ABSTRACT:
My interest is the future, because I am going to spend the rest of my life there.

- Charles F. Kettering

Every social and global issue is a business opportunity just waiting for the right kind of inventive entrepreneurship, the right kind of investment, the right kind of collective action.

- Peter Drucker

Green Marketing is a vital constituent of the holistic marketing concept today. "Green Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment". It is particularly applicable to those businesses that are directly dependent on the physical environment. The Paper highlights the various strategies of green marketing. Thus green marketing plays an important role to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms. Many global players in diverse businesses are now successfully implementing green marketing practices. As a result, green marketing includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment has emerged, which aims at marketing sustainable and socially-responsible products and services.

Keywords: Green Marketing, Environmental Issues, Product Process System, Sustainable Development.

INTRODUCTION
Green marketing is relatively new focus in business endeavors and came into prominence in the late 1980s and early 1990s (Ottman 1998) began in Europe in the early 1980s when certain
products were found to be harmful to the environment and society as a whole. Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." It refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. The Present study discuss about concepts of green marketing, various challenges faced by Indian Companies and Strategies followed by them.

**Need for companies to adopt Green Marketing:**
- Opportunities or Competitive advantage.
- Corporate Social Responsibilities (CSR).
- Government pressure.
- Competitive pressure.
- Cost or profit issues.

**OBJECTIVES OF THE STUDY**
1) To study the challenges faced by Indian Companies.
2) To explore the Green Marketing Strategies followed by Indian Companies.

**METHODOLOGY**
Research Methodology in this study is partly descriptive and partly exploratory. For this study for this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.
LITERATURE REVIEW

Dr. K. Manian and Ashvin Nithish J (2014) concluded that green marketing is something that will continue and grow in future because in present scenario it is not easy in short run but in long run it have an positive impact on the firm.

Anirban Sarkar (2012) has concluded that industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

Yashmin Begam R. Nadaf & Shamsudin M. Nadaf has stated that Green marketing strategies of Indian Company in 21st century needs to provide incentives to manufacturers and importers to reduce adverse environmental impact of products.

GREEN MARKETING PROCESS

Green marketing process comprises with external and internal Ps. After integrating external and internal Ps, green success will automatically come through four Ss. Here external 7 Ps consists of Paying customers, Providers, Politicians, Pressure groups, Problems, Predictions and Partners; internal 7Ps consists of Products, Promotion, Price, Place, Providing information, Processes and Policies. After integrating external and internal 7Ps, we can find out the green successes through 4 Ss such as Satisfaction – of stakeholder needs, Safety – of products and processes, Social acceptability – of the company and Sustainability – of its activities.

The Ss of Green Success

- Satisfaction – of stakeholder needs
- Safety – of products and processes
- Social acceptability – of the company
- Sustainability – of its activities
CHALLENGES IN GREEN MARKETING

Although a large number of firms are practicing green marketing, it has number of problems which need to be addressed while Implementing Green marketing. The major challenges to Green marketing which have to be faced are as follows

1) **Cost Factor:** Green marketing involves marketing of green-products/services, green technology green power/energy for which a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs which ultimately may lead to increased costs.

2) **Convincing Customers:** The customers may not believe in the firm's strategy of Green marketing, the firm therefore should ensure that they undertake all possible measures to convince the customer about their green product, the best possible option is by implementing.

3) **Sustainability-Initially:** The profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.

4) **Non Cooperation:** The firms practicing Green marketing have to strive hard in convincing the Stakeholders and many a times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.

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

The green marketing claims of a firm must do the following in order to overcome the challenges:

- Clearly state environmental benefits;
- Explain environmental characteristics;
- Explain how benefits are achieved;
- Ensure comparative differences are justified;
- Ensure negative factors are taken into consideration; and
- Only use meaningful terms and pictures.
SUCCESSIVE GREEN MARKETING STRATEGY

1) **Knowing the Customer:** Means making sure that the consumer is aware of and concerned about the issues that your product attempts to address, without which success in green marketing will be difficult to achieve.

2) **Educating the customer:** Means educating the people the reasons as to whatever you're doing is not only to protect the environment, but also matters of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of “So what?”, - Does it matter to me? and your green marketing campaign goes nowhere.

3) **Genuineness & Transparency to the customer:** It shows that a) In reality you are actually practicing, what you claim to be doing in your green marketing campaign and b) your business policies are in lieu with whatever you are doing that's eco friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

4) **Reassuring the Buyer:** Means that the customers must be made to believe that the product being offered shall fulfill the objective or purpose for which it has been purchase i.e.-no compromise in product quality in the name of the environment.

5) **Pricing for the customer:** Means making sure that consumers can afford the premium and feel it's worth it, which is being charged for your product, as many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients.

6) **Giving the Customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action, at same time keep in view the changed expectations of the customers.

**GREEN MARKETING IN INDIAN COMPANIES**

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<tr>
<th>S.No</th>
<th>Company</th>
<th>Green Marketing Initiative</th>
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<tbody>
<tr>
<td>1)</td>
<td>Suzlon Energy</td>
<td>• World's fourth largest wind-turbine maker.</td>
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<td></td>
<td></td>
<td>• Tulsi Tanti, the visionary behind Suzlon.</td>
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<td>2)</td>
<td>ITC Limited</td>
<td>• 'Ozone treated elemental chlorine free' bleaching technology.</td>
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<td>Company</td>
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<td>Strengthened their commitment to green technologies as first time in India.</td>
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<td>Result is an entire new range of top green products</td>
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<td>Every day is Environment Day at TML, one of the top green firms in India.</td>
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<td>They made everyone sit up and take notice is the company policy to discourage working on Saturdays at the corporate office.</td>
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<td>Adjudged the best performer in the 2009-2010 was awarded the Green Business Leadership Award in the Pulp and Paper Sector.</td>
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<td>The initiatives undertaken by this top green firm in India includes two Clean Development Mechanism projects and a wind farm project that helped generate 2,30,323 Carbon Emission Reductions earning Rs. 17.40 Crore.</td>
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<td>Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle.</td>
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<td>Recycled plastic.</td>
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<td>Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free.</td>
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<td>One of the best Indian companies, IDEA, paints India green with its national 'Use Mobile, Save Paper' campaign.</td>
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<td>Company had organized Green Pledge campaigns at Indian cities where thousands came forward and pledged to save paper and trees.</td>
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<td>IDEA has also set up bus shelters with potted plants and tendril climbers to convey the green message.</td>
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| 7)   | Infosys Technologies Ltd. | • Focused on green buildings, water harvesting and conservation, better transport management by encouraging car pool for its employees and increasing bio-diversity in its campuses.  
• Focused on green engineering. The unit works on new products as well as on refurbishing existing products to make them more energy efficient. |
| 8)   | Accenture               | • Focused on “green” buildings and data centers at all global offices. |
| 9)   | HCL                     | • HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals. |
| 10)  | McDonald Restaurant     | • McDonald „restaurant“’s napkins, bags are made of recycled paper. |
| 11)  | Panasonic(With ECONAVI Intelligent eco sensors) | • Eco-friendly refrigerators, air conditioners, washing machines. Plasma TV, LCD. Quick iron, batteries and bulbs. |
| 12)  | Philips India           | • Energy saving Lights.  
• Medical Equipments.  
• House hold appliances. |
| 13)  | Mahindra Reva           | • Electric Vehicle—“e2o”. Earth friendly small tractor designed to the farmers. |
| 14)  | Philips                 | • Compact Fluorescent Light (CFL) bulbs. |
| 15)  | Hewlett-Packard Company | • Energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide. |
| 16)  | IndusInd Bank           | • Top Indian green initiatives ever since IndusInd opened the country's first solar-powered ATM and pioneered an eco-savvy change in the Indian banking sector. |
17) Oil and Natural Gas Company (ONGC)

- Top 10 green Indian companies with energy efficient, green crematoriums that will soon replace the traditional wooden pyre across the country.
- ONGC's Mokshada Green Cremation initiative will save 60 to 70% of wood and a fourth of the burning time per cremation.

CONCLUSION

Green Marketing is still in infant stage but it is not an easy in short run but in long run it have a positive impact on company. Now a days, most of company coming into green marketing because of cost reduction, opportunity, social responsibility etc. Marketers also have the responsibility to make the consumers to understand the need for and benefits of green marketing. Consumers are willing to pay more to maintain a cleaner and greener environment. Green Marketing is still in the stage of childhood in the Indian companies. Finally, consumers, industrial buyers and suppliers need to promote the positive effects of Green marketing on the environment. Also it is to be viewed as a source of new opportunities to grow in today’s highly competitive global environment.

REFERENCES