

4C'S OF GREEN MARKETING

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ABSTRACT

The second largest consumer market has to produce not only for itself but mesh up with the world order and this was the reason why the Pre-Mughal and Mughal India had been successful in terms of economic power including the Chola Period also where in we find that on the front of international trade we were the front runners. The present Union Foreign Minister considered in the asian part as the most successful has given the concept of 4Cs' namely the commerce, connectivity, capacity expansion and contact as the navigational bends for meeting the domestic as well as the international demand for economic growth. This calls for international trade being part of 'outside in' in the economic policy of India. Therefore the author has embarked on it with a focus on 'Green' as this is part of inner strength of India meeting the proper use of 3Ps' namely People, Planet and Profit.)

KEYWORDS: Trend Setter, Rational Buyers, Default Green, Net Workers, Value Innovation, Green Wash, Mint Green, Netizen, Deep Purpose Syndrome.

INTRODUCTION

In 2021, India exported \$16 billion maybe a fraction of a percent of global trade but double the level of 2018, while the government's target of \$110 billion in four years seems ambitious, a multifold increase from current levels is likely. It has to have a different product mix that is value oriented agricultural and mechanical /electronic production (not mere assembly) and not volume oriented. It is true that the increase of 2021 was for electronics, bulk low end chemicals, textiles and apparels all quantity oriented and less value oriented. The pathway of the change is to brand slowly a country as Green destination in the production offering. It may look ambitious but the goals are often so. The business of green production assimilation of land, labour, capital and organisation. Here in, the concept of land is the asset that once this mapped on green is not the physical land but more than that this is the knowledge that goes in the green; the default green is not the land. There are states in India which owing to its remoteness and the landscape including higher altitudes claim to be green, but this is an example of **default³ green**, one has to bear the this is exogenous by nature and fall in the mass category, **therefore green certification is normally not possible**. These mass defaults are useful when the firm cannot, or does not want to invest time and the financial means yet the consumer reaps the benefit. The domestic trade of Green or International trade of Green refers to planned steps of opting for green, which could mean consumer consummating the product and services following certain pattern of production and delivery using the concept of Green and the upward supply chain being 'Green' and downward

supply chain also being green then only will the commerce develop as opposed to the present customerized⁴ marketing.

Commerce for the Green

The global green technology and sustainability market size was valued at \$ 10.32 billion in 2020 and is projected to reach \$ 74.64 billion by 2030, growing at a CAGR of 21.9% from 2021 to

2030⁵ therefore many national governments are investing heavily in green business and encouraging the private sector including the agricultural to go green. The World Bank's new approach is called Green, Resilient and Inclusive Development, or GRID which is developing Srilanka⁶. Srilanka opted to become the first country to adopt organic farming. Sikkim in India became the first state to become organic. In April, President Rajapaksa announced that only organic farming would be allowed in Sri Lanka, aiming to become the first country to do so⁷. In reference to India one could observe that Sikkim is the first state in the world to become completely organic according to Anbalagan, CEO, and Organic Mission.

In India what is this green business volume like? Indirect reference to green business volume is that India is world's third largest consumer market. Therefore, it need be stated that despite concerted efforts and huge growth potential one has to go by just his gut feel , India's 'Green Market' remains in nascent stage⁸.

Green industry's exact potential in terms of consumer market in India is difficult to estimate owing to consumer perception and preferences. Indian consumers tend to purchase goods and services that are made or are highly dependent on inorganic substances and processes, besides being pollutant in terms of emissions, the moot reasons are:

- 1) They are constrained by the large cost of environmentally sustainable products.
- 2) There is lack of an enabling environment to create better access to green products.
- 3) An overall dearth of information about existence of green product and services. The awareness set itself is very narrow.
- 4) Presence of more of Green Wash product and Services and therefore, lack in confidence on the claims of the vendor.

In September 2021, UNEP launched the India Green University Network to provide higher educational institutions a common platform to collaborate. The Network aims to help students build green and environmental sustainability skills through education⁹. One has to understand that the students who are being referred are those of present millennium the generic consumer segments need to be understood if the communication has to be impactful.

Generic Segments and the Market Focus

Whichever Industry comes up the market is the focal point since it is market that needs to be accessed. Therefore, one needs to study the market. The market is addressing the need of the consumer and the generic groups that are classified into three. Based on the values that are sought by customers, the customers could be grouped into the following three segments: a) Trend Setters, b) Rational Buyers and c) Net Workers¹⁰.

TABLE: THREE GENERIC SEGMENTS

Trend Setters	Rational Buyers	Net Workers
a) State –of-the art Product b) Speed to the market. c) Re-invent the industry. d) Get different	a) Re-engineering b) Bench marking c) Cost-cutting d) Excellent services	a) Nurture a culture of commitment and trust. b) Market focus. c) Customization. d) Build relationship.

The generation it will address is largely the 'Net Workers' or some who nurture a culture of commitment and trust; understand value in their own terms with urge to solve finding a customer within a customer and building a community which is more reliable than family or peers. Kotler has referred them as 'Netizen'. It is namely the Generation Z¹¹, this is the generation born between 1995-2010. This is the generation that shows a consumption pattern of **uniqueness, unlimited options** and being **ethical** in their choices quite contrary to the early generation of 'Y' that focused on 'Experiences', 'Festivals' and 'Flagship' choices. Since generation 'Z' is ethical they have considerable faith in digging and truth and quickly unfollow the path of 'Y'. Green marketing here-in can chip in with this concept of green as the individual survival, good health and financial wellbeing is being questioned by the post corona phenomena. Green marketing is normally 'Normative' as it does not believe in individual taste and well being it believes in group well being. The market focus is on the delivering the certified green products at affordable cost, selectively following the mantra of 'Value Innovation'¹².

Market Focus

This 'Value Innovation' is to be meshed in the concept of 'Make in India' in reference to 'Green Product'. 'Make in India' is a programme which is a concept of the present Prime Minister of India, Hon'ble Narendra Modi conceived in 2014 as a strategic shift in the economic and development of India. The policy approach to create a conducive environment for investment develops a modern and efficient infrastructure, and open up new sectors for foreign capital. The initiative targeted 25 economic sectors for job creation and skill enhancement.

"Make in India" had three stated objectives¹³:

1. To increase the manufacturing sector's growth rate to 12-14% per annum;
2. To create 100 million additional manufacturing jobs in the economy by 2022;
3. To ensure that the manufacturing sector's contribution to GDP is increased to 25% by 2022 (later revised to 2025)

The Green Business has to focus in case of India on the following 'Consumer and Application Oriented Market' segments in the 25 sectors.

1. Soil Condition/Moisture monitoring
2. Water Purification
3. Forest Monitoring
4. Air and Water Pollution Monitoring
5. Carbon Footprint Management

6. Green Building
7. Crop Monitoring
8. Fast Moving Consumer Goods
9. Durable Consumer Goods.

Green Products

Five mega trends are dominating business and brand marketing post in the social media age and the post pandemic Corona: purpose, safety, transparency, equality and sustainability¹⁴. Present day the world is experiencing ' Deep Purpose Syndrome'¹⁵ According to the Deep Purpose objective as stated by Ranjay Gulati of Harvard Business School it is not a statement merely, rather it an operating system that emanates from a purpose statement and operates as a compass for the organisation this indicates that an organization should not only look it from the viewpoint of the consumers but from the viewpoint of the stakeholders. Green Products addresses this problem through its definition of sustainability of upward and downward supply chain. The characteristics of the Green Product¹⁶ are being elaborated for the benefit of the readers.

According to Ellington, Hailes and Makower, the following are the characteristics of green product:

- Are not dangerous to people or animals.
- Do not damage the environment in manufacture, use or disposal.
- Do not consume a disproportionate amount of energy in manufacture, use or disposal.
- Do not cause unnecessary waste.
- Do not involve unnecessary cruelty to animals.
- Do not use materials from threatened species or environment.

A market focus remains incomplete unless we segment the market based on their interest towards green. The segmentation bases are psychographic largely. Since Indian market of very high population load in the Bottom of the Pyramid (BOP)¹⁷. Two third of the Indian population sponsor the phenomenon.

BOP recasts poverty as an economic opportunity for MNCs. The whole concept is based on three premises: (1) the world's poor constitute massive growth opportunities and profit potential for MNCs, (2) MNCs should play a leading role in unlocking the economic potential of such difficult-to-access markets, and (3) bringing the poor into the global economy will simultaneously generate fortunes for MNCs while solving the problem of global poverty. Critics of BOP approach, note two crucial challenges, governance and sustainability neither challenge is currently well addressed. The interest of the Green is therefore very important way to access this market of the Generation Millennium and Z.

Based on psychographic and behavioural it is four namely, Resource Conserver, Health Fanatics, Animal Lovers, and Outdoor Enthusiasts. In depth tabulation of the four will be helpful for the readers.

TABLE: SEGMENTING BY GREEN INTEREST IN DEPTH¹⁸.

Resource Conserver	Health Fanatics	Animal Lovers	Outdoor Enthusiasts
Likely belong to:	Likely belong to:	Likely belong to:	Likely belong to:
American Rivers	Beyond Pesticide	Wild Life Conservation Society	Sierra Club
Green America	Organic Consumers Associations	Defenders of Wild Life	Surf rider Foundation
Center for the new American Dream	Slow Food	People for Ethical Treatment of Animals	American Hiking Society
Likely Environmental Behaviour	Likely Environmental Behaviour	Likely Environmental Behaviour	Likely Environmental Behaviour
Conserve Energy, Water	Buy Organic Food(s)	Vegetarian/Vegan	Use durable, reusable

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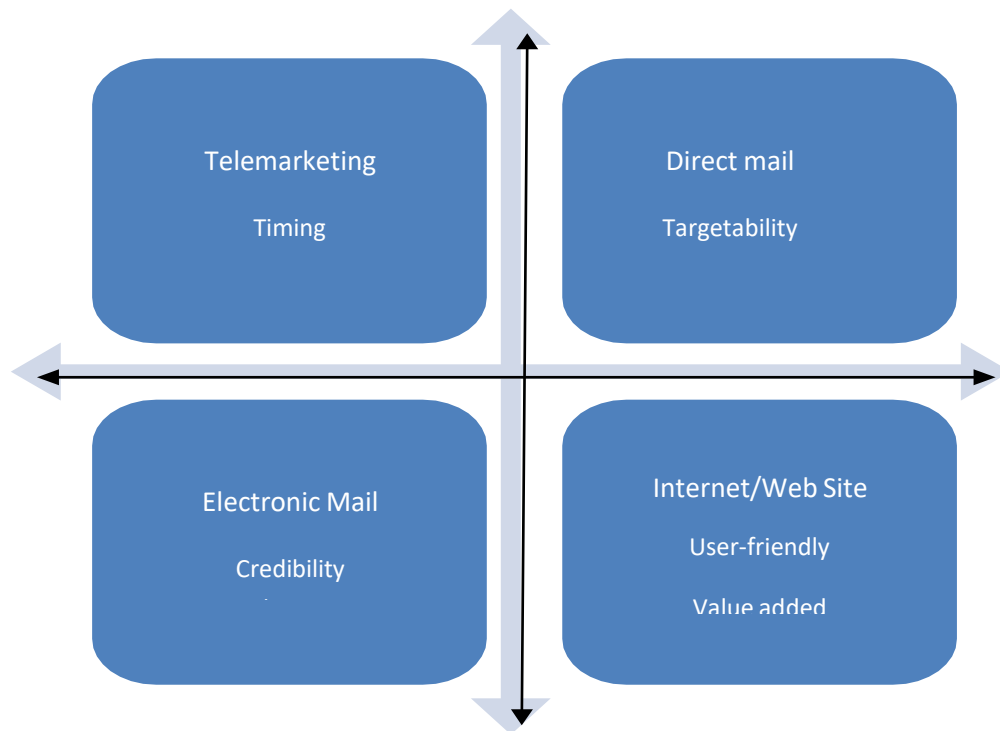
Chart: Modified J.Ottman Consulting .Inc.

Connectivity for the Green

Let us consider the relevant group which here is the Millennium and the Generation 'Z'. They constitute 1/3 rd of the Indian population¹⁹ and depict more direct approach and believe in approaches of disintermediation²⁰ i.e., going click and click some do not get satisfied and go for re-intermediation²¹ and brick is brought it i.e. click and brick or vice-versa.

Key to Successful Direct Marketing Channel

Trad-digital marketing



Digital Marketing

Source: Modified from Direct Marketing In Action, Edited by Thomas et al pp134²²

The researcher is more bothered about the bottom two the Electronic Mail and the Internet/Web site since radical trust is the 'in-thing' in 'B to C' and even 'C to B'. Let us delve a bit into these two. Using e-mail means creating credibility and relevance. Credibility can be derived simply by

1) Simply identifying the institution and 2) Sending the mail out irrespective of the size of the mail since individuals or group hate the 'spam'. Recipient in digital marketing want identification and trust worthiness of the communication. Secondly, it is imperative that the firm's offer be clear, obvious and explicit to have an unique customer response (UCR).

Again in internet the social media network has become strong and the facebook pages are twitters and you-tubes have brought in focussed communications and interactive human centric discussions which are significant for the micro-market and finding a customer within a customer. The preliminary form of discovering a customer within a customer is the appearance of 'Permission Marketing'. It helps both the consumer and the marketers in a symbiotic exchange. This has been stated in the book, Permission Marketing by Seth Godin. Marketing is anticipated, personal and relevant²³. through the OTT (over- the- top) since one can now seek his communication not on bench-viewing and at his discretion carrying the mobile and viewing or recalling the view this is one form of permission marketing. The platform of 'Amazon-Prime' gives one the liberty and the streaming quality is also good. On the internet through Podcast, and via the text messages, markets are getting more connected and becoming more vocal every day. The marketer and the consumer is interacting and has made the term 'market' a verb.

Optimize Social Media For Cause Of Green

There are most probably arrays of at least more than 50 popular social websites. To refer a few that are at top of mind recall are, 'Pinterest', 'Twitter', 'Facebook', 'Instagram', 'Google+' and 'Linked in'.

The field of Green Marketing as stated above is normative yet the imperative of time states that the population to be addressed to develop the Green Products and Green Services is the generation which is 'Me-Generation' yet discerning and well acquainted with best of their interest. 'Twitter' and 'Linked in' are sites that stand out from the above named few. 'Twitter' is a micro blogging site with a limitation of 140 characters total as the blog size. 'Linked in' is basically a business oriented social networking site but the population is above the age of 35 or higher and has around 740 million at present users less than a million. Facebook is a social sharing site with largest opportunity to be heard it had 2.8 billion users till 2020 of whom the maximum users are in the age of 24-35. The other two sites Instagram and Google⁺ are social sites the nuances need to be observed. Instagram is one in which photograph and even videos (of 15 seconds) can be seen, Google⁺ is social network site where the Brands and Users go tango.

The cut out job of the green firms and advocates are three namely, 1) engaging 2) building credibility and 3) the compelling story, that tell the need and the specific firm's response²⁴. Engaging is the most crucial work as the target population of 18 to 35 may not be making major financial gifts but are socially conscious young adults and can be ideal volunteers and request membership status, therefore organizations or institutions that induct them as indirect donors could develop this habit and build long-term relationships. People who do not know what the firm or institution does cannot be passionate to the green cause and without passion, it is much more difficult to engage people as supporters, volunteers and donors.

Building credibility is imperative, the millennial are quite wary of online scams and news stories recounting the action of unscrupulous charities. The donors know what to ask to the Non-Profit Organization(NPO)/Institution or the Social Purpose Organization(SPO). They of are careful in demanding and critically evaluating that fund donated are spent for the focused purpose or area and not on marketing and administrative cost/capital asset creation.

The firms in the field of green marketing are required to be responsive, adaptive and entrepreneurial²⁵ and here in the role of social media marketing is very important. They therefore need to build stories to engage donors, volunteers, stakeholders and supporters with the need to awaken in them the passion to solve the problem or cause at hand. This will help the NPO or SPO to heart (action, passion) as well as the head (credibility, awareness). Social Multi-Media Marketing brings the capability that makes it easier than ever to use photos, videos, audio and short vignettes to capture attention, educate and make an emotional connection and reach millions by becoming viral online. Let us become a bit more precise and focal.

Case for Specific Usage of Pinterest, Twitter, Facebook, and Linked in.

Experience shows that Linked in has been effective in generating donors that make sense. Getting these donors, board members, supporters and volunteers into through conversation and sharing not so known secrets through story building into the problem solving in reference to need and the cause to be addressed is very effective in generating revenue. Further getting into networks through snowballing with these virtual acquaintances a good number of volunteers and donors are created for credibility and awareness. Community engagement in first step is stretched towards a committed individual engagement. In the process using photos and videos are optimally used and then the benefits of win-win is acknowledged through thanks giving and widely circulated appreciations. Creating share worthy posts are doors that open up endorsement for the firm by all stakeholders.

The second is Pinterest where one on green can talk about the green, designs and the green documents generated. In experimental stage where demonstration projects or the outreach programs with field executions of knowledge and skill can be tried and attention and diffusion of knowledge and skills are ventured in return. This brings into boost of one's own knowledge and refurbished knowledge and skills at least of cost, thereby the indirect market testing becomes possible which otherwise would have been costly at the same time the experimental knowledge, experiential knowledge and skill in due course gets validated on others sharing, money and labour also. The triumph as the outcome should be shared among the interested and involved parties with a promise of virtual lab for further growth.

Face book is akin to a virtual party which helps to search the spectators who would like to be the firm's audiences and could be qualified to become the members and donors. The reach of facebook is unlimited. On firm's face book page, one can even conduct some sort of interviews that could be quite discerning to gauge the drive and then combine it with some triggering cues to get the desired response yet look quite open and deliberative for being collaborative and using the creations at later stage for long term green marketing avenues.

Twitters are blogs that are short but filtered and are navigational bends. They can be used to share in the -moment urgent needs that can be met by regular people while disaster or quick response and reflection of action is to be initiated and popularized. Emergency helpers and special skill providers in marketing of green product or services could be located and called for action.

The goal of the above referred social websites should be monitoring the brand, cultivating the discussion and engagement, sharing the information and ultimately enjoying the benefits of social validation.

Capacity Expansion

The reduction of fossil fuel usage is a goal for the 'Mint Green' market; therefore 'Petrol' usage in car is to be reduced. i.e., ' Mint Green market'. The 'Mint Green' is a concept to look for sustainable ways to replace an existing product or service (this is contrary to the 'Dark Green' where in one ponders whether it is desirable to produce the so called Sustainable substitute, if so under what condition?).

Thus Government of India like many other countries has asked (petroleum firms that) 'petrol' be mandatorily blended with 10% of Ethanol. One of the sources of 'Ethanol' in India is Jatropha plant. Jatropha plantation is remunerative for farmer as it has become a cash crop.

In India, TATA's have also strongly signaled that they are moving out of the coal sector and moving into renewable energy, electric vehicle and hydrogen based steel making. RIL is planning multi-billion dollar investments investment in hydrogen, wind, solar, fuel cells and battery to become one of the world's top 'new energy' companies. Reliance Industries would become a net zero-carbon company by 2035. Adani is investing hugely in the solar business to become the 'world's largest' green enterprise. At the recent G20 summit Prime Minister Narendra Modi also said that the country has been taking concrete action to meet and even exceed the Paris Agreement targets²⁶.

A lot is coming from start -ups to refer a few who are the successful stories and international platform they like 'BECO', 'PAPPCO GREENWARE' and ZOGAM BAMBOO WORK' (ZBW).

A capacity is being built in the consumer market that is exportable. A few words about each is worth attention of the reader. Suraj Said, Founder, EcoBuddy put plastic wastes into use and, started selling substitutes to single-use plastic products such as bamboo toothbrushes, cotton bags, among others. The startup has already sold around 34,500 products since its inception in May 2019, and is presently catering to over 600 orders on an average every month, the firm has seven vendors from whom they buy and have embarked on educating the consumers on organic compost manufacturing and benefits of tree plantation. 'PAPPCO GREENWARE' is the creations of Anil Agarwal and Abhishek Agarwal who began this venture questing for ideas to replace single-use plastics. Today they sell seven different product lines with over 150 items, ranging from plates, glasses, and bowls, which are made from sugarcane, wheat straw, and bamboo, among others. In fact, these products are microwavable up to 100 degrees Celsius. It also leverages bio-plastics created from plants, algae, or microorganisms. Collaborative value²⁷ is banked on, working with popular clients such as Curefit, Marriott hotels, and Taj hotels to help them reduce their plastic footprint, and thereby leave a positive impact on the planet.

ZOGAM BAMBOO WORK' (ZBW) is known for the tiffin box they market. V Ginkhanpau and Golan Suanzamung Naulak run an eco-friendly handicrafts venture by the name Zogam Bamboo Works in Lamka, Manipur. The duo uses bamboo to make pens, water bottles, and decorative pieces. The tiffin box is similar to a traditional steel one, which has three storage sections, with all of them tightly sealed to prevent any sort of leakage. These boxes can last up to three years, and can be used to store both hot and cold food²⁸.

One important way is to incorporate Extended Producer Responsibility (EPR)²⁹ and say Plastic Waste Management (PWM) in case of India. India did take effective steps to import ban on plastic scrap in 2019. Firms too are doing their bit including plastic users such as sports gear makers. Adidas as well as plastic generators and processors such as petrochem giant Reliance Industries Limited (RIL) and packaging major UFlex. Under the 'Run for the Ocean' initiative, Adidas has sold 11 million pairs of shoes made from up-cycled marine plastic waste in 2019. UFlex doesn't waste its own waste it creates and recycles its own plastics and also recycles the waste generation from its own raw material sourced. RIL converts annually two billion post-consumer PET bottles into fibres apart from running awareness drives for waste segregation at source and efforts towards cleaning Mumbai's Methi river.

The capacity building should not be the case of 'Green Myopia'³⁰. Green marketing is the marketing of products that are presumed to be environmentally safe. In order to be successful, green marketing must fulfill two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be defined as green marketing myopia. All the three firms in India have been successful as they have avoided 'Green Myopia' and Green Wash. 'Green Washing'³¹ is a term used to describe businesses, organizations, and individuals who exaggerate or make false claims about the environmental benefits of their products or services.

The capacity building only on long run will require that the firm itself develop the 'Green Retailing'. Having developed in the 'big middle' of the value chain among the primary activities, between the producer and the consumer is driven by the following³²:

1. Achieving zero waste in all its functions and facilities
2. Using only renewable energy.

3. Carrying only products that are socially and environmentally sustainable.
4. Educating and facilitating customers in green consumption and post consumption.

These are to be adhered by each such capacity builders otherwise the long term survivals in the delivery of the value will be stunted.

Ottman's seven winning strategies for green marketing is the navigational bends that the organisation follows while it is using the unique selling proposition of being green in consumer offering to the domestic and the exports through inland waterways to the neighboring countries across the waterways by labour oriented inland vessels. The following are important in this respect³³:

1. Understand the deeply held environmental and social beliefs attitudes and motivations, of your consumers and other stakeholders and develop a long-term plan to align with them.
2. Create new products and services that balance consumer's desires for quality, convenience, and affordability and delivery with minimal adverse environmental and social impacts over the life of the product.
3. Develop a brand that possess feature, and benefits as well as engages consumers in meaningful ways about the important issues that affect their lives.
4. Credible communication should be the corporate commitment along with complete transparency.
5. Being proactive and going beyond offering delight for stakeholders. Proactively commit to doing your share to solve emerging environmental and social problems and local problem of carbon footprints-and discover competitive advantage in the process.
6. Think holistically. Underscore community with users and with the broad array of corporate environmental and societal stakeholders.
7. Don't Quit. Promote responsible product use and disposal practices.
Continuously strive for 'cradle to cradle' approach.

Contact

This is often the need since one finds that after the proper use of Social Media the stymied growth catches due to the power of state hampering it. Social Media communication always has irrelevance and this must be checked. It requires 'Interactive Media Engagement.'³⁴ one has to keep in mind that public relations is the best feet for a firm to develop the contact with the target audience. Some of the important methods of interactive media engagements are being enumerated below:

- 1) New interview: This refers to one one-on-one interaction with the target audience who are prime for the organisation and long term goal. The interaction gets built and irons out many problem not addressed through advertisement and other non-personal mode.
- 2) New conference; It refers to organisational announcement with group interview of organisational news source by various reporters in reference to green offerings or enviropreneurial marketing³⁵ efforts.
- 3) Studio interview: It refers to hybrid mode between interview and news conference; often involving reporter(s) or commentator(s) with individual or panel of news sources and opinion commentators and/or even activists with knowledge of green offering impactful domestic, or world

or regional trade.

4) Satellite media tour: It is in-studio interview mediated by satellite, with reporter/commentator in one location and interviewees elsewhere who have respect and good knowledge of Indian green business and the avenues as well as national and business links.

5) Editorial Conference:- It is the meeting between organisational news sources with editors and editorial boards of newspaper or other news media.

Summary

The idea of success that the 4Cs' is banking on is evidenced already in the international trade of many foreign countries. In reference To India it is finding opportunity in the market of 3Ps' and segmentation, where in the focus of market approach lies. This being curated one can delve into properly understanding the kind of communication that is required and resultant impact will be capacity expansion. A capacity expansion leads one to understand how to earn profit along with success for long term sustainability..

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