

WORKING IN AND WITH GREEN PRODUCT INDUSTRY: AN INDUSTRY PERSPECTIVE

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ABSTRACT

It is true that the Green Product has three audiences namely the scrutineers (the academicians), the industry (consisting of business operators of various levels and the governance group, including state) and the customers (including active and passive stake holders). Walking the talk with them with the offering for a firm is very difficult as the offering has blurs of norms ,subjective and objective coupled with conformity, differentiation and accountability to be accepted by the other two groups the scrutineers and customers of our country INDIA i.e. going 'GLOCAL'¹)

KEYWORDS: *Glocal, Enviropreneurial, Green Product, 3 Rs, 5rs, Lca (Life Cycle Analysis), Pslc (Product System Life Cycle) Optimal Value Proposition.*

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