

AN OVERVIEW OF GOVERNMENT POLICIES IN FOSTERING GREEN MARKETING IN INDIA

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ABSTRACT

Over the last few years, green marketing has evolved beyond the bounds of traditional marketing due to the rising environmental concerns that have significantly impacted business operations and consumer expectations, paving the way for the emergence of green marketing as a key business strategy. Businesses are now supposed to exhibit their dedication and commitment towards sustainability through responsible practices inclusive of green marketing. Conventionally, green marketing is referred to the process of promotion of goods and services grounded by their environmental benefits. The present research paper focuses on recent trends in green marketing, role of government in formulating various policies for boosting green marketing in India and to bring out the challenges faced by the firms while adopting green marketing.

KEYWORDS: Green Marketing, Sustainability, Policies, Framework.

Introduction

Green marketing also known as sustainable marketing is the practice of promoting goods and services that are based on their environmental benefits, specifically focusing to reduce environmental harm. It includes all the activities right from designing of a product to packaging, labelling, pricing and promotional marketing strategies that aim for sustainability and environmentally friendly, withholding ethical practices. With the rising environmental awareness among consumers, green marketing has become an vital strategy for businesses to focussing to adapt modern values and meet the demands of customers with sustainability. Green marketing is not just about developing a "green image," but about integrating sustainability in every aspect of a business.

In recent times, the business has globally witnessed a noteworthy transformation carried by strengthening environmental awareness, changing climatic concerns, and shifting consumer values. The core of this transformation exists in green marketing—a methodology that combines ecological and environmental consciousness into the essence of marketing activities. Green marketing ensures the development of products and services that are environmentally sustainable, holding ethics and socially responsibility. Unlike Conventional marketing, that focuses mainly on consumer needs and profitability, green marketing focus to enhance the long-term health of the planet and society. It tries to minimize the negative effect of business operations on the environment by employing sustainable production methods there by reducing carbon footprints, protecting natural resources, and assuring responsible consumption.

India, a country having significant population and rapid pace of development is now at a crucial stage in building its eco-friendly journey, that led to a shift towards environmentally friendly business

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practices aiming at sustainability. Several factors like fluctuations in climatic conditions depletion of natural resources' and increased pollution and many have contributed to the rise of green marketing in India, including regulatory pressures, international sustainability, and the increasing environmental awareness. The Indian government is playing a pivotal role in fostering green marketing practices through adoption of various policies and initiatives that promote sustainable practices across various industries.

The government of India has rolled out distinct and several green initiatives that aim at reducing carbon footprints, boosting renewable energy, adoption of sustainable practices, and fostering environmentally friendly consumer behaviour. These policies, integrated with technological advancements and consumers demand for greener India, have been key drivers for sustainability and for businesses striving for long-term success. Thus, green marketing has evolved from a passive marketing tool to the most required strategic tool.

Genesis of Green Marketing

The origin of green marketing dates back to the 1960s and 1970s, a time when public concern for environmental issues has just began to rise sharply. Events like the first Earth Day in 1970, the growing visibility of environmental issues such as oil spills and industrial pollution etc. and books like Rachel Carson's "Silent Spring" (1962) played a crucial role in raising ecological awareness. These developments paved way for the beginning of the modern environmental movement and enlightening consumers to become more conscious and responsible towards the planet.

By the 1980s, green marketing became a distinct concept within the business world. Companies started to explore environmentally friendly product innovations, such as phosphate-free detergents, recycling of resources, and energy-efficient appliances. During this time, environmental labelling and certifications firms (e.g., the Blue Angel in Germany) also began to rise up, helping consumers to identify sustainable products.

The 1990s saw a notable expansion of green marketing practices, mainly in developed countries. It was during that time American Marketing Association (AMA) first defined green marketing in 1995 as the marketing of products that are presumed to be environmentally safe. However, this period has also experienced a upsurge in "greenwashing," where companies make misleading or unverified environmental claims. This led to consumer disbelief's and formulation of stringent regulations around environmental issues.

In the 2000s, growing concerns over climate fluctuations, waste management, and overconsumption pushed green marketing into effect. In addition, Influential global agreements such as the Kyoto Protocol and later the Paris Agreement, have reinforced the essential of corporate environmental responsibility. Then Businesses began to integrate sustainability into their supply chains and innovative strategies.

The 2010s has earmarked the digital era of green marketing. The rise of social media, increased-commerce business, and consumer awareness endorsed eco-friendly brands to reach wider audiences and engage with communities impacted positively.

Today, in the 2020s, green marketing is not anymore, a trend but a fundamental prerequisite. particularly Gen Z and Millennials, are prioritizing sustainability in their purchasing decisions. Governments are implementing strict environmental policies and regulations, and investors are focussing on Environmental, Social, and Governance (ESG) criteria in their decisions.

Review of Literature

The concept of green marketing has gained momentum globally, especially in emerging markets like India. Many researchers have focussed on various dimensions of green marketing, including government policy impact to consumer behaviour and technological innovation.

Mehta & Kumar (2020) The research study explores how renewable energy policies like PM-KUSUM and Renewable Energy Certificates (RECs) have influenced green marketing in India. Their study concluded that business firms use government incentives and initiatives as marketing tools to build eco-credibility and sustainability.

Singh and Pandey (2021) provide a detailed analysis of green marketing trends in India, emphasizing the role of environmental policies, such as the National Action Plan on Climate Change (NAPCC), have played in building green business practices. According to study, Indian businesses are

more progressive in adopting sustainable practices due to both regulatory compliance and increased consumer demands. The findings of their study suggest that businesses in India are adopting eco-friendly initiatives, such as eco-labelling, packaging, and use of energy-efficient products, into their marketing strategies to cater to the needs of environmentally conscious consumers.

Patel and Desai (2021), The research paper highlights the intersection of government policy and corporate strategy in green marketing. They emphasized the role of government initiatives, such as FAME II (Faster Adoption and Manufacturing of Electric Vehicles) and Green Credit Programme, as key drivers in adoption of sustainable practices across industries. The study reveals how government regulations act as a catalyst for businesses to use greener technologies and marketing strategies, especially in the automotive and renewable energy sectors.

Mishra and Sharma (2022) The study explores how eco-labelling and certifications have become key drivers of green marketing strategies in India. The search highlighted that certifications like Eco mark and Energy Star are being used by companies to showcase their commitment towards environmental sustainability. They also argue that these certifications not only influence consumer purchasing behaviour but also increase the credibility of companies in a competition.

Kumar et al. (2023) focussed on the role of **start-ups** in stimulating green marketing innovations in India. The up rise of start-ups in the sustainable sector, such as **HelpUsGreen** (a company which recycles floral waste) and **Bamboo India** (promotes the use of bamboo products), has created a new revolution in the field of sustainable development businesses. The authors quote that these business houses are setting an example by integrating sustainability into their production and marketing activities and emotionally building connections to engage consumers.

Agarwal and Bhat (2023) In their study examined consumer awareness and consumer behaviour in the context of green marketing. The research shows that consumers in India are becoming more and more environmentally -conscious, particularly among young generation. The study shows that sustainability is being seen as an vital factor in making purchase decisions.

Objectives of the Study

The primary aim of this research is to analyse the role of government policies and innovative practices in shaping green marketing in India. Specifically, the study intends to achieve the following objectives:

- To Understand the concept of Green Marketing
- To portray the recent trends in green marketing in India
- To have an overview of the key government policies that promote green marketing in India from 2020 to 2024

Research Methodology

The research study is qualitative combined with descriptive analysis to understand government policies on green marketing. Secondary data sources such as research articles, government reports, and relevant online reports were analysed to provide the key insights of green marketing trends and policy initiatives in India.

Limitations

- Since the study is based on Secondary Data, there may be certain gaps in relevance of information.
- The present study is limited to green marketing innovative strategies in India, it may not cover the global range of green marketing.
- Due to time constraint and rapid changing nature of green policies, some recent developments may not be fully included.

Recent Innovations in Green Marketing

- **Circular Economy Initiative:** The circular economy is gaining importance in India, especially in manufacturing, textiles, and electronics sectors. The **circular economy** is an economic initiative aimed to eliminate **waste and reuse the resources as long as possible**. Circular economy model is basically a shift from the conventional **linear** model of economy “**take, make,**

dispose” to a more revitalising approach “take-use-reuse-recycle”. Indian blue-chip companies like ITC and Tata Motors, Dabur have adopted using circular economy strategies to minimize resource dependency and enhance resource utilisation. ITC' has started a program named "Well-being Out of Waste (WOW)" that collects plastic waste and converts it into useful items and Tata Motors' uses remanufacture auto parts to reduce waste reflecting their commitment towards sustainability.

- **Environmentally Friendly Start-ups:** In the recent times Eco-friendly start-ups are flourishing with innovative sustainable solutions by playing a vital role in green innovation. For example, **Brisil**, converts rice husk ash into environmentally friendly silica and providing sustainable materials for different types of industries. **Bamboo India**, it Produces bamboo-based sustainable alternatives over plastic products, such as toothbrushes, cutlery etc there by reducing plastic usage. **RCube Recycling:** it is Specialized in recycling printer cartridges, and reducing e-waste and thereby promoting sustainable practices in the printing industry. HelpUsGreen, recycles the floral waste and coverts it into incense sticks and compost, offering both eco-friendly and social benefits.
- **Green Technology Innovations:** Technology plays a pivotal role in green marketing, the transition from traditional to modern green technologies is of profound influence in India, green technologies are employed to produce products and services with reducing carbon footprints and expanding economic prospects. Battery Energy Storage Systems, Dhirubhai Ambani Green Energy Giga Complex BPCL & Sembcorp Joint Venture etc. These innovations are often developed as "smart and sustainable," reaching tech-savvy and eco-friendly buyers. India's green technology market is expected to reach \$45-55 billion in the coming five years, with an estimated annual growth rate of 25-30%. This growth is attained by initiatives like the National Green Hydrogen Mission and the International Solar Alliance.
- **Sustainable Packaging Solutions** Packaging of goods is another important area to focus in green marketing Companies such as Amul, Flipkart, Amazon etc are now moving from traditional to sustainable packaging in order to reduce waste and reuse and recycle materials. These changes are communicated to customers using eco-labels and brand messaging, indicating their responsibility and commitment to protect the environment. from July 1, 2022, The Indian government has announced a ban on single-use plastic items such as earbuds, polystyrene packets, and packaging wraps. This move aims to reduce plastic pollution and foster to develop sustainable alternatives to protect environment.
- **Certifications and Labels:** Green certification and labelling are key components for sustainable business practices. In India, they help consumers to identify eco friendly products and services, while encouraging industries to reduce their environmental pollution. Certifications like ECO MARK, GRIHA (Green Rating for Integrated Habitat Assessment) **IGBC (Indian Green Building Council) Certification** and ENERGY STAR etc are essential in green marketing. These labels serve as trustworthy for consumers. to enhance credibility. Indian e-commerce platforms are adopting eco-friendly labelling that help consumers to identify products that are sustainable.
- **Consumer Education and Awareness** Consumer education is integral in shaping green marketing in India. Companies are launching various campaigns to educate consumers about the impact of their products and the importance of sustainable choices. Many Companies like Tata Power and Nestlé India are emphasizing consumer to use eco-friendly products. This approach helps in building brand loyalty and encourages significant responsible consumption. Many Indian consumers are heading towards zero-waste conscious consumption.

Government Policies towards Green Marketing

- **Pradhan Mantri Surya Ghar Muft Bijli Yojana (2024):** This scheme was introduced by Government of India in February 2024, and it intends to provide rooftop solar power to nearly one crore families. The Beneficiaries under this scheme receive a one-time subsidy and are also eligible for bank loans at concessional rates. This initiative encourages the adoption and use of solar energy and thereby reducing carbon footprints and enhancing sustainable living.

This program aims at

- Targeting middle-class and lower-income families.
- To promote rooftop solar energy in households.
- Provides subsidies and concessional loans to households for installing solar panels, promoting clean energy usage.
- Supports clean energy adoption, which indirectly supports sustainable marketing and green technology promotion.

It provides financial assistance directly by transferring amount into the beneficiary's bank account

- **Ecomark Rules 2024**

In September 2024, the Ministry of Environment, Forest and Climate Change (MoEFCC) notified the Eco mark Rules 2024, replacing the 1991 scheme. These rules establish criteria for granting the Eco mark certification to products that meet specific environmental standards, including resource consumption, emissions, and recyclability. The implementation of these rules, effective from October 2024, aims to promote demand for eco-friendly products and encourage manufacturers to adopt sustainable practices. **It Promotes Sustainable Consumption** by Encouraging the demand for environmentally friendly products by promoting consumer awareness of eco-conscious choices.

This Scheme make sure Accurate Labelling by Preventing the misleading information and green washing by establishing clear criteria for eco-labelling and also **encourages Sustainable Production** by Motivating manufacturers to adopt resource-efficient and circular economy practices. The key features Establishes criteria for granting Eco mark certification for products meeting specific environmental standards like recyclability and resource consumption. This scheme Encourages manufacturers to adopt sustainable practices and helps consumers identify truly eco-friendly products.

- **ASCI Guidelines on Environmental Claims(2024):**

This scheme has come to force from February 15, 2024, the Advertising Standards Council of India (ASCI) implemented guidelines to control environmental claims in advertisements. These regulations seek to build up transparency and accountability, preventing misleading claims about environmental benefits and it address the growing concern of **greenwashing** where companies make misleading environmental claims to appear eco-friendlier than they are.

- **Green Credit Programme (2023):** This Scheme was Announced in October 2023, the Green Credit Programme is a market-based mechanism designed to incentivize voluntary environmental actions across various sectors. This initiative, part of the Lifestyle for Environment (LiFE) mission, fosters individuals, communities, and industries to catch in activities such as afforestation and waste Management. The programme focus to mobilize additional resources for sustainable actions and encourage behavioural change towards environmental responsibility.

It encourages sustainable consumer and corporate behaviour by rewarding eco-friendly actions and enhancing green business practices.

- **Mega Integrated Textile Region and Apparel (MITRA) Scheme (2021)**

This Scheme was Launched in the year 2021 by Ministry of Textiles, the MITRA Scheme aims to enhance sustainable development in the textile industry by integrating processes like spinning, weaving, dyeing, and printing in designated parks. This initiative encourages the adoption of eco-friendly practices in textile manufacturing and aims to enhance the sector's sustainability and competitiveness. This aimed at strengthening the country's textile industry by creating world-class infrastructure and integrated textile value chains. To develop sustainable textile parks with integrated green processing. This Scheme Supports eco-labelling and marketing of sustainable textiles and clothing.

Conclusion

The Indian market has witnessed a paradigm shift from conventional marketing to green marketing. Innovations in green marketing have reflected the dynamic state of businesses along with sideways of government support. As green consciousness deepens among consumers, these trends are becoming the mainstream of business organisations, helping in reshaping the future of marketing in India. In addition to this, Government policies play a vital role in revolutionizing the green marketing in

India. The Indian government has created a normative environment for business organisations by setting regulatory standards to adopt sustainable practices. Various Initiatives like the National Green Policy, subsidies for environment-friendly technology adoption, and strict norms under the Environment Protection Act have motivated companies to include green strategies into their marketing strategies. However, for green marketing to reach to its fullest, need more public awareness campaigns and consistency in following strict byelaws and timely quality checks to ensure no deviations and also to educate more consumers to adopt green products. Overall, Govt should always be proactive in developing policies towards green marketing there by fostering more growth and economic development through green marketing.

Moreover, public awareness campaigns and eco-labelling schemes have empowered consumers to make environmentally responsible choices, thus reinforcing the demand for green products. However, for green marketing to reach its full potential, consistent policy implementation, better inter-agency coordination, and stronger enforcement mechanisms are essential. Ultimately, the government's proactive engagement not only fosters sustainable business practices but also aligns economic growth with environmental conservation, contributing to a greener and more sustainable future for India.

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