for Integrated Habitat Assessment (GRIHA) Five Star by The Energy Research Institute (TERI) and the Ministry of New and Renewable Energy, Government of India. Following are the sustainable approaches at Suzlon One Earth ("Suzlon's 'One Earth' Campus Bags LEED Platinum Award," 2010 ; Mohapatra, 2012):

- **Energy :** Renewable resources from construction to operations with optimization of the needs at the source.
- **Water :** Conservation from design to operations.
- **Waste :** Minimization at the source and responsible disposal methods.
- **Material :** Use of environment-friendly and certified material through efficient sourcing.

Suzlon Energy launched a new brand campaign called P.A.L.S in Mumbai which implies Pure Air Lovers' Society. P.A.L.S is a movement to emphasize the importance of clean air and aims at helping to educate people on

how to live a more environmentally responsible life ("Suzlon powers a new brand initiative : P.A.L.S.," 2011).

Suzlon Foundation has identified the environment as one of the key areas of activity. Through the soil and water conservation projects, the foundation has been able to improve over 3,000 hectares of barren land in Maharashtra, Madhya Pradesh, and other areas in and around Suzlon's wind farms, besides harvesting 30,00,000 cubic meters of rain water and positively impacting the environment of the region (Suzlon Foundation, n.d. - a.). Other environment friendly projects of the company across India include watershed planning, plantation, participatory natural resource management in drought affected areas, pond-desiltation, watershed planning, construction of Bio-gas plants, soil water conservation, roof top rain water harvesting, check dam, and so forth (Suzlon Foundation, n.d. - b.).

(2) ONGC: ONGC, an Indian multinational oil and gas company, is a public sector undertaking (PSU) of the Government of India. Although ONGC operates in a sector which is highly polluting, its environment friendly initiatives were ranked at the 386th (out of 500) position in the Newsweek Green Ranking in 2012 "ONGC among select few global oil majors in green rankings," 2013).

ONGC follows the guidelines of Corporates on Sustainability for Central Public Sector Enterprises issued by the Department of Public Enterprises. The main objective of these guidelines is to make significant contribution to the socioeconomic growth of the country and for the protection of the environment.

At the corporate level, ONGC has a team for "Carbon Management and Sustainability Group" for managing sustainable development projects. ONGC periodically reviews its sustainability policies for attaining its sustainability goals. It works on sustainable management of water, materials and energy, and addressing climate change through carbon management. It also works towards management of waste & energy management and biodiversity conservation (ONGC-Sustainability Report, 2012-13).

ONGC has introduced many environment friendly and energy efficient technologies which led to an estimated savings of INR 409.23 crores during 2011-12. ONGC is credited with a 102 MW wind farm in Rajasthan, in addition to a 51 MW unit in Bhuj, Gujarat. ONGC's green initiatives have been recognized at various platforms. ONGC received the 'Greenies Eco Award' for green initiatives and practicing best policies for environment protection amongst PSUs ("ONGC receives 'Greenies Eco Award' for green initiatives and practicing best policies for environment protection amongst PSUs: Business by bids," 2010).

ONGC's initiatives for energy-efficient green crematoriums are all set to replace the traditional wooden pyres across the country. It is expected that besides saving time for burning, such efforts will approximately save 70% of the wood. ONGC's green projects contribute to increased environmental awareness among local communities, thus contributing even more to its corporate social responsibility criteria.

Telecom

(1) Idea: Idea Cellular initiated the 'Use Mobile, Save Paper' campaign ("IDEA introduces innovative 'Use Mobile, Save Paper' Campaign," 2010). Through the Green Pledge campaign, the company has tried to show its commitment for creating a better Earth and a better environment. This campaign was supported by thousands who came forward and pledged to save paper and trees. IDEA, through its setting up of bus shelters with potted plants and tendril climbers, also tried to convey its green message to the people (Jamge, 2012; Raghavendra & Usha, 2013).

(2) Reliance Communications : Reliance Communications, India's largest and only telecom service provider to offer nationwide GSM and CDMA services, has taken several steps to show its concern for the environment. Reliance Communications has undertaken several important initiatives in the six core areas of environment, community development, education, women's empowerment, social awareness and health, signifying its continued and long-standing commitment to social and community welfare. In one of its 'Go Green' campaign, Reliance Communications took tree plantation initiatives and planted over 500 saplings in several parts of

Bangalore city as part of its CSR initiative. With the rising global warming, every step that each one of us can take to preserve the environment by adopting eco-friendly measures will contribute and make a difference ("Reliance Communications initiates "go green", 2010).

Manufacturing & Processes

(1) Philips: Philips, through its green products and focus on green innovation, has been showing strong commitment for the environment and the society. Philips - by introducing compact fluorescent lamp (CFL) in its products section : green products - has helped in saving a considerable amount of energy. Green products of Philips range from energy efficient light bulbs to energy saving devices including medical equipments and household appliances (Philips, n.d.).

(2) Kansai Nerolac : Kansai Nerolac Paint (KNP) has been contributing positively to the society by targeting social and cultural issues, maintaining a humanitarian approach, focusing on areas in and around their factories and areas of operations (Chauhan, 2011). Kansai Nerolac has worked on removing hazardous heavy metals from their paints ("Lead Free Paints from Kansai Nerolac," 2009). The hazardous heavy metals like lead, mercury, chromium, arsenic, and antimony can have adverse effects on humans. Lead in paints especially poses a danger to human health where it can cause damage to the Central Nervous System, kidneys, and the reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

(3) Tamil Nadu Newsprint & Paper Limited (TNPL) : TNPL with its two Clean Development Mechanism projects and a wind farm project has taken initiatives towards green movements (Rao, 2013). TNPL was awarded the Green Business Leadership Award in the Pulp and Paper Sector during 2009-2010 as per Green Business Survey. TNPL initiatives, as mentioned above, helped generate 2,30,323 carbon emission reductions, thereby earning ₹ 17.40 crores for the organization.

(4) Larsen and Toubro (L&T): L&T is a technology, engineering, construction, and manufacturing company. L&T has implemented clean technologies like green buildings, various energy-efficient projects, and so forth. The company has won many awards for its eco-friendly initiatives, including the most recent, The Financial Express – EVI Green Business Leadership Award for 2010-11 (Mohapatra, 2012).

The L&T campus in Pawai, Maharashtra has attempted to reduce the wastage of water to the zero level by reusing wastewater for gardening, lavatory facilities, fire hydrant, and cooling tower applications, thus reducing its water consumption by 10% since the last three years. In this campus, 40% of the electricity is supplied by wind energy, and 12% of the total energy consumption at L&T is through renewable energy. Besides this, the company has more than six certified green buildings. It has also constructed more than 10.2 million sq ft certified green space for clients. Few campuses of the company have rooftop solar photo voltaic installations (Larson & Toubro , n.d.).

L&T's green initiatives have received global recognition. In the "Green Ranking" by a reputed news magazine "Newsweek," L&T was placed fourth in the Industrial Goods Category worldwide in the year 2012. The Green ranking is a comparative scorecard of the top 500 green companies ("Green Rankings - A comparative score card of the Top 500 green companies. The World's greenest companies," 2012).

Information Technology

(1) Wipro: Wipro, an Indian multinational information technology consulting company, is the second largest India based IT company on the basis of revenue generated. One of the major CSR criteria of Wipro is ecological sustainability. The sustainability reporting of Wipro is based on the guidelines of Global Reporting Initiatives (GRI). The company aimed at becoming carbon neutral by 2014. Wipro has implemented an intelligent automated

power management system across its network to measure carbon reductions. It also launched eco-friendly desktops (Rao, 2013 ; Wipro, 2015).

Wipro has stuck to its objective of saving the environment and thereby moving for sustainable tomorrow through its reduce costs, reduce your carbon footprint, and become more energy efficient philosophy. Despite the global financial crisis, Wipro held fast to its commitment towards energy efficiency and was lauded for launching energy star compliant products in the market. Wipro broadened its green IT initiatives through its participation in "The Green Grid". With its new range of desktops and laptops, commonly known as Wipro greenware, the products are RoHS (Restriction of Hazardous Substances) compliant and that supports e-waste reduction in the environment.

(2) HCL : This IT major may be considered as the icon of Indian green initiatives, thanks to the “go green” steps taken in solving the problem of toxics and e-waste in the electronics industry. HCL is committed to phasing out the hazardous vinyl plastic and Brominated Flame Retardants from its products and has called for a Restriction on Hazardous Substances (RoHS) legislation in India. The HCL Green Bag campaign is aimed at tackling e-waste (Kumar & Kumar, 2013; India's 5 Most Eco-Friendly Companies, 2013).

(3) Tata Consultancy Services : Tata Consultancy Services (TCS) is a subsidiary of the Tata Group. It provides a varied number of products and services related to IT like IT infrastructure services, enterprises solutions, business intelligence, business process outsourcing (BPO), consulting, and so forth. The following are some green initiatives taken by TCS Ltd. (Tata, 2013) :

TCS uses renewable energy like solar water heaters at few locations. TCS pays special attention on the minimum and wise use of paper and water. It has also certified its 67 centres with the Environmental Management System under ISI 14001: 2004. Besides this, all the sites of TCS are conformable with environmental laws, rules, and guidelines. Since the last few years, TCS has attempted to make its infrastructure as “GREEN Infrastructure,” where various energy efficient practices are being followed. TCS is working on water conservation and solid waste management (Sreevatsan, 2012).

(4) Infosys Ltd. : It is an Indian multinational company which provides services in software engineering, consulting services, and information technology. It is the third largest India based IT company on the basis of 2012 revenues. Infosys aims to become fully carbon neutral by the year 2017. It has introduced many eco-friendly practices in its organization like preserving the natural habitat, rain water harvesting, minimization of solid waste, and so forth (Infosys , 2012 ; Paliwal, 2011).

Transportation

(1) Tripura Natural Gas Co. Ltd. (TNGCL): Tripura Natural Gas Co. Ltd. was committed towards making Tripura's capital Agartala as “India's first green city” by 2013. In its joint venture of Gas Authority of India Ltd. (GAIL) and the Tripura and Assam government, TNGCL is all ready to make CNG available for all public and private vehicles in Agartala, and also, CNG would soon be replacing electricity, petrol, and diesel that find its use in various machineries (“Agartala Aspires for Green City Status,” 2012).

(2) National Delhi Transport Corporation (NDTC) : Introduction of CNG in private and public vehicles in New Delhi to free New Delhi from the growing vehicular pollution was an attempt towards protecting the environment and the society. DTC is the first transport in the country to have inducted the CNG buses in its City Fleet. Not only that, having replaced its entire City Fleet with the CNG buses, the Corporation is the world's largest eco-friendly CNG Fleet Operator and, thus, takes pride in its active contribution towards cleaning up the environment of the city. The corporation also operates Inter State Services with diesel buses. These buses too are made to undergo

stringent pollution checks after regular intervals. The corporation has a full-fledged Pollution Control Cell, which is entirely dedicated to ensure that its buses plying on the roads do not emit pollution. The buses found emitting smoke are immediately withdrawn from the roads and are put back only after necessary rectification/s. The telephone number of its Pollution Cell has been displayed in all DTC buses, and any complaint/report about DTC buses found emitting smoke may be telephonically lodged with the Pollution Control Cell. DTC has also introduced low floor buses to facilitate disabled and senior citizens (Delhi Transport Corporation - Citizen Charter, n.d.).

(3) CSIR – CMERI Solar Electric Rickshaw (SOLECKSHAW): CSIR-CMERI, with its new technology, has provided a green solution to the urban transport system. SOLECKSHAW is an eco-friendly tricycle. It is driven partly by pedal and partly by electric power supplied by a battery that is charged by solar energy (Mondal, n.d.).

(4) Delhi Metro Rail Corporation (DMRC): DMRC's e-rickshaw campaign is another step of greening the transport system and thereby protecting the environment ("Delhi Metro to Introduce Eco-friendly e-rickshaws", 2012). DMRC has become the first rail project in the world to earn carbon credits by using regenerative braking system in its rolling stock which reduces the electricity consumption by 30% (Onlinecarbonfinance.com, n.d.). As an initiative towards clean energy, DMRC planned to install a rooftop solar power plant at Dwarka, Sector 21 Metro Station ("Solar power plant at Delhi Metro station," 2014).

E - Services

(1) State Bank of India: By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. Under the umbrella of "Green Channel Counter," a green service initiative, State Bank of India is providing many services like paperless banking, no deposit slip, no withdrawal form, no cheques, no money transaction forms, and all these transactions are done through SBI shopping & ATM cards (Rao, 2013 ; "SBI to introduce green-channel banking at more branches," 2011 ; "SBI launches its 'Green Channel Counter' facility today," 2010).

State Bank of India has switched over to the energy sector and is banking on green energy with Suzlon Energy Ltd. SBI has started harnessing wind energy to reduce emissions through its 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states - Tamil Nadu, Maharashtra, and Gujarat having 4.5 MW, 9.0 MW, and 1.5 MW, respectively of wind capacity. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients (Suzlon, 2010).

(2) IndusInd Bank: This bank is considered as the bank that has revolutionized the green services in the Indian banking sector. IndusInd is credited with opening of the first solar powered ATM in the country. As per the estimate, the bank expects saving upto 1980 KW of energy annually from the use of solar powered ATMs. The bank is further committed towards addressing climate change issues (Sreevatsan, 2012).

(3) Taj Group of Hotels, Resorts, and Palaces : The Taj Group aims to provide green services and thereby promote environmental awareness among the public and also encourage measures to protect the environment. Provision of eco hotel rooms which will have energy-efficient mini bars, organic bed linen, and napkins made from recycled paper and rooms having CFLs or LEDs are steps taken by the group in gaining carbon credit. One of the most interesting innovations that is also dedicated to the reduction of the carbon footprint has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam and Rambagh palace in Jaipur, which uses the waste generated at the hotel to meet its cooking requirements (Taj Exotica : Resort and Spa - Maldives, n.d. ; Tata, 2010).

The Future of Green Marketing in India

The future of green marketing in India is very promising as everyone has started thinking about protecting the environment. Green marketing in India is still at a nascent stage, and a lot needs to be done. Strong participation of organizations in this regard will benefit greatly and help in coping with the environmental crisis that the societies have started facing in the recent times. With growing awareness among the consumers, in the near future, only those companies will reap the greatest rewards that will innovate with new products, materials, and technologies which are eco-centric. The companies, while moving from traditional marketing to green marketing, will come across many challenges, but then, sustainable development and protection of the environment are more important than mere profit making, that had been guiding businesses so far.

Managerial Implications

This paper provides information on green initiatives taken up by organizations in different sectors of India. This study would help managers to gain insights into identifying the best practices that can be adopted for their organizations. This paper also provides insights about the green marketing mix that can help marketers to adopt a proper blend of the green mix for their products through proper pricing and promotional strategies.

Conclusion

The future will bring about more environmental issues owing to the increasing pace of industrialization. Green marketing in the present times is not merely an approach to marketing. With the social and environmental dimension inherent in it, green marketing has now acquired more strength as compared to traditional marketing. It should be realized that green marketing carries a lot with it than simple marketing strategies. The responsibility of protecting the environment lays on both the groups, that is, the firms and the consumers. It is ultimately the consumers who use the products and, therefore, they should also play an equally important role in society and guide the firms accordingly in greening the society.

Thus, it is seen that green marketing ensures sustained long-term growth, profitability, saves money in the long-run, helps marketing of products, keeping the environment-concern in mind, and helps in breaking through newer markets and enjoying competitive advantages, and so, it needs a lot of patience and perseverance, and should be used properly. The tool for protecting the environment in the form of green marketing is with us, and now, it depends upon us how judiciously we use it.

Limitations of the Study and Scope for Further Research

The present study is completely based on secondary data. Hence, a study can be conducted, which can generate primary data from various sectors of the Indian economy to get a picture of the actual status of the initiatives that have been undertaken. Besides, this study can be extended by future researchers by conducting a comparative analysis about the sectors that are better performers in the green initiatives. Furthermore, an empirical study can be undertaken to understand the factors behind the adoption of green marketing and green products by the Indian firms and the Indian consumers, respectively. A more rigorous study is needed to examine the awareness level of environmental issues adopted by the firms.

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