



STUDY OF "LITERATURE REVIEW OF ANALYSIS AND OVERVIEW OF GREEN MARKETING AND SUSTAINABLE DEVELOPMENT PRACTICES IN INDIA".

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Abstract:

The research paper titled, "Literature review of Analysis and Overview of Green Marketing and Sustainable development in India" focuses on the systematic and step by step analysis of literature in green marketing and its use as a tool of Sustainable development. Now a day we are very much well known about 3 R of Environment i.e. Reduce, Reuse and Recycle. This is a basic idea behind the concept of green marketing. This term used for ecofriendly products that are considered to be green. It basically focusses on products who uses minimum power consuming electrical appliances, it may include organic food, paints without chemicals or lead, Products which uses recyclable paper, and mostly for textile products detergents without phosphate or any other harmful chemicals and so on...Now a day's Customers are also environment conscious and are ready to pay more for green products. From that point of view following green code is essential for the organizations and also organizations can see this as a opportunity for sustainable development of organizations and also Corporate Social Responsibility of the organizations. Assuming the same green code should be understood and implemented by the organizations. Basically, green marketing involved transformation in all industrial activities right from supply chain management to production to selling. We will try to cover practices that are conducted in different sectors and organizations to follow the green code with the help this research paper.

Keywords: Green Marketing, Sustainability development, Corporate Social Responsibility, Green Code.

Introduction & Definition:

Green marketing is one of the most important and prominent trends in marketing which basically focus on marketing of Environment Friendly product to save environment from drastically increasing pollution and its adverse effects on environment. This term is also referred as "Environmental Marketing" or "Ecological Marketing" which is a one type of comprehensive marketing concept which focus on all 4 Ps of marketing. Green-marketing is defined as "the development and marketing of