

GREEN MARKETING AND JOB CREATION

Dr. ASHA GUPTA

Associate Professor, Dept. of Chemistry, Govt. M. G. College, Udaipur

Email – guptaasha86@gmail.com

Abstract: Green Marketing is an evolving path to reduce the harmful effects of global warming. Green Marketing refers to the process of selling products and/or services based on their environmental basis. To support green marketing companies develop new & improved products & services with an environmental inputs in mind give themselves access to new market, increase their profit sustainability & enjoy a competitive advantage over the companies which are not concerned for the environment. We have focused on case of eco-friendly new scientific technique of honey harvesting that creates an extra source of income to honey hunters.

KEYWORDS: Green Marketing, Economy, Employment, and Environment Concern

I. INTRODUCTION

According to the **American Marketing Association (AMA)**: “Green Marketing is the marketing of products that are presumed to be environmentally safe.” Similar terms are ‘Environmental Marketing’ or ‘Ecological Marketing’.

The term ‘Green Marketing’ came into prominence in the late 1980s and early 1990s. According to Jacquelyn Ottman (author of *Green Marketing – Opportunity for innovation*) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing – new products development & communications & all points in between.

One of the Green Marketing’s challenge is the lack of standards or public consensus about what constitutes “green”. This lack of consensus, market activist, regulators and influential are often reluctant to promote their green attributes and consumers are often skeptical about claims.

Despite these challenges, Green Marketing has continued to gain adherents companies advertise their commitment to reduce their climate imports and the effect this is having on their products and services.

II. GREEN MARKETING

Green Marketing refers to: “the process of selling products and/or services based on their environmental benefits.”

The term “Green Marketing” simply denotes all the activities intended to generate as well as facilitate any exchange in order to satisfy human needs. Companies all across the globe or world have started differentiating their products and services by using go green concern and have started utilizing ecological marketing approach as a mere competitive edge.

Three Keys to Successful Green Marketing

The three keys or ways to Successful Green Marketing are as follows:

1. Be genuine, educate your customers and give them the opportunity to participate.

(a) You are actually doing what you claim to be doing in your green marketing campaign.

(b) Your business policies are consistent with whatever you are doing that’s eco-friendly.

2. **Educate your customers.** People should know your work, your products are saving environmentally and also matters of letting them know why it matters.

3. **Giving your customers an opportunity to participate.** Personalize the benefits of your environmentally friendly actions.

Recent Ban on plastic bags explains very well above three reasons. We should have to walk the talk and actually implement green policies and act in environmentally friendly ways for green marketing to work because market is growing exponentially right now.

BENEFITS OF GREEN MARKETING

Companies that develop new and improved product and services with environment in mind give themselves access to new market increase their profit sustainability and enjoy a competitive advantage over the companies which are not concerned for the environment.

ADOPTION OF GREEN MARKETING

There are basic *five reasons for which a marketer should go:*

1. Opportunities or Competitive Advantage.
2. Corporate Social Responsibilities (CSR).
3. Government Pressure.
4. Competitive Pressure.
5. Cost or Profit issues.

A CASE STUDY OF – ECO-FRIENDLY HONEY TECHNOLOGY MANAGEMENT PACKAGE:

INTRODUCTION

Honey is a gift of life used in all activities like social, ritual or health care. Honey harvesting is treated as a hazardous activity. The rock bee (*Apis dorsata*) is the

largest producer of honey among Indian bees Its one honey –comb yields atleast 3 to 15 kilos of honey.

The Scientific technique of honey harvesting has made the task easier & now it's possible to extract honey twice from a single honey –comb without destroying it. Centre for Advanced Research & Development (CARD) is working in this direction.

IMPROVEMENT OVER TRADITIONAL TECHNOLOGY

Old techniques:

1. Killing of bees.
2. Ecological loss.
3. Clumsy method.
4. Yield could not be sustained.

Improved Method of Honey Collection from Rock-bees –

The improved technique involves use of water spray & proactive dress to ensure the safety of the honey hunter, a rope ladder to reach honey-comb at an accessible heights & a clip for preserving the honey-comb. Bees wax & pollen are obtained after reeving.

Advantages of New technique –

1. Honey is obtained without destruction of the comb or bees.
2. Availability of better quality of honey.
3. Safety of honey collector is ensured.
4. Preserves the bee population & promotion of cross pollination.
5. Provides higher income to the honey gatherers & their families due to enhanced production.

Establishing Marketing Linkages –

Estimation of Local demand –Considering the ample production of honey, where & how it will be consumed is the prime concern of the planners is always given due to weightage right from the planning stage of honey harvesting. In present scenario honey is used in day today life but at first it's necessary to win the faith of consumers in terms of purity. As many persons are involved in selling of impure honey, the customers are being cheated & search for pure & good quality honey is a problem & if they will get branded honey they are willing to buy the product. The demand for honey is gradually growing day by day as people are realizing its importance. Forest based Honey is full of medicinal properties so customers are multiplying slowly & demand of honey is expanding gradually.

Marketing problem – Due to non-availability of quality honey people buy the honey manufactured by established companies. The major marketing problems are

1. Doubts about availability of good quality in the market.
2. Cheap but poor quality of honey is available in the local market hence honey costs more.
3. Proper publicity of the honey processed by the group was not done.

Solution – The problems mentioned solved with efforts –

1. Different media like handbills, folders are being distributed for making honey popular.
2. To maintain the quality of honey, local units of processing were established.
3. Stalls are being put in the exhibitions held from time to time.

Job Creation –

People who work as honey hunters to earn an additional income by selling the honey, For example, In Mandla, a tribal dominant district of Madhya Pradesh rich in natural wealth is separated into 9 blocks. Honey is the natural wealth of the district. The rock-bee (*Apis dorsata*) constitutes 75s of the bees found in Mandla. About 800 people of the district work as honey hunters to earn additional income. Crude methods of collecting honey adopted by tribal honey hunters using fire & squeezing of combs by hands leads to destruction of the whole colony of bees & only 30s of the total honey is obtained. Loss of bee population hampers cross-pollination in agriculture crops, forests & other blooming vegetation. The traditional honey hunters face considerable hazards in their vocation due to the inaccessibility of honey-combs & the ferocity of these wild bees. New technique has been propagated for collecting honey, which is safer & ensures many profits than the existing ones. Honey hunting is being thought of as an additional source of income for the villagers. Thus the Eco-friendly honey harvesting from rock-bee evolved with the following objectives

1. Organizing the honey hunters into Self Help Groups.
2. To upgrade the skills of traditional honey gatherers.
3. Arrange procurement & processing facilities.
4. Establishing marketing linkage.
5. To establish sustainable system of honey processing.

CONCLUSION

Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of *green marketing*.

REFERENCES

- [1] "Green Trade & Development" (.html). Green Markets International, Inc. <http://www.green-markets.org/context.htm>. Retrieved January 2008.
- [2] "Environmental Claims". Federal Trade Commission. 2008-11-17. <http://www.ftc.gov/bcp/grnrule/guides980427.htm>. Retrieved 2008-11-17.
- [3] The Age of Persuasion (January 8, 2010). "Season 5: It's Not Easy Being Green: Green Marketing". CBC Radio. <http://www.cbc.ca/ageofpersuasion/episode/season-5/2011/01/08/its-not-easy-being-green-green-marketing/>. Retrieved 8 January 2011.
- [4] Dodds, John (May 21, 2007). "Green Marketing 101". <http://makemarketinghistory.blogspot.com/2007/05/green-marketing-101.html>. Retrieved January 2008.
- [5] Curtin, Emily (2006-09-14). "Lower East Side Green Market". <http://www.flickr.com/photos/nannyinnewyork/243484512/>. Retrieved January 2008.
- [6] Karl E., Henion; Thomas C. Kinnear (January 1976). "Ecological Marketing". *Ecological Marketing*. American Marketing Association. pp. 168. ISBN 0877570760, ISBN 9780877570769.
- [7] "Green Marketing". <http://www.oppapers.com/essays/Green-Marketing/136465>. Retrieved 2010-06-2010.
- [8] Dodds, John (August 11, 2006). "Geek Marketing 101" http://makemarketinghistory.blogspot.com/2006/08/geek-arketing-101_115529822564302037.html. Retrieved January 2008.