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## **GREEN MARKETING INITIATIVES IN INDIA- AN OVERVIEW**

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### **ABSTRACT**

In today's world, people are more concerned about environmental protection and their health. Adopting a green marketing strategy is the best option. To achieve the sustainable goal through green marketing, it is the responsibility of all citizens, including the government, industry, and every sector. The main objectives of this research were to highlight the numerous schemes launched by the government and industry to promote green initiatives. The paper also analyses consumer awareness and responsibility to promote green marketing initiatives. Data was collected through a questionnaire from 300 Indian consumers, as well as from other sources of data such as books, journals, websites, and newspapers. The research findings revealed that consumers are moderately aware of green initiatives in India. This research paper helps policymakers, researchers, and readers understand green initiatives in India. India must embrace stringent legislation for environmental protection to bring about a significant change in the world.

Keywords: green marketing, green initiatives, sustainable, environmental

### **INTRODUCTION**

The global ecology is getting worse as the world economy expands quickly. Environmental preservation and the building of a secure living environment remain among consumers' top concerns. Green marketing aims to promote ecologically friendly products as well as a healthy environment for people to live in (Yazdanifard & Mercy, 2011). The environmental problem is growing very fast in India. The environmental issue is getting worse very quickly in India. The concept of green marketing has gained traction across India throughout time, although it is still in its infancy given the importance of the environment to humans (Jain, & Kaur,



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2004). It is very important for business to implement green business practices immediately. The government has already proclaimed and put into effect a number of environmental protection laws and regulations, and numerous organisations are voluntarily adopting ecologically friendly practices (Yadav & Pathak, 2013). Green marketing, a relatively new concept, raises consumer and corporate awareness of the need to minimum negative environmental effects. Every organisation is moving quickly into the green market to meet consumer and social demands to minimum their environmental consequences. Green marketing has a significant impact on the planet. Consumers now favour environmentally friendly products. The benefits of green marketing for the environment must be spread among consumers, businesses, and suppliers. Green marketing is very vital and relevant in nations that are developing such as India, which must set high standards and serve as role models for other countries to emulate (Shrikanth & Raju, 2012).

## **REVIEW OF LITERATURE**

Green marketing is a marketing strategy for products which are presumptively harmless for the environment, according to the Marketing Association (AMA). It provides products, production methods, product packaging changes, and marketing communications for ecologically friendly products. The modern market has developed unique implications for green marketing. Green denotes purity via value, fairness, and excellence in transactions. Green marketing is a phenomena that has grown significantly in importance in the modern marketplace. It has become a key concept in India as well as other developing and established nations, and it is viewed as a key tactic for promoting sustainable development (Baral, 2019). To meet consumer requirements and desires, green marketing focuses on selling environmentally sustainable items. It utilises cutting-edge methods for product adaptation, dynamic production processes, upholding sustainability, and a variety of advertising strategies (Pradeep & Akhilesh, 2017). Consumers and businesses will continue to be attracted to green marketing. The commercial factors that led to their adoption and the prospects for green marketing. The largest barriers to green marketing are the demand for authenticity and standardisation, as well as ignorance, impatience, and tenacity on the part of marketers who want results immediately (Mishra & Sharma, 2010).



Consumers and the general public should be made aware of the benefits of green marketing by businesses. Additionally, using green marketing to draw in new consumers is a good idea. It has been observed that consumers benefit from green marketing since they are inclined to pay higher for environmentally friendly products and are concerned about the environment. The burden of understanding the challenges involved in implementing green marketing lies with the marketer, who must also develop practical solutions (Aswal & Kadyan, 2013). By choosing products that support environmental protection, consumers are becoming more aware of its importance, and businesses are increasing their awareness of how their operations affect the environment (Osman et al., 2016). The leading companies should acknowledge how consumers expectations are shifting. It's not enough for a company to make environmentally friendly products; customers also want their purchases to be cost-effective and lessen the environmental impact of their own lifestyles. Consumers who are socially and environmentally concerned are becoming more and more prevalent today (Saini, 2014). People in today's society are starting to comprehend their responsibilities. Even profit-driven companies are now focusing on green marketing and the production of eco-friendly products. Businesses have started using advertising to spread awareness towards the benefits of green products to the consumers (Kaur, 2017). Jalalkamali et al., 2016 described consumer behaviour based on their level of awareness of environmental marketing concerns that influence their purchasing decisions. Consumer purchase decisions and product promotion are immediate outcomes of consumer satisfaction, which can be positive or negative based on their point of view. Marketing has a role to play in finding solutions to environmental challenges. Green products produce less waste, utilise fewer raw materials, and conserve energy. Consumers also play a significant part in the environmental protection movement, as new generation consumers are concerned about the environment (Milan et al. 2021).

Mayakkannan, 2019, highlighted several elements of green marketing and promotions, such as the concept, a recent green initiative in India, and inventive advertisement combinations. Green marketing currently outperforms traditional marketing in effectiveness. There is a lot more to green marketing than simple marketing strategies. The environmental effects of green products use are something that consumers are willing to think about. When promoting products or services, economic considerations should not be ignored. Companies and the

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industry at large have taken steps to protect the environment (Parth et al., 2019). Green marketing emerged to reflect the expanding market for environmentally friendly as well as socially acceptable products and services. It has now become a new marketing mantra for meeting consumer needs while improving profitability (Mehta & Baxi, 2020). Green marketing incorporated into its marketing strategy and corporate social responsibility (CSR) programme, which helped the community, prioritised it, and boosted the company's green brand. Natural resource conservation and resource reduction will be aided by green corporate governance measures. Green initiatives encompass a wide range of activities, green processes in the workplace to create a healthy environment for employees, decrease waste, including product changes, changes to the production processes, packaging, including adapting advertising (Mishra & Chowdhury, 2022; Patel 2022).

Randhawa & Kumar (2017) stated that the Government of India's smart city programme aimed to investigate the notion of smart development and study the sustainability quotient to attain sustainability in the field of urban planning. They thoroughly researched all of the major aspects of smart growth. Indian has embraced the smart city idea, which underlines the relevance of the natural environment in a city's long-term growth. However, the Government of India's mission is for an extended strategy that focuses on economic development, equity, and delivering infrastructure services to make cities more compact and habitable while integrating new technologies.

## **OBJECTIVES OF THE STUDY**

- 1) To highlight the government initiatives towards green marketing.
- 2) To highlight industry initiatives towards green marketing.
- 3) To study consumers awareness towards green marketing initiatives

## **RESEARCH METHODOLOGY**

This research includes both primary and secondary data. The secondary data was collected from journals, magazines, research articles, books, and various websites. The primary data was collected through well-structured questionnaires from Indian consumers. The consumers were selected through convenience sampling. The sample size for this study was 300 Indian consumers who consume/use green products. A simple percentage method was used to analyse the data.



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## INDIAN GOVERNMENT GREEN MARKETING INITIATIVES

The Government of India is taking various measures to protect the environment and make the best use of natural resources, leading to a sustainable world. The Government of India has enacted several laws and rules to be followed by society and organisations. Some of the important laws and rules are listed below:

- **Environmental (Protection) Act 1986, amended in 2018:**

This law was passed to hold each state accountable for preserving and enhancing the environment as well as safeguarding the nation's forests and wildlife.

- **Water (Prevention & Control) Act 1974:**

The primary goal of this law was to prevent and manage water pollution, as well as to act against enterprises that pollute the water.

- **Air (Prevention and Control of Pollution) Act 1981:**

The goal of this regulation is to ensure that air pollution produced by environmental pollutants is prevented and managed. In June 1972, India attended the United Nations (UN) conference on the Human Environment in Stockholm, where resolutions were passed to take the necessary steps to protect our planet's resources, especially the preservation of air quality and the control of air pollution.

- **Motor Vehicles Act, 1988:**

This law governs practically every aspect of vehicle transportation. It includes provisions for traffic rules, auto insurance, vehicle registration, inspection permits, and fines. The law focuses on motor vehicles and the protection of the environment from pollution caused by them.

- **National Green Tribunal Act, 2010:**

This act governs civil court proceedings concerning natural resource conservation and environmental preservation. This act covers environmental legal claims. This tribunal can help bring about sustainable environmental development.



- **Companies Act, 2013:**

The Company Act has numerous provisions designed to promote corporate governance and encourage corporations to implement corporate social responsibility (CSR) programmes.

- **Hazardous Waste (Management and Handling) Amendment Rules 2003:**

This rule classifies mineral oil as hazardous waste, necessitating careful treatment and disposal. Organisations needed permission from the State Pollution Control Board to dispose of hazardous materials.

- **Ozone Depleting Substances (Regulation and Control) Rules 2000:**

The Environment (Protection) Act of 1986 has notified rules for the regulation and control of ozone depleting compounds under the Montreal Protocol. Certain rules and regulations have been put in place for the manufacture, import, export, and use of certain substances. Organisations are expected to phase out all equipment that uses these substances.

- **Eco Mark Schemes 1991:**

The Bureau of Indian Standards (BIS) awards a certification mark to environmentally friendly items that meet BIS specifications. The scheme was introduced in 1991. It facilitates in the identification of environmentally friendly products on the market.

- **E-Waste (Management) Rules 2016, amended in 2018:**

Abandoned electrical or electronic gadgets are referred to as "electronic trash." E-waste is a term used to describe used electronics that are meant to be recycled, reused, or salvaged. Processing e-waste informally or without organisation, especially in poor countries, poses a threat to public health and the environment.

- **Plastic Waste (Amendment) Management Rule 2022:**

The Plastic Waste Management (Amendment) Rules, 2022, establish the guidelines for Extended Producer Responsibility (EPR) for plastic packaging. The term "extended process responsibility" refers to producers' need to ensure that their products are handled sustainably from the start of their lifecycle to the end.



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## **GOVERNMENT GREEN INITIATIVES PROGRAMMES**

- **New Mass Movement Against Plastic Use**

The major goal of this campaign is to rid Mother India of plastic and make it a plastic-free nation.

- **Swachh Bharat Abhiyan**

"A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birth anniversary in 2019," Shri Narendra Modi said at the inauguration of the Swachh Bharat Mission on Rajpath in New Delhi. On October 2, 2014, the Swachh Bharat Mission was launched as a national effort across the country. The purpose of the campaign is to fulfil the vision of a "clean India."

- **Green Skill Development Programme**

Most vocational training programmes place a greater focus on mechanical/technical abilities than 'soft' or 'green' talents. Green skills are vocations that protect ecosystems and biodiversity, preserve energy, and reduce waste and pollution for a sustainable future.

- **National Clean Air Programme**

The National Green Tribunal (NGT) has ordered the Ministry of Environment, Forestry, and Climate Change to revise the National Clean Air Programme, which seeks to cut air pollution by 20-30% by 2024. The major purpose is to ensure that sustainable development principles and the public trust doctrine are followed.

- **Standard and Labelling by the Bureau of Energy Efficiency**

The Standards & Labelling initiative for equipment and appliances was introduced by the Bureau of Energy Efficiency (BEE) in 2006 to provide consumers with information on energy savings. The BEE projects' energy efficiency labelling programmes aim to maintain consumer services while reducing device energy usage.

- **National Electric Mobility Mission Plan – Promotion of Electric Vehicles**

This encourages the use of hybrid and electric vehicles to increase national fuel security. To replace conventional automobiles and lower the country's consumption of liquid fuel in the automotive sector, it intends to permit hybrid and electric vehicles to be the top option for consumers.



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- **UJALA Scheme- Promotion of Energy Efficient LED Bulbs**

UJALA [Unnat Jyoti by Affordable Light Emitting Diode (LED) for All] was introduced on January 5th, 2015, to offer domestic consumers with reasonably priced, energy-efficient LED bulbs.

- **School Education Programme – to Promote Next Generation regarding Efficient use of Energy Resources- by Bureau of Energy Efficiency and NCERT**

It is crucial to increase the future generation's knowledge and understanding of the best ways to utilise available energy resources. As a result, energy clubs are being established to advance classroom instruction on energy saving. For inclusion in the NCERT science textbooks and existing scientific curricula for classes 6th through 10th, the Bureau of Energy Efficiency intends to create text and materials on energy efficiency and conservation.

- **Green Hydrogen Mission – 2022**

The Prime Minister announced the National Hydrogen Mission on August 15, 2021, India's 75th anniversary of independence. The mission's goals are to help the government meet its climate change target and turn India into a centre for green hydrogen. This ties into the objective of increasing the capacity for renewable energy and will assist in achieving the target of producing 5 million metric tonnes of green hydrogen by 2030. Future fuels are anticipated to be replaced by hydrogen and ammonia. The transition from fossil fuel-based feedstocks to green hydrogen and ammonia is being supported by the Indian government.

## **GREEN INITIATIVES TAKEN BY INDUSTRY IN INDIA**

Consumers today are looking for products that are environmentally friendly and do not hurt people's health. The government has also set in place a variety of rules and regulations to encourage environmentally friendly products and healthy business practises, and businesses are looking for ways to utilise these to their advantage. The following are the green initiatives implemented by industry: -



- **Patanjali Renewable Energy Pvt. Ltd:** Investing in solar energy is consistent with the Swadeshi movement. The aim and vision derive from the need to reduce global warming through renewable energy technology, and each home in India can have access to electricity.
  - **Philips Long-Life Eco Vision:** Long-life Eco Vision was introduced by Philips Electronics. With a much longer lifespan, it is the ideal solution for high-mileage drivers looking for a long-lasting headlight bulb to reduce vehicle maintenance.
  - **Panasonic:** Panasonic's eco-relay for a sustainable world makes green go global. It also produces appliances that use sensors and has a line of recycled-material products such as a refrigerator, washing machine, and cooker.
  - **LG's GreenInnovation:** LG created a "Green Programme Plus" that supports shared growth with its suppliers and green enterprises in order to achieve future growth, and the Green 2020 programme demonstrated commitment and capability for sustainable development. LG Electronics has also established a strategy for developing goods that lessen environmental impacts throughout the product's life cycle.
  - **Apple:** Apple has stated that it will become carbon-neutral by 2030. Their product will be created entirely from renewable and recycled resources.
  - **Nokia:** Nokia's believe no green without digital. It now places a strategic emphasis on environmental protection, industrial digitization, closing the digital divide, and ensuring that corporate practises are in line with morals and values.
  - **IBM:** IBM presented a list of 21 objectives for environmental sustainability in 2021. Together, these objectives address energy and climate change, waste management and pollution prevention, biodiversity and conservation, supply chains and value chains, and management.
  - **HCL:** With a mindset encompassing the proper environmental, social, and governance (ESG) practises to ensure a sustainable present and future, HCL is dedicated to long- term value generation for all their stakeholders. Their encompassing strategy is to make the biggest possible impact on the UN Sustainable Development Goals (SDGs). They have begun sustainable sourcing and are moving towards eco-efficiency.
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- **Wipro Infotech:** The first Indian company to introduce an eco-friendly computer. The circular economy focuses on reducing waste, composting biodegradable trash, recycling, reusing, and remanufacturing it. In India, it's all factories have achieved zero waste to landfill. Approximately 4200 trees were planted in various regions of India, assisting in the sequestration of carbon and the income production of small-scale farmers. Maintain the Haridwar botanical garden's biodiversity as well.
  - **Maruti:** Maruti Suzuki India offers CNG variations for eight passenger car models, including the Alto, WagonR, and S-PRESSO, as well as one type of commercial vehicle. Suzuki Motor Gujarat Private Limited (SMG), an Indian manufacturing subsidiary of Suzuki, became the first Suzuki Group firm to begin obtaining electricity from renewable sources in May 2022 under an off-site corporate power purchase agreement arrangement. SMG obtains electricity from power producing facilities established by an energy firm outside SMG's grounds. It bases its policy on the three Rs: reduce, reuse, and recycle.
  - **Mahindra Group:** Mahindra Accelo and the government backed MSTC have joined forces to form CERO, a JV business. With an automated plant to recycle used cars and consumer goods, the business has built Greater Noida as India's first organised, completely compliant, pollution-free recycling facility.
  - **Honda:** Honda's Civic and City Hybrid vehicles were unveiled in India. By 2050, Honda hopes to be carbon neutral, a goal it has been working towards. The company has been working to increase the share of electric vehicles (EVs) and fuel cell vehicles (FCVs) in total unit sales in all major markets to 40% by 2030, 80% by 2035, and ultimately 100% globally by 2040.
  - **Tata Group:** With the launch of the Tiago EV at an introductory price of Rs. 8.79 lakhs, the entrance hurdle for electric vehicles is being lowered in India. Battery Electric Vehicles for Small Commercial Vehicles (SCVs), Light Commercial Vehicles (LCVs), Intra-City Buses, and Particular Sub-Segments of M&HCVs. (medium & heavy commercial vehicle).
  - **Reva India:** A Bangalore-based company, is the first in the world to produce an electronic car.



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- **HP:** With a vision to attain net zero emissions by 2040 and reducing HP value chain greenhouse gas (GHG) emissions by half by 2030 (relative to 2019).
  - **Hyundai:** It has a CNG-powered Santro/I.10/Aura on the market. Through initiatives like the installation of solar panels and the purchase of wind energy, Hyundai Motor India has converted around 35.5% of its total electricity use to renewable energy. It is constructing a waste-to-energy recycling facility alongside Saahas, a regional NGO that handles waste, in response to the local government's eco-friendly CSR strategy and to share the biogas produced from waste with the neighbourhood.
  - **Suzlon Energy manufactures:** It offers an alternate wind-powered energy source. The company's green programme is crucial for lowering its carbon footprint.
  - **Oil and Natural Gas Corporation Ltd.:** The biggest oil business in India has developed the energy-efficient Mokshada Green Crematorium, which saves between 60% to 70% wood.
  - **Asian Paint:** Asian Paint has implemented a number of projects aimed at promoting environmental sustainability, focusing on the 'NEW' themes of natural resource conservation, energy and emissions and waste reduction.
  - **Hindustan Unilever.** By converting to alternative energy sources such as wind, biomass, and solar, Hindustan Unilever lowered its carbon dioxide emissions per tonne by 94% in 2021 compared to the baseline in 2008. Their electricity is now 100% renewable. This has aided in lowering power costs and operating in an environmentally responsible manner. This is not using coal as fuel in all of its production facilities because of infrastructure improvements and interventions.
  - **ITC:** ITC Limited, a multi-business conglomerate, focuses on green infrastructure as part of its "Sustainability 2.0" vision to significantly support the Prime Minister's Panchamrita for India five-point plan to fight global warming by reducing emissions and promoting the use of renewable energy sources. ITC is a pioneer in the green building movement because of the LEED (Leadership in Energy and Environmental Design) Platinum accreditation that has been awarded to 40 of its properties.

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## GREEN INITIATIVES BY BANK IN INDIA

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- **State Bank of India:** SBI is devoted to supporting green energy funding. The bank has raised money by selling numerous green bonds as well as other credit lines. The Bank's Renewable Energy Policy covers a wide range of renewable energy sectors, including waste-to-energy, small hydropower (up to 25 MW), grid-connected rooftop solar power, and ground-mounted solar power. As of March 31, 2022, SBI had allocated over 32,000 crores for a variety of solar, wind, biomass, waste-to-energy, and hydro projects.
- **Punjab National Bank:** Banks have begun to use energy-efficient appliances and have also established a green audit sheet to assess the impact of their various green initiatives. A loan is also provided by the bank to a business unit that produces renewable energy.
- **Bank of Baroda:** To reduce the usage of paper in banking, the bank adopted new distribution channels such as Internet banking, mobile banking, and ATMs. The Bank will take steps to reduce its carbon footprint across its business activities by implementing climate-friendly initiatives that protect the country's interest in meeting National Determined Contributions (NDCs). Management of Water and Waste.
- **ICICI Bank:** ICICI Bank implemented a number of measures to promote environmental sensitivity in the bank's operations. To effectively handle important equipment breakdowns and preventative maintenance requirements at its branches and headquarters, ICICI Bank developed a digital integrated maintenance platform. During fiscal 2022, the Bank certified 114 branches and offices under the Indian Green Building Council (IGBC) certification, bringing the total number of green branches and offices to 126.
- **HDFC Bank Limited:** Reduce paper usage by providing corporate clients with e-transaction advice and promoting statements from retail consumers. The bank also used CFLs and established green data centres in addition to traditional lighting alternatives. In response to the pressing need, HDFC has developed Green and Sustainable Deposits.



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- **IndusInd Bank:** The first solar-powered ATM was installed by IndusInd Bank. They are committed to minimising the global environmental impact of their operations. Solar ATMs, solar-powered buildings, green operations, and supply chains are all helping to integrate environmental stewardship into operations and investment portfolios.
  - **Axis Bank Limited:** The idea of Reduce, Recycle, and Reuse is used by the bank as part of its Green Banking Initiatives. The bank has undertaken several green projects, including the distribution of tree saplings and the raising of public awareness. Under its Independent ATM Deployment (IAD) approach, it began using solar-powered UPS for ten ATMs.
  - **Kotak Mahindra Bank:** This bank began "Think Green" programmes to encourage customers to sign up for e-statements, and for each e-statement signed, trees.com plants a tree on the bank's behalf.

## **VARIOUS OTHER GREEN INITIATIVES TAKES PLACE IN INDIA**

- **Indian Telecom:** The companies in the Indian telecom industry are striving to create a sustainable environment. While Airtel and the entire telecom industry aim to achieve net zero by 2050, Reliance Jio started 16 000 facilities that are powered by solar energy and aim to achieve net zero by 2035.
- **Steel Companies Group:** Companies such as Tata Steel, Jindal Steel, Gujarat Fluorochemicals Ltd., Essar Power, and others have gained approval to carry out specially tailored projects that are specifically intended to benefit from carbon trading.
- **Vehicle Industry:** By 2030, the Indian government wants the country to be entirely electrified. Every car will be sold as an electric under the new strategy. India's auto sector has grown to be among the biggest in the world because of the market's intense competition.
- **E-Rickshaw:** Cellular service providers in Delhi support environmentally sustainable transportation with an electric rickshaw.
- **E-tickets by Indian Railways:** Customers are no longer needed to carry printed tickets because Indian Railways has made it possible for them to carry the PNR number of their electronic tickets on their mobile and laptop.



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## CONSUMERS AWARENESS TOWARDS GREEN INITIATIVES IN INDIA

**Table 1**  
**Consumers' awareness regarding government and industry initiatives for green marketing**

Parameter	Count	Percentage	Cumulative percentage
Yes	186	62.0%	62.0%
No	114	38.0%	100.0%
<b>Total</b>	<b>300</b>		

**Fig. 1**  
**Consumers' awareness regarding government and industry initiatives for green marketing**

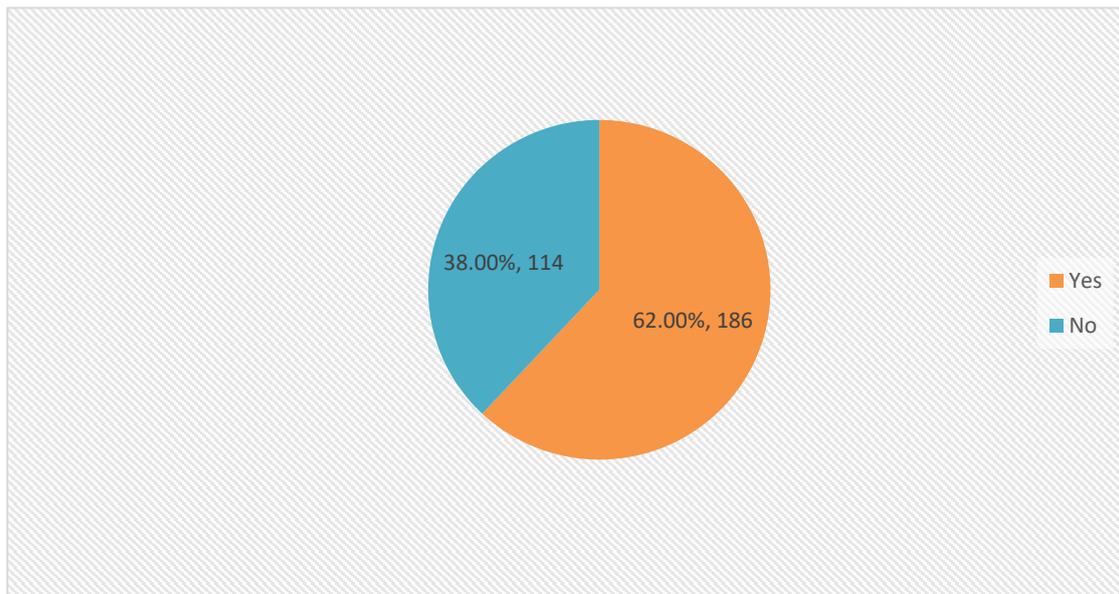


Table 1 depicts that 186 out of 300 respondents were aware of government and industry initiatives to promote green marketing, whereas 114 out of 300 respondents were not. Government of India has announced and implemented a variety of laws, rules, policies, and regulations intended for safeguard the environment and encourage the use of green products and advertising strategies. The industry has also been focusing on eco-friendly products and sustainable practises.

## RESPONSIBILITY TO PROMOTE GREEN MARKETING IN INDIA

It is the responsibility of the government to create laws and regulations and to strictly enforce them. The relevance of green products and their advantages over non-green alternative must be made clear to consumers by environmentalists and marketers alike. The public must grasp the advantages of using green products and encourage others to do the same.

**Table 2**  
**Responsibility to promote green marketing**

Parameter	Count	Percentage	Cumulative percentage
Government	71	23.6%	23.6%
Business and Industry	62	20.6%	44.2%
Public	46	15.3%	59.5%
Environmentalists	15	5.0%	64.5%
All the above	107	35.6%	100.0%
<b>Total</b>	<b>300</b>		

**Fig. 2**  
**Responsibility to promote green marketing**

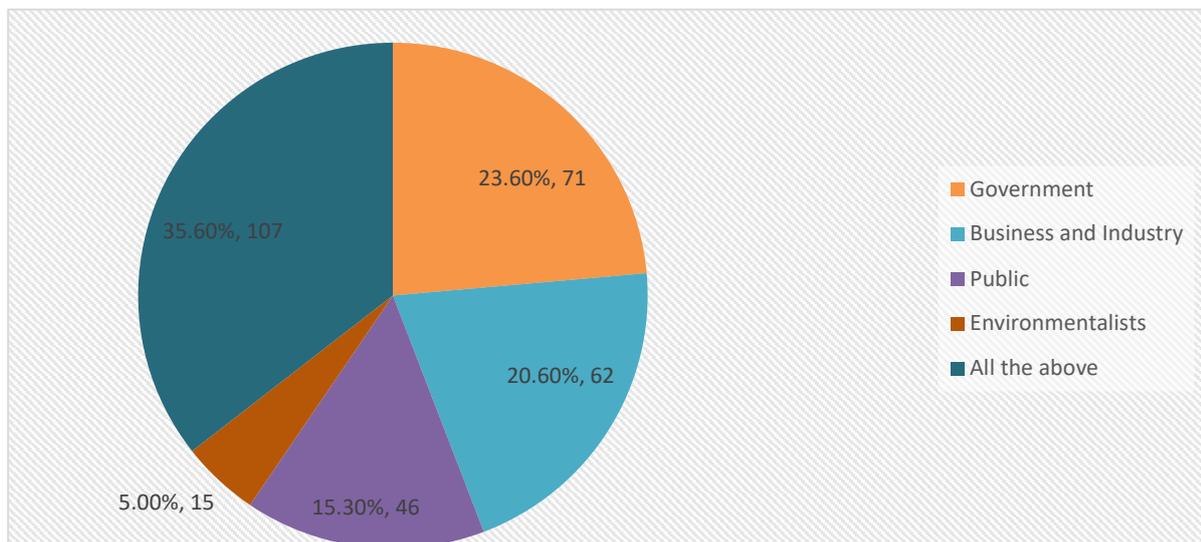


Table 2 depicts that 23.6% of respondents believe it is the responsibility of the government to promote green marketing, 15.3% believe it is the responsibility of the public, 20.6% believe it is the responsibility of business and industry, and 5.0% believe it is the responsibility of environmentalists and 35.6% of respondents believes that it is the responsibility all of us to promote green products. It is suggested that all stakeholders work together to save the



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environment, resurrecting the long-forgotten concept of "Vasudev Kutumbakam" that the entire world is a single family and that all organisms, such as plants, trees, humans, and so on, have souls (atma) and are part of our family (kutub), and thus must be preserved. Green marketing is not just another marketing concept; it also covers social and environmental issues; thus, it must be addressed with greater attention and importance.

## CONCLUSIONS

Most customers nowadays are aware that their activities have an environmental impact, and various studies have concluded that consumers have shifted their usage of traditional products to green products due to various reasons, especially for the environment and health. To survive in the green competitive world, businesses must shift their strategies to green marketing strategies that include eco-design, a green logo, eco-labelling, eco-packaging, and significant investment in digitalizing their processes through technology, research, and development. The Indian government enacts several acts and laws to safeguard consumers and society from environmental degradation, pollution, and other hazards. According to the findings of this study, consumers are moderately aware of the government's and industry's green activities. The findings also revealed that all stakeholders, including the government, business and industry, the general public, and environmentalists, are collectively accountable for promoting green marketing initiatives to conserve the environment. The success of green initiatives mainly depends on how industry, government, other agencies, and the public coordinate with each other to save the environment and resources for future generations.

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