

A Study of Social Green Technology on Rural Marketing in India

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Abstract

This study has been conducted on the basis of social green technology on rural marketing in India. There are number of social green technology affected of rural marketing in India. Indian Prime Minister Narendra Modi has given number of social green resolution towards rural people just like DBT, PMJDY, and Swachh Bharat etc. This technology affected rural marketing. This technology control black marketing in the rural areas. Green growth can be defined as a trajectory of economic development that fully internalizes environmental costs, including most critically those related to climate change, and that is based on sustainable use of non-renewable resources. Green growth requires green technologies: production techniques that economize on exhaustible resources and emit fewer greenhouse gases. The availability of green technologies both lowers social costs in the transition to a green growth path and helps achieve a satisfactory rate of material progress under that path. A critical task facing policy makers is ensuring investments in green technologies take place on an appropriate scale. If markets worked well, natural and environmental resources were priced appropriately at full social marginal costs, and technological benefits were fully internalized by those who undertook R&D, we could in principle leave such investment decisions in the hands of entrepreneurs, corporations, and financial markets. But there are three sets of considerations that drive a wedge between private and social returns to investment in green technologies first; the development of new technologies generates positive spillovers that are not fully captured by the original investors. These may take the form of cross-firm externalities, industry-wide. Learning, skill development, or agglomeration effects. Such “market failures” exist in general for all kinds of new technologies, whether they are of the green or dirty kind. However, their novelty, their highly experimental nature, and the substantial risks involved for pioneer entrepreneurs suggest green technologies may be particularly prone to these failures. An additional reason why green technologies may need to be publicly subsidized is that carbon (which I use as shorthand for greenhouse gases [GHGs] generally) is greatly mispriced. This is a second-best reason for government intervention in support of green technologies. The presence of subsidies on fossil fuels and the failure to implement taxes or controls that would internalize the risks of climate change result in the user cost of carbon falling substantially below the level that is appropriate from a long-term societal perspective.³ This means that the private return to green technologies lies significantly below the social return, even when we ignore the traditional R&D spillovers.

Keywords: DBT, Green technology, Environment, GHG's, Rural Marketing.

Introduction

Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing, and is concerned with marketing of a specialized kind of product, i.e. green product (including green goods such as fuel efficient cars or recycled products as well as green ideas such as “save oil” or “conserve natural habitat”). As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR). According to Pride and Ferrell (1993), Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. Green marketing concept emerges from societal marketing (Kotler,

1999). Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the companies.

Green marketing concerns the company’s way of handling environment and to the development and distribution of ecologically-safe products. Green marketing in a broader sense is an ethics and corporate social responsibility because it helps business to become asocially responsible as well: to provide better products improve working conditions and contribute to the community. In a global CSR study undertaken in 7 countries (viz. India, South Korea, Thailand, Singapore, Malaysia, The Philippines and Indonesia) by the U.K.based International Centre for CSR in 2003, India has been ranked second in the list. Several forces are driving companies to practice a higher level of corporate social responsibility: rising customer expectations, changing employee expectations, government legislation and pressure, the inclusion of social criteria by investors, and changing business procurement practices. Companies need to evaluate whether they are truly practicing green and socially responsible marketing. The present paper attempts to review how the Corporate

Social Responsibility and green marketing is fulfilled by various Indian organizations. The organizations that are being differing in their product or services are doing certain social responsibility towards the community. The different companies who were successfully plasticizing CSR and green marketing that is either by saving the natural resources or providing good quality products/services to their customer and healthy working atmosphere to the employee, which not only help the organization to earn a profit in terms of money and reputation in a way it also contributes towards the society. The recommendation of the study will be useful to the companies, marketers, scholars and academicians. More rapid green growth is inconceivable without innovation. Frontier innovations shift out production possibilities, allowing the production of more output and newer and more environmentally-friendly outputs with fewer or different inputs. Innovations thereby help to decouple growth from natural capital depletion and environmental pollution, for example towards more resource-efficient and cleaner technologies. Some innovations can directly increase resilience to environmental shocks. Catch-up innovations, that make the use of existing technologies more widespread by adapting them to local contexts, are even more important for all countries. They typically reduce production costs and increase enterprise competitiveness, and are lower risk than frontier innovations. The introduction of new products, processes, business models and other organizational methods, and marketing techniques, whether through frontier or catch-up innovation, in principle contribute to the expansion of existing markets and the creation of new markets, in the process increasing the job content and poverty alleviation of growth.

This paper examines existing patterns of green innovation, to what extent innovation policies should be designed differently to address the green growth agenda, and what policy modifications can best help yield short-run or at least medium-term impact. The paper discusses the implications of the inherent ‘double externality’ of knowledge-related market failures compounding the traditional environmental externalities. It motivates appropriate policy action in the absence of global agreements, answering the question of why developing countries should undertake green innovation policies, and what types of policies should be pursued depending on existing technological capabilities.

Review of literature

Sonnenfeld (2002) these new mills produce much less pollution compared to previous generation technologies, they nevertheless are fuelling deforestation in the region’s tropical forests, prompting. Eric Bonds (2012) this paper contributes to understandings of ecologically unequal exchange within the world-systems perspective by offering a series of case studies of ecological modernization in the automobile industry. The case studies demonstrate that “green” technologies developed and instituted in core nations often require specific raw materials that

are extracted from the periphery and semi-periphery. Extraction of such natural resources causes significant environmental degradation and often displaces entire communities from their land. Moreover, because states often use violence and repression to facilitate raw material extraction, the widespread commercialization of “green” technologies can result in serious human rights violations. These findings challenge ecological modernization theory, which rests on the assumption that the development and commercialization of more ecologically-efficient technologies is universally beneficial. Ghadiyali Tejaskumar R (2012) The paper also explains various practical and technical aspects of green technologies such as organic farming, integrated pest management, biomass, biogas, bio fuel, wind energy and use of information and communication technology for facilitating green technology. It is one of the most complex and challenging tasks to balance environmental and business concerns. Progress towards sustainable development requires changes at both the domestic as well as the international level. The authors have narrated the challenges faced at the time of implementing such technology. The authors suggest recommendations to cope up with the same and finally the paper concludes with the future endeavours that may be attempted by the authors in the same direction. R. Shrikanth (2012) in this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has to be collected from multiple sources of evidence to understand the importance of green and sustainability management, in addition to books, journals, websites, and news papers. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm 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. According to Alexander; Businesses will have to adopt CSR as part of its business philosophy. Businesses play a key role on job and wealth creation in society. While business compliance with laws and regulations on social, environmental and economic objectives, which set the official level of CSR performance, it focuses on new opportunities as a way to respond to interrelate economic, societal and environmental demands in the marketplace. Many authors and researchers suggest that the company should mention their social responsibility in their report as they mention their financial statement because it not only help the company to build their image as well the government, shareholders, employees, customers and public is also aware about what company has done for it. Social audit is a one way of convincing a public view about the company’s product, prize their performances and to win their trust and confidence.

Objectives of the study

1. **To** understand the rural marketing in India
2. To Identify the green technology
3. **To** suggest and implementation of green technology.

Results and discussion

I would like to discuss through the review of number of literature how to safe of the society through the green technology. It is the responsibility of all human being to safe of the environment. Renewable energy is energy generated from natural resources such as sunlight, wind, rain, tides and geothermal heat, which are renewable. The following sub sections exhibit some of the vital renewable energy in perspective of the GT. These are the renewable energy on which the nation’s growth depends. Renewable energy sector growth during the last decade has been significant in India, even for electricity generation from renewable sources. This renewable energy technology has been the best substitute for improving the quality of life of rural households in terms of cooking and lighting, producing bio-fertilizers and food production activities. For farmer communities, this technology is a feasible option as it provides sustainable energy services to meet their energy needs in the agriculture sector. In the long-term, these ecofriendly and sustainable energy sources will help to meet the energy requirements of the large rural population of India. Renewable energy also helps small and medium enterprises to process high value cash crops.

Conclusion

The overall focus of this research paper is to evaluate and assess the effect of social green technology on rural marketing in India. The Indian organizations shows that how different companies are contributing towards social responsibility, they are working for society by saving natural resources, improving the workplace for the employees, providing good and quality product to the customers without any fraud. Now the consumers are not only interested in knowing more about the products they buy, but they wish to know more about the companies behind the products. Social investors do not just look at companies, which make money but also issues such as a corporation's impact on society. The development of social green technology (SGT) can be seen in the growing expectations of the community and stakeholders of the developing role of companies in society and the response of companies to growing environmental, social and economic pressures. Successful businesses should promote the interests of not only their shareholders, but also assume a position with social responsibility programs that aims to serve the society. More importantly, in this age of widespread communication customers of any product or service are unlikely to feel satisfied in buying from a company that is seen to violate the expectations of ethical and socially responsible behaviour.

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