GREEN MARKETING IN INDIA: A PATHWAY

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ABSTRACT
Now-a-days, we are more concerned about Environment. There’s much talk about green and green only in every subject. Management is no exception in general and marketing in particular. Therefore, Green Marketing became an important strategy in organizations. Green Marketing refers to Marketing with an ecological conscience. With Green marketing advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs and environmentally safe detergents. Now is the era of recyclable non-toxic and environment-friendly goods. It has gained importance in India recently. Modern organizations are taking environmental challenges by initiating green marketing strategies. This Paper deals with what green Marketing is all about and how can a organization be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices. This has become the mantra for marketers to satisfy the needs of consumers and earn better profits. The present paper will attempt to introduce the terms and concepts of Green Marketing. Briefly discuss about the importance of Green Marketing and also focusing on the different opportunities with going Green Marketing philosophy and some challenges with Green Marketing.

KEY WORDS: Cost Green Marketing, Consumerism, Recycling, Environmental safe and Holistic marketing.