



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study of Industrial Green Initiatives Management

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ABSTRACT

The requirement for environmental sustainability has grown more essential in the industrial sector as the global environment changes. As a consequence, intensive research and study have become more necessary to better understand the advantages of adopting green projects and their environmental effect. The aim of this paper is to study the effects of green initiative management.

Keywords: Sustainable Environment, Green Initiatives, Green Initiative Adoption

1 INTRODUCTION

With changing global landscape and a growing demand for a more sustainable environment, green management in the industrial sector is becoming more essential. According to the author 'Polonsky J,' marketing of green initiative is an activity which tries to fulfill increasing human desires while at the same time minimizing the adverse effect on the environment of enormous industrial operations. The phrases "ecological marketing" and "environmental marketing" define green marketing initiatives. With finite fuel supplies on the brink of exhaustion, human demands are simultaneously rising. Conversely, environmental sustainability also has an effect on the profitability of the industry, which encourages it to make strategic changes and to employ environmentally-friendly marketing to get a competitive advantage.

2 GREEN MARKETING's DEVELOPMENT

Green management started to develop as a new economic endeavor between the late 1980s and the early 1990s. According to the AMA, a 1975 conference on ecological marketing was held on "Green Marketing," with its material being included for the first time.

Green marketing has developed in three phases according to Peattie (2001). The first stage involved the search for solutions to environmental deterioration induced by the process of industrialization. But it did not succeed because organizations, rather than concentrating on real-world solutions to encourage environmental conservation, have viewed it more as a marketing tactic.

The second phase was Environmental Marketing, emphasizing clean technology to increase waste management while reducing industrial emissions at the same time.

The third stage came in the late nineties and beginning of the year 2000 to achieve a sustainable marketing balance, while at the same time being ecologically responsible. This was achieved via the development of high quality goods that would satisfy the requirements of consumers and create an equitable environment.

Going green at work:

The aim of green marketing initiatives is to create a structured framework which includes industrial processes such as marketing, consumption and disposal of waste, and the search of alternative energy sources, in order to reduce the global heat caused by non-biodegradable solid waste such as plastics. In the meanwhile, the aim is to encourage customers' sensitivity to environmental problems.

Some of the reasons why green initiative management has been increased: The following are:

(1) **Competitive advantage:** As the knowledge of the environment has increased, organizations have had the chance to compete with businesses who produce goods which are not ecologically friendly. For instance, McDonald's took a choice on the usage of wax paper, not clam sheet package, in response to consumers' desire, to avoid using ozone depleting polystyrene production to compete with manufacturing firms that are not favourable to the environment.

(2) **Green Initiative policies:** Policy: These are aimed at protecting consumer welfare by putting limitations on companies in waste management by public authorities and by limiting the manufacturing of hazardous products that may damage the environment. (2) The Regulations: green policy measures are designed to safeguard the welfare of consumers by placing limitations on companies by the government as regards waste management and limiting the production of environmentally hazardous products.

(3) **Greenery at all stages:** Companies have implemented a strategy of greenery at all stages of the production, commercialization and supply as well as a method of value added management with a view to retaining their competition to emphasize high-quality eco-friendly products.

(4) **Corporate Social Responsibility:** So far, firms have almost completely focused their efforts on revenue generation and expansion of operations; however, with the world scenario and the environment changing, organizations have sought alternative approaches to the problems of rapid industrialization and a sense of mutual development both for and for the environment.

(5) **Green consumerism:** As the knowledge of humanity has increased of climate change, they have changed their lifestyle, including environmental concerns for clean air, drinking water and health. This has led to a kind of green economic revolution spread across the world, resulting in an increasing output of green goods.

(6) **Automation:** Automating green products into a competition for a clean environment and sustainable development, while simultaneously selling them, is a movement that is gaining pace in the advance of technologic development.

3 GREEN MANAGEMENT INITIATIVE ALL ORGANIZATIONS FOLLOWED

(1) **HSEMS:** The Company has developed a programme called the HSEMS, which shows the Company's environmental concerns as well as its care for the health and safety of its employees.

(2). **OGC:** The GRIHA Guidelines were adopted by the Oil and Natural Gas Corporation (ONGC) The idea of green infrastructures (green rating for integrated habitat assessment). As part of their "Restoration and Conservation Education Project," ONGC has planted mangroves in the regions of Ankleshwar and Hazira.

3. **ICICI Bank:** The ICICI banking technique has been created with the objective of more focused on internet banking, mobile banking and other digital networks, to diminish physical transactions.

4. **WIPRO:** In India, a collaboration has emerged to undertake waste management, climate change and environment conservation efforts with the WWF (World Wildlife Federation).

5. **Indusind Bank:** It has created a "HUM AUR HARIYALI" social project which encourages the use of no paper faxes for paper savings and the introduction of photovoltaic solar ATMs installed on a roof.

4 CONCLUSIONS:

Consumers in the modern world are seen as very essential and every marketing plan aims primarily at meeting their requirements. Changed lifestyles and the advent of new technologies impact the minds of consumers and it is very difficult to correctly anticipate and predict consumer behaviour, often based on sustained growth. Environmental degradation has been the result of the industrialisation process, rapid population growth and extraction of natural resources; the need to maintain environmental conditions and control global warming through promotion of green products and environmentally friendly communications is nevertheless increasing the consumer sensitivity and promoting diverse forms of communication such as social media. As social media and connectivity advances, organisations may utilise social media to help protect the environment. Environmental conservation, preservation of the ecological system, and the significance of preserving their natural resources, such as forests, water and environmental habitats must be taught by customers in all kinds of industry.

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