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M ASK

GREEN MARKETING



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FOREWORD



Green is the new runway colour. One cannot miss green products, green technology, green automobiles, green buildings and to meet this demand of 'green', universities offer green courses. But, are all companies truly committed to environment sustainability or is it just a greenwash? Does being green help you earn the green bills?

A green package, green logo, using terms like 'all-natural', 'eco-friendly' and 'organic' does get the desired attention to the brand. However one needs to check if the product lives up to its claims and the company explains its commitment to sustainability. Being green and yet not offering the value for which it is created is a market disaster waiting to unfold.

There has always a debate on the green approach and its impact on bottomline. Stanford Business Books in 2011 published *Embedded Sustainability: The Next Big Competitive Advantage* by Chris Laszlo and Nadya Zhexembayeva. The authors argue that many companies make empty gestures on sustainability rather than embed it in their business models. In an era where companies are exposed to public 24x7 through the Internet and other platforms, radical transparency is the order of the day. Another research reported in 2014 has indicated that firms that implemented both environmental and social supply chain management practices performed well financially. It also indicated that the returns on green investments is, on an average, felt after two full years of implementation. There are enough instances that suggest that companies are making a fast buck on the green alley and there are contrarian instances of truly green companies. The debate continues.

This e-newsletter carries a rich number of diverse topics that could enlighten the readers and question their existing beliefs and notions about 'green'. I wish the readers an insightful reading experience.

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PROF. SURESH A

GREEN MARKETING

Sustainability will gradually transform into the holy grail for businesses, governments and non profit organizations in the years to come. Even though it has gained momentum in the past decade, it is difficult to measure the impact. Triple bottom line approach, Social responsibility are buzzwords which is fast gaining currency. Day will not be far off when dynamics of business will take a 360 degree turn from mere maximization of wealth to sustainable development. Marketing is fulcrum of any business and hence cannot remain untouched by the idea of sustainability which in other words is about the idea of green marketing.

"Green or Environmental Marketing consists of all activities that generate and facilitate any exchange that is intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with little detrimental impact on the natural environment".

Businesses, firms are sub set of the society and an unstated symbiotic relationship exists between firms and society which should lead to sustainable growth for businesses on the one hand and improvement of quality of life of the consumers who are an integral part of the society on the other.

This can happen only when this relationship is not compromised due to consumer indifference,, financial issues, scarce scientific knowledge, lax regulations and competitive pressures leading to destruction of environment.

However for marketers philosophy of Green marketing entails developing and marketing products and Services that addresses consumer prerequisites of quality, performance, affordable pricing and convenience for consuming a product or services without having a detrimental impact on the environment. Good news is that according a study that a third of the consumers are now patronizing brands based on their social and environmental impact. Green products by definition something which is originally grown or recyclable, reusable and biodegradable, or made from natural ingredients, or contains recycled contents, non-toxic chemical, or products that do not harm or pollute the environment etc.

Businesses and organizations are now acutely conscious of the impact their operations can have on the ecological system and environment and hence are adopting ways to create environmental friendly products in order resolve this issue.

Many prominent multinational companies have been proactively developing innovative green products such as LG and HCL developing LED monitors and eco friendly notebooks respectively.


Companies like Haier have implemented eco branding by launching life series green initiative.

Tata Consultancy Services: TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.

However some of the constraints of green marketing strategy is standardization for certifying product as green, it is relatively a new concept and there is lack of awareness amongst consumers about not only green marketing but also about threats to environment and yet to generate interest in marketers or attract investors as it requires long gestation periods to provide returns and lastly **Avoiding Green Myopia which means that** It is definitely not going to suffice if the product is green but does not satisfy the customer needs.

Hence golden rules of green marketing would probably be:

- **Know your consumer and ensuring that he** is aware of and concerned about the issues that your product attempts to address.
- **Educating your customers** about your products being environmental friendly.
- **Being Genuine & Transparent and ensure** to do what you say. What your company promotes in your green campaigns and what your product is; it has to match with each other. This will not only create transparency amongst the consumer but also they garner trust.
- **Reassure the Buyer** that the green product will perform the same way as it was intended to and it will not lose its quality in the name of environment.
- **Consider Your Pricing and create a value for money proposition and make it premium affordable price** as green products would require higher cost of production due to variety of qualitative factors.
- **Giving your customers an opportunity to participate** in positive environmental actions taken by the company



Companies should be aware of their responsibilities towards the environment and the society in the same way as towards clients, shareholders and employees. Climate change, environmental issues and social problems will challenge the leaders of future generation for taking efficient and comprehensive decisions. In the process of taking these decisions, the priority of businesses should be based on the principle of protecting the environment rather than profitability of the business.

Green marketing is relatively quite a recent phenomenon and awareness amongst consumers and businesses as to how they can reduce the impact on the environment is increasing exponentially. Marketers and investors view this as an opportunity to invest by creating and marketing product that satisfy the customers that are environmental friendly.

GREEN MARKETING MOVEMENTS



ABHIRAMI PRAKASH

Today's consumers are increasingly aware of their impact and their favourite brands' impact on the environment and society as a whole. That's where green marketing comes into play. The concept of green marketing is about highlighting a product or service's environmental benefits and illustrating how brands are changing their processes and practices to be more environmentally aware. For consumers, it means you might hear terms like "eco-friendly," "sustainable," "organic," "recyclable," or reducing a "carbon footprint," among others.

At the core of such consumer brands are the drive to educate customers about healthier choices, while filling their needs with their products and offerings. To survive in today's market, the person, product, company or cause that you're marketing must turn their advertising campaigns into movements. A few campaigns that have really made some serious strides are detailed below:

- **GE Ecomagination:** General Electric thinks so much of being a greener company that they built the term "eco" right into their new business concept. The goals of the Ecomagination initiative are to find ways to reduce greenhouse gas, which are gases that stay in the atmosphere and keep the earth hot, and water consumption and to invest in clean energy and develop eco-friendly products in a more responsible way. The campaign has now surpassed the 10-year mark, with facts and figures on the company's website to back up their changes, such as a 17 percent decrease in water used and a 12 percent decrease in greenhouse gas.
- **Tide Coldwater Challenge:** This landmark marketing campaign addressed the money saved by washing in cold water and the product's deep cleaning and whitening abilities making green the ancillary benefit. The far-reaching campaign included national advertising, in-store programs, product sampling, a strong Internet presence, consumer promotions and strategic alliances.
- **Timberland:** Clothing company Timberland is famous for its hiking boots and outdoor wear, so it's no surprise that their "Earthkeepers" campaign was designed with green in mind. The products in the collection feature items made with recycled materials (including up to one-and-a-half plastic bottles in each pair of boots!). Yet, the bigger component might be the 2010 campaign accompaniment, "Nature Needs Heroes," that attempted to motivate Timberland's customers to be accountable for their actions in the outdoors.

• **Method “Just Say No to Jugs”**: A cheeky campaign typical of Method’s marketing mocks mainstream cleaning products as feeding a household’s “jug” habit. The campaign relied only on print and online ads.

• **BMW Diesel “Ch-ch-changes”**: A winning campaign launched at Super Bowl XLV that communicated valuable information and a relevant message to the American audience about the environmental benefits and ch-ch-changes in diesel technology.

Sometimes the best thing to do with a bandwagon is jump on it. As a conscious brand, you must walk the talk and implement green policies and act in environmentally friendly ways for green marketing to work, but if you do, you've got a powerful selling point with those who are environmentally conscious and want to act to make the world a greener place - a market that continues to grow exponentially.

BEWARE! THE GREEN CAN BACKFIRE



ANVESH SHARMA

Repair, Renew & Recycle are being called as the new driving forces behind product placement in the market. According to the 2014 Nielsen Global Survey on Corporate Social Responsibility, 55% of consumers were willing to pay extra for the products & services from the companies committed to positive environmental impact.

One thing is clear that it's only about winning customers. Gone are the days when a product's USP's like durability, technologically advanced, cost-effective, 24x7 services etc., were centre points to market products and services. Today the trend is speaking, Green marketing which came into prominence in the late 1980s is working as a top strategy to market not only product and services but also to market ideas and experiences. It includes demoralizing the use of ozone-depleting substances, excessive packaging and all other methods harming the environment while pushing up the renewable, repairable and recyclable products. In a shot, the new formula is greater the social responsibility, higher the brand loyalty.

Now, that was the story of the latest trend. But the question is "Is this trend genuine?", "Is there a war between greenwashing and genuine environmental ethics?" or "Do consumers really care about the reality behind the advertised message?"

As consumers are willing to support the environment, it can be dangerous. Companies can damage their brands and their sales if the green claim is found to be false. This phenomenon of presenting products as green, when they are really not being called greenwashing. Now there are two kinds of companies promoting over their green products, one which really follows environmental ethics with their green products and other which communicates or portrays their products to be green but in reality, the communication is a pre-planned revenue building strategy constructed upon false claims. Greenwashing has been experienced as backfired many times when companies tried to sell on false claims. A company claiming that their product helps in saving wildlife but when researched it was found out that the chemical used in its soap was actually harmful to aquatics, environmental organizations were called and the brand was banned in the end. Not only has this there are enormous examples showcasing their sustainable fashion based upon fake claims been backfired into pieces. When Volkswagen/Mercedes Benz marketed its product as 'clean diesel', an organization accused them of greenwashing on Earth Day 2016 by stating a clear fact that "there's nothing clean about diesel engines that spew pollutants at levels way over the legal limit."

Green marketing can be a very powerful strategy when done right or the fact has to be known that the consumers today are literate enough to dig on their purchase decisions. This leaves the only single type of companies that can proliferate in the future, the companies that follow genuine environmental ethics and are also well aware of “the green can backfire” phenomena.



SAKET KUMAR

INDIA RUNS AWAY FROM PLASTIC

Instead of making lofty CSR claims, this company has invested in Ecoware packaging, 100% biodegradable food boxes, plates and even cutlery to replace the traditional plastic boxes and containers for their food delivery business. Chai-on-Call.

India based tea retail chain, Chai Point, introduced the biodegradable food packaging as part of its efforts to create 'sustainable and green supply chain', which involves use of environment-friendly initiatives in order to reduce waste generation.



These packaging materials are made using bagasse, which is the fibrous matter that remains after sugarcane stalks are crushed to extract their juice. This material degrades naturally into the soil in a very short period of time.

The biodegradable packaging, are developed in partnership with another start-up venture Ecoware solutions. Ecoware solutions founded in 2009 is also a Indian startup and it is the first and the largest manufacturer of eco-friendly food packaging. It has also been approved and accredited by international testing labs and US Department of Agriculture (USD).



This is not the only measure taken by the company; Chai point also took a strong move in concern with the increasing air pollution in India. This may have a very small impact on the environment as compared to the level we have reached in air pollution especially in Delhi. But it's the first company to do so and a good lesson for other big company in delivery business.

The company has partnered with Ampere Vehicles Pvt. Ltd and Hero Electric, and added a delivery fleet of more than 60 electric scooters. The company is calling this fleet as the Green T-brigade, which is being deployed in Bengaluru, NCR, and Hyderabad. Car and bike pollution is one of the major causes of global warming. EV produces less emission as compared to these fuel vehicles. Other than this the electric scooter will be far more cost-effective and there is low maintenance cost associated with it.



Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business to make their products, business more environment friendly, but result are not as their expectations but this less than a decade old company has shown how to become a 100% environment friendly company and has set a benchmark for other big company to make them follow this small startup.

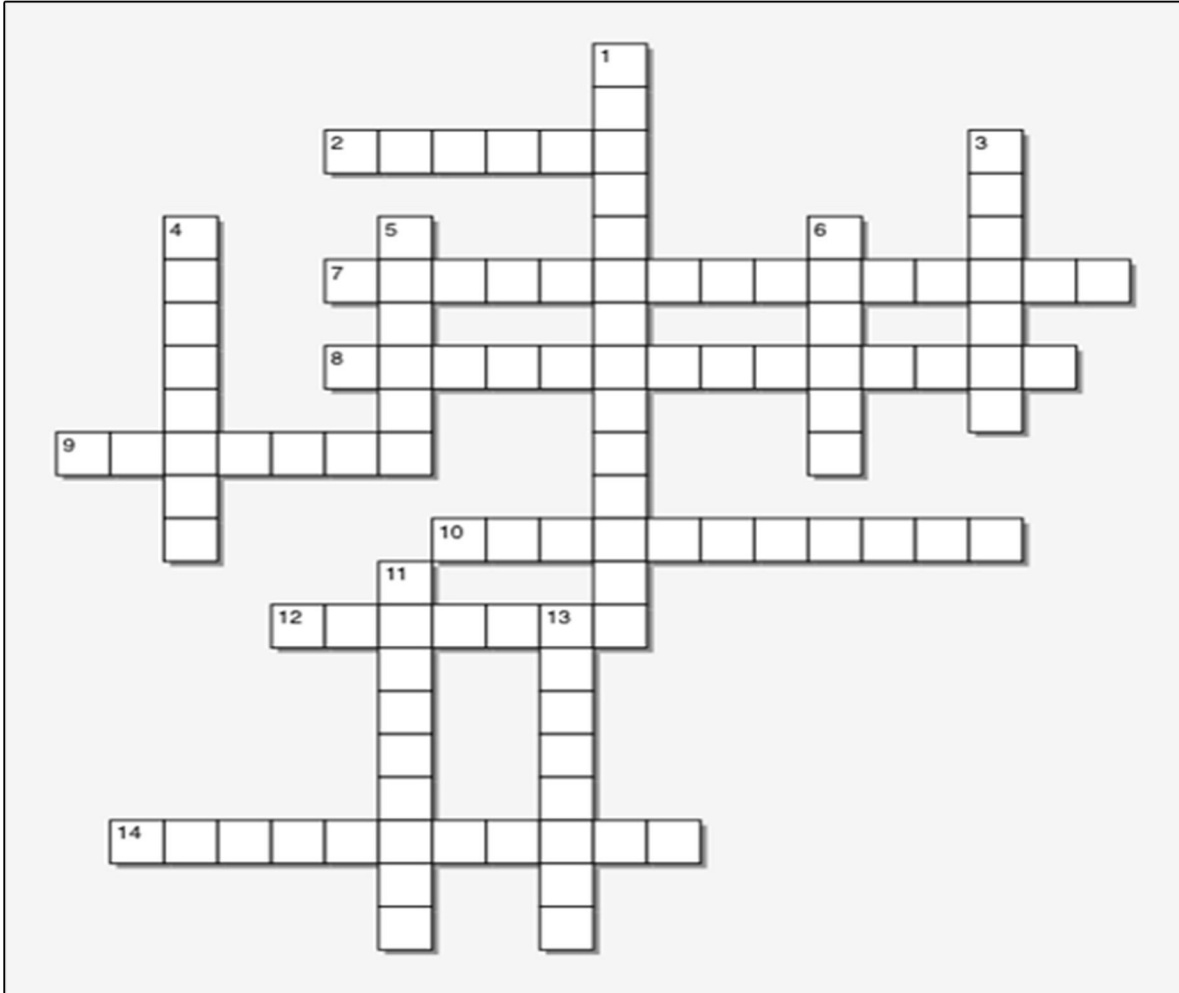
CROSSWORD



JOMY JOY



**SWAGATA
GHOSH**



CLUES

ACROSS

- 2. Foundation for every individual or organization's behaviour
- 7. A polluted foot step often discussed in global summit
- 8. Avoidance of the depletion of natural resources
- 9. Which sign denotes three arrows following each other forming a triangle?
- 10. This day is celebrated worldwide every year on 5th June, a tradition started in 1974.
- 12. Branch of biology which studies the interactions among organisms and their environment.
- 14. The commercial value that derives from consumer perception of the brand name

DOWN

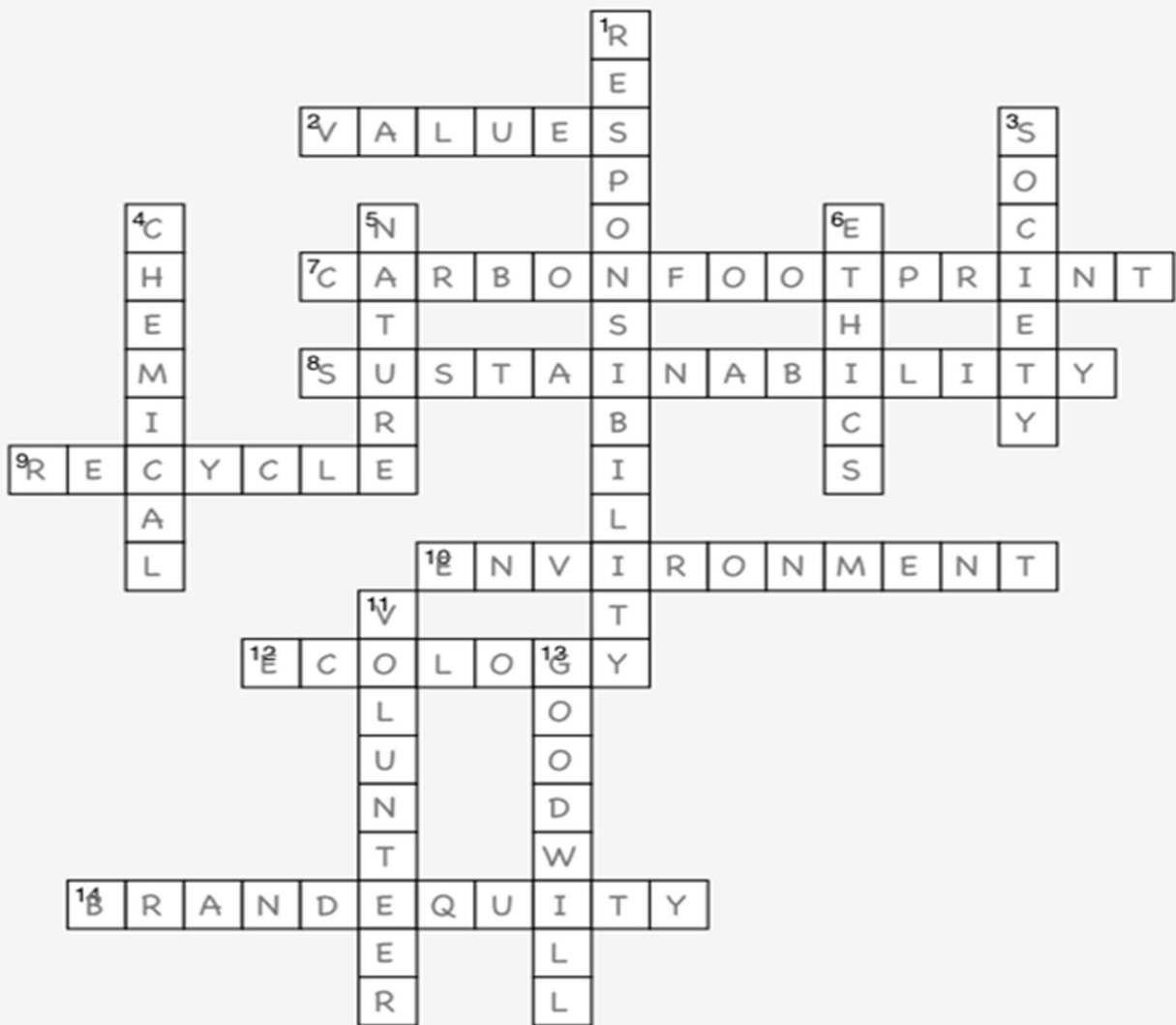
- 1. If you are accountable, you are surely being.....
- 3. Everyone rightfully belongs to this bubble
- 4. Everything you can breathe, see, ingest or touch is made up of (Clue: Chemistry)
- 5. The phenomena of the physical world, and also to life in general
- 6. In 2018, Xerox has been awarded for possessing this important value for the 12th Consecutive year.
- 11. Evangelists for a social cause or action
- 13. Every company's unique possession earned for its good work

CROSSWORD

WORD BANK

BRANDEQUITY	CARBONFOOTPRINT	CHEMICAL
ECOLOGY	ENVIRONMENT	ETHICS
GOODWILL	NATURE	RECYCLE
RESPONSIBILITY	SOCIETY	SUSTAINABILITY
VALUES	VOLUNTEER	

SOLUTION



GREEN MARKETING - SOAPS WITH ARECA PALM LEAF



HARI PRASAD K

There is plastic in every product we use from a small toothbrush to as big as a washing machine. A recent article in the Economic Times shows that India consumes 13 Million tons of plastic each year this plastic is consumed both by the household as well as corporates. What once started as an alternative to protect elephants tusk to produce snooker balls has now started to kill the entire ecosystem.

Whenever a manufacturer hears a word packaging his thoughts are unintentionally directed towards plastic as a raw material. It is believed that no other alternative could substitute this material because of its diverse application and cheap availability. It is taken for granted that plastic needs to be present in every material that we use. Why that is no company is thinking towards reducing or eliminating the use of plastic. Why are that most of the companies propagate the idea of "No Plastic" but fail to incorporate it into their routine operations?

Here is a small all women enterprise which seeks to utilize natural resources to produce and package their products. The soap named "Yogi" by this enterprise called Holy Lama Naturals stands out in a unique way by packing the soap with the waste areca palm leaves instead of using plastic. This idea may have potentially arisen as an alternative to insufficient funds to purchase plastic as a packaging material.

So why did this idea come to people with insufficient resources?

Why are that only people in desperate search of alternatives generate such ideas? As is evident in the image shown, no plastic is being used but the company has packaged the product with its name written on the tag.



Hence the company has been able to uniquely position itself in the market by projecting itself as an example of Green Marketer.

DARK GREEN



**AKSHAY G
MENON**



VAISHAK P

Over the past few years, companies across the world have adopted various innovative marketing methods in order to become a household name. One such innovative and widely adopted method is Green Marketing. The term green in “Green Marketing” exudes a sense of positivity but doubt arises when we delve deeper into the motives of certain companies which are faking the concepts of green marketing.

The traditional definition of Green Marketing is as follows: - Green Marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way. It is quite evident that certain companies are faking green marketing by positioning their products in a believable fashion.

There exists a popular conglomerate which manufactures notebooks. They position their books as notebooks which uses eco-friendly and elemental chlorine free paper. This is a brilliant example of green marketing. But this is also a brilliant example of fake green marketing. On one hand they portray the product as an eco-friendly product, and on the other hand they are faking Green Marketing by extracting paper pulp from trees after cutting it down which causes detrimental effects to the environment. ***How can a product become eco-friendly when it is originated as a result of deforestation?***

Similarly, there exists another huge company which sells bottled water. This company uses green marketing as a method to sell their product effectively. The label of this product promises its consumers that this company is striving hard to establish a ‘positive water balance’ by conserving water (which is fast depleting) by rainwater harvesting and conserving water for agriculture.

This seems to be a brilliant green marketing strategy which is fake. This No.1 water company in the world which is said to conserve water for various purposes is polluting the same water by using plastic in their bottles. According to plasticoceans.org, every year 8 million ton of plastic are dumped into oceans, out of which 14% of litter comes beverage bottles and a significant number of litter comes from the bottles manufactured by this company.

Plastic in oceans is causing a disruption in the marine food chain which is not a healthy sign. ***How can a company call itself an eco-friendly company when it is conserving and polluting water at the same time?***

Green marketing is definitely the future of marketing provided it is done with purity and some kind of self-consciousness. It is high time we stop taking environment for granted.

“GONE ARE THOSE DAYS WHERE WE NEEDED THE ENVIRONMENT, NOW IT IS THE ENVIRONMENT THAT IS NEEDING US FOR ITS SURVIVAL, OUR SURVIVAL TOO”

GREEN - THE NEW COLOUR OF BUSINESS BLOOD



K PRASANTHKUMAR

The term Green marketing is not a new buzzword. In fact, it has been addressed constantly by American countries in the late 1980's and early 1990's. During 1980's America was flooded with natural calamities. It was the time when the hole in Ozone has been identified. People started worrying about the environmental issues and the perception towards the consumption also slowly started changing. More of the products with eco-friendly tag started coming out of the factories. This had been supplemented by the government by means of regulatory norms and increased tax for the products which are not eco-friendly. During 1990's one of the most comprehensive surveys to date had been conducted and it showed that most of the people in different countries responded that their country's environmental condition as worst. Some of the major problems were Industrial water pollution, Destruction of Ozone, Destruction of rain forests, Industrial accidents, Hazardous waste, Industrial air pollution, Auto air pollution, Pesticides on food etc.

This has created a sense of responsibility towards the environment in the minds of the people, particularly youngsters. The idea of recycling gained its momentum and this gave livelihood to many people who did it as a business. Products like water-saving washing machines, emission control fuels, organic foods, phosphate free laundry powders were the new launch in the market by big organizations. This idea spread over other industries too which resulted in more concentration on backyard composters, organic fertilizers, water-based paints, water filter machines, tree-free paper and many more in the queue. The product and service based companies were coming up with new taglines focused on environmental responsibility. Almost in 10 years, the growth of organic industry tripled from 1 billion USD to 3.3 billion USD. This was slowly recognized by other countries like Germany, Japan, Canada and many other countries including India. Many companies mulled to grab the market share in the initial stage so that when the market grows they would have a competitive edge over others.

Globalization was a very good opportunity for the MNCs as they could launch their green products all over the world. Organizations which were meant to be profit focused had been put in a situation where they have to show their responsiveness towards the environmental concerns. The marketing activities of the companies were pushed to their maximum potential to position themselves as socially responsible. Green got its momentum all over the world as the company progress.

Being green doesn't mean that the product is made of natural sources. It is a wider concept which will include all the dimensions of the business starting from selecting the market for the product, the process of manufacturing, raw materials used and the materials used for packaging whether it is recyclable or not, the mode of delivery of the product to the consumers, the value customers gain. A superior process is what the companies are looking for and in-order to achieve that it is necessary to include green in their strategies.

Green marketing has a strong association with the culture and Baba Ramdev of Patanjali Ayurved Limited tapped the opportunities through the Patanjali's range of products. Even though this concept was widely recognized by the western countries and other parts of the world still it is a new idea for the majority of Indian consumers. The products of Patanjali give desi feeling and it has been widely promoted for their use of natural ingredients. And looking at its humongous growth it's clearly visible that Indian customers are shifting towards natural products. Not only the products but in the process also they adopt green initiatives. The company adopts zero waste technology which recycles all the leftovers for further usage. This segment has a huge market potential and companies should make more investments to tap the opportunities of this green movement.

Green marketing is not an easy idea and it requires lots of effort. It has two important key objectives and they are, firstly, a new product has to be developed as it could satisfy the consumer's needs, superior quality, price factor, and it should give a very less impact on the environment. Secondly, the quality should be very high as it satisfies the requirements of the eco-friendly factors and the company's track record in the green field. This gives the product a unique position and it could achieve scalable profit only if it delivers the consumer expectations.

There is a long way to go in the field of green! Let green be the new colour of business blood!



JOHN ANTO

MARKETING QUIZ

1) Which of the following companies introduced "ECOMAGINATION" – A platform which states that the company is working to make products and refine their operations to become more environmentally friendly?

- a) McDonalds
- b) Coca Cola
- c) General Electricals
- d) Honda

2) Which of the following companies introduced the sustainability strategy called "People & Planet Positive"?

- a) IKEA
- b) Samsung
- c) H & M
- d) Godrej

3) Which Indian company topped in the "Newsweek's top World's Greenest Company title" in 2017-18?

- a) Godrej
- b) Maruti Suzuki
- c) TCS
- d) Bharat Petroleum Corporation Ltd

4) Which among the following companies came up with the promotion campaign "Project Holiday" which target on the sale of 30000 pairs of shoes and a similar number to be offered for free to the Ethiopian children?

- a) Adidas
- b) TOMS
- c) Nike
- d) Reebok

5) Which among the following automobile company introduced "Diesel Ch-ch-changes" campaign?

- a) Suzuki
- b) Volkswagen
- c) BMW
- d) Hyundai

MARKETING QUIZ

6) Which of the following companies run the campaign "Live positively" campaign?

- a) Coco Cola
- b) Tag Heuer
- c) Pepsi
- d) CISCO

7) What does the term "Green pricing" mean in green marketing concepts?

- a) Affordable prices based on market requirement.
- b) Increase price for the sustainable service provided
- c) How a green product or service can help consumers save key resources
- d) A pricing given for organic products

8) Which Indian car manufacturing company reduced its groundwater consumption by more than 60 per cent to 13,945 million cubic meters between FY15 and FY17

- a) Mahindra
- b) Tata Motors
- c) Maruti Suzuki
- d) Ashok Leyland

MARKETING QUIZ

Answers

- 1) General Electricals
- 2) IKEA
- 3) Bharat Petroleum Corporation Ltd
- 4) TOMS
- 5) BMW
- 6) Coco Cola
- 7) How a green product or service can help consumers save key resources
- 8) Maruti Suzuki



PRARTHANA SP

GREEN MARKETING – AN INITIATIVE TOWARDS ENVIRONMENTAL SUSTAINABILITY

The world is becoming more advanced day by day. 9 out of 10 people in the world breathe polluted air (WHO report, 2018). Every work starting from grocery shopping to health care has become easier due to advancement in technology. But for all this to improve, people are paying the ultimate price of damaging their environment without even realizing it. The damage done to nature has already crossed the threshold limit and reached cut-off points. Non-renewable natural resources are getting depleted at a quick pace. Generation of waste, including biodegradable pollutants, is increasing enormously. All these negative advancements have forced mankind to think more seriously about conserving the environment. Green Marketing is one such initiative towards environment protection, which is picking up fame.

Well, the good thing is that few people are realizing it now and have started taking initiatives to preserve the environment.

Green marketing is a concept where the firms take up marketing activities which are less damaging to the environment and reduce the negative effects of marketing on the environment. The concept is also called sustainable marketing, ecological marketing. The current firms in all the different industries across all nations have become increasingly concerned about the environment. Even the consumers are becoming aware of the importance of the environment. Due to this, the firms are under pressure to reduce the negative impact on the environment from their manufacturing and delivery of goods.

Today, many companies have taken up the responsibility not to harm the environment. So, products and production processes become cleaner and more companies go green because they realize that they can reduce pollution and increase profits at the same time. There are at least two motives for the companies to change, cost saving and the market opportunity potential. Companies can save money more than they imagine, by reducing the amount spent on procuring or manufacturing raw material and energy used in production. Becoming more eco-friendly and offering environmentally friendlier products might result in increased market shares as well as an improved company image and reputation.

In green marketing, the main tool used is Eco-labels. So, what do we mean by Eco-labels? They help in identifying overall environmental preference of a product or service within a specific product or service range.

So, an eco-labelled product is entitled to carry a logo that comes with a claim that the product has been produced in accordance with certain environmental standards, namely, the certification standard, an independent certification body and independent accreditation body.

Examples of few companies that have taken Green initiatives India:

- **HCL**

The key objective under HCL eco-safe is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders. HCL commits to manufacture products that are environmentally friendly in all respects and are free from hazardous chemicals.

- **IBM**

Selling green solutions to corporate data centres where energy constraints and costs are limiting their ability to grow, with the promise that the energy costs would be reduced by half.

- **IndusInd Bank**

Installed the country's first solar-powered ATM and thus brought about an eco-savvy change in the Indian banking sector.

Few pointers identified while implementing Green marketing/products:

- Green products require recyclable and renewable material, which is costly.
- It requires innovation and technology, which requires a huge investment in Research & Development.
- Larger parts of the general population are not aware of green products and their uses.
- Greater parts of the population are not willing to pay a premium for green products.

Considering the importance of the environment for human beings, the concept of green marketing/ sustainable development and environment-friendly marketing is getting due attention in India and other developing countries with time, but it is still at an early stage. The Government is playing a very vital and has already announced and implemented various policies and regulations for environmental protection, whereas various firms are willingly adopting environment-friendly practices. They are initiating these steps after seeing the positive response from end users that is the consumer themselves, towards green products and also to comply with the legal framework of the Government.

However, the issues lie with the small organizations in embracing green practices because they are worried about short-run profits/benefits, adopting green practices involves a high initial cost and high beginning expense and such practices are profitable only in the long run. For such organizations, forceful implementation of legislation is required by the Government. Green marketing is just not like any another concept of marketing because, along with the profitability concern, it deals with social and environmental measurements as well, so it must be sought after with more concern and significance.

It is trusted with a positive note that all the stakeholders of the environment will work in concert to save the environment, revisiting the forgotten concept of “Vasudev Kutumbakam” that is, the whole world (Earth) is a single family and all the organisms such as plants, trees, birds, animals, and so forth in the ecosystem have Atma (soul) and are a part of our kutumb (family), and hence, they need to be conserved.



ARNAB DUTTA

GREEN MARKETING

"A nation that destroys its soils destroys itself. Forests are the lungs of our land, purifying the air and giving fresh strength to our people."

—Franklin D. Roosevelt

So, what is green marketing? Green marketing are the practices done by the companies which are environment friendly. It is becoming more popular as people are getting more concerned about the environment.

Green Marketing by Starbucks

The utensils were given a constant running water treatment in the dipper wells. The dipper wells fill up to a certain level and then drains away. If a single tap is left open in the star bucks store for just three minutes, the amount of water that is wasted is equivalent to what an African would need to survive in the drought condition. Second problem was the glass they used to serve customers. A normal glass was made of paper, the outer and the inner part of the glass was made of polymer material to prevent leakage. Other serving glasses were made of grade five plastic which was not taken for recycle. Taking into consideration all the 20891 stores worldwide, it is estimated that 4 billion cups go through the Starbucks consumer every year, most of which ends up in land filling areas. Environmental campaigners together with the general public have attacked Starbucks after the discovery that large amount of water was being wasted in its coffee shop every day, accusing it of green washing.

After this Starbucks tried to rectify the sustainable issues. Improvements were made, the paper cups were replaced by ceramic cups. Approximately 2.3 billion Starbucks cups are used every year. Normally people prefer to have the Starbucks drink inside the Starbucks store but if they are able to replace the paper cups with reusable mugs by 20%, then there will be a reduction of 462 million cups wasted a year. Starbucks also replaced the dipper systems as well. The dipper was replaced by hand meter faucets, it helped Starbucks to conserve 378 litres of water per day per store. One other improvement was that the company brought a new water filtration system that reduces the waste of water by 50%. The buildings of Starbucks are made using green material and they also use efficient led lighting system.

ITC Green Initiatives

ITC has taken a new initiative of chlorine free paper. ITC has commissioned Rs 227 crore modernised pulp mill at its Bhadrachalam works to become the first producer of Elemental Chlorine Free (ECF) and Paperboards and Specialty Paper (PSP). This is the ITC “go green” initiative. Normally the element chlorine is used for bleaching the paper, this give out by-products which include huge quantity of organochlorine chemicals. These chemical are toxic and adversely impact the environment. As per the new technology the emission of these chemicals are virtually eliminated. ITC claims that the “ozone treatment” will result in even lower chemical usage and less water pollution. ITC claims to use waste of the sugarcane pulp to manufacture its paper.

ITC group of hotel have also done sustainable development for the nature. ITC group of hotels have taken the case of sustainable development very seriously. The water consumption in the hotels has been reduced by 60% and the energy consumption have been decreased by approximately 20%. Five of ITC's hotels are using wind energy and have reduced the level of carbon footprint. ITC has the largest self owned wind mill farms which produce energy of around 29.5MW. ITC Gardenia & ITC Windsor, Bengaluru, ITC Rajputana, Jaipur, ITC Maratha, Mumbai and the all new integrated Luxury Hotel Complex in Chennai - ITC Grand Chola are hotels to operate on wind energy. ITC Hotels has been water positive for the last 11 years and carbon positive for eight years. Many ITC hotels used multi glazed energy efficient windows which don't allow the sun heat to come in thus it saves the air conditioning load. Water efficiency in air conditioning system by the hotels have lead to 100% reduction in water consumption in AC usage. Use of LED lights in the rooms and public areas gives them an energy efficient lighting system. 142,000 hectares of afforestation have been done by ITC group of hotels.



VN ANEESHA

GREEN IS THE NEW BLACK

Did you notice restaurants and supermarkets packing their products in paper or cloth bags more often nowadays? Also, automobile manufacturers are coming up with many fuel economy vehicles, electric vehicles.

'GO GREEN'- This is what these firms term it. So the retail, FMCG firms, automobile manufacturers, HORECA, IT, consumer durables and what not, all the industries have been incorporating green initiatives and doing what it is called as the 'GREEN MARKETING'. This is where the firms are trying to promote a product that is environmentally friendly in itself or produced in an eco-friendly fashion. But why is this becoming a trend? There is a multitude of reasons for a firm to take up the green initiative; Cost effectiveness, differentiation from routine, social responsibility, increasing consumer preference for sustainable purchasing, government regulations and even to add competitive advantage.

In this race of green or environmental marketing, firms are coming up with innovative ideas like-

- State Bank of India supported green residential projects by reducing interest rates on home loans; it was the first bank to harness wind energy in association with Suzlon
- Patanjali entirely promotes its products as made out of natural ingredients
- Nerolac paints came up with paints that did not have hazardous, heavy metals like lead in their paints which are harmful to the human body
- McDonald's is among the first to use paper packaging of food
- Ford Motors has come with what they call as Terrapass program through which it enables the checking of the total carbon dioxide the vehicle is emitting while driving
- Fiat launched a car that would use the "Uno Ecology concept" wherein the green car would utilise renewable material, emit less carbon dioxide and thereby increase overall fuel economy.

While many firms are indulging in actually promoting their green products and initiatives, some are adopting environmental friendly practices but do not showcase these acts to the public. They are just doing them as part of their corporate social responsibility. Toyota's manufacturing plants have imbibed sustainable activities including low carbon production technologies and utilising renewable energy not just to reduce the toxic emissions but also to produce clean-energy vehicles.

On the contrary, some firms are choosing to take the path of 'Greenwashing'. All those firms that are marketing their products just for the sake of increasing profits and sometimes even falsely claiming their products to be eco-friendly are adopting the act of greenwashing. Leaving the consumers confused, these firms are misleading by claiming those facts that cannot be proved. They fallaciously state that their products are green leaving out the harmful effects they have.

In order to protect the consumers from such erroneous advertising, the Federal Trade Commission developed new standards for 'green product claims'. This is intended to help the marketers to provide right terminology on the product labels and promotions so that the consumers are safe from false green ads. Therefore eco-friendly consumers, when you come across the terms 'non-toxic', 'VOC-free', 'ozone-friendly', 'biodegradable', 'compostable', 'recyclable' on products, it means you are using sustainable products and keeping the environment green.

CORPORATE INTERFACE

On 15th June 2018, a corporate interface session for marketing specialization was held in CHRIST (Deemed to be University) in room no 311, central block (Koramangala campus). The guest speaker for the session was Mr. Vivek Srivatsa, founder of H&W. Hammer and Woods an interior design, furniture and décor practice firm based out of Bangalore.

Mr. Vivek Srivatsa is passionate about business and design. He has been involved in new product development and alternate furniture design for the past 6 years at HW studio and HW Designs.

Mr. Vivek Srivatsa discussed various issues faced by a start-up. He delved into starting and developing a channel start-up and the critical thinking process that is required for the development of a channel. He also mentioned about developing an already existing product that is unsuccessful in market i.e. how to develop such a product which is already in the market but is not flaring well. Mr. Srivatsa rounded up the session by initiated group discussion among the listeners on the topic – start-up of organic products.



CORPORATE INTERFACE

On 22 June, 2018 a corporate interface was held in Kengeri Campus. The Speaker, Mr. Shashank Gupta worked at Unilever, Singapore. He had a great experience in FMCG sector and addressed and enlightened the gathering with the knowledge he gained throughout his service. He made sure audience participation was 100% and tried to relate theoretical concepts and real life examples. Concepts like New product development, Branding and how to revive a failure product were covered in entire session. As a marketer, he said we should emphasize more on understanding the market landscape and the customers which we want to target. He explained this by giving the example of Patanjali. As Baba Ramdev being an icon for Indian population, used his popularity and knowledge of Ayurveda to promote Patanjali and was accepted by the consumers blindly.

Next, he took Dove as an example to explain new product development. How Hindustan Unilever integrated moisturizing cream and soap. And how they used this feature to reach to consumers. He told dove developed an advertisement that included dermatologist and PH test done by women's and hence branding itself as a safe product to use. Further, he divided products into two categories, functional and emotional. Coca Cola is featured as an emotional product because people connects to Coca Cola. He said consumers not only look for taste and quality but also tries to attach with the brand. He asked us to focus on these aspects of branding as quality and packaging is given by every brand but a relationship building is a must between the brand and his consumer.

The speaker discussed new trends that are emerging in the field on advertising like consumer is shifting from television to phone and social media. New companies use modern portals to make people aware about their products and maximize their reach. He also discussed briefly about how modern trade methods in FMCG has made distribution effective and efficient. He stated an example of Gym Membership and explained how consumers want to adopt a healthy lifestyle but many failed to so. At the end of the session, he told the students about his start-up in beverage industry. A start-up that will sell a non-alcoholic beverage for health-conscious consumers. He asked us to come up with ideas how he can advertise and brand his product in the market. Lastly, he gave the insights about how FMCG sector is and work culture of HUL. He shared his experience of working in HUL which is very dynamic. Adding to this he said there is nothing like "Work Life Balance". One needs to prioritize what is important to him and make decisions accordingly.

CORPORATE INTERFACE



MARKETING SYMPOSIUM

Marketing Symposium was first ever symposium organized for marketing second year students. It was a three-day event from 24th July- 26th July 2018, conducted at block 4 auditorium, Koramangala campus. Speakers from various areas of marketing addressed the audience on a variety of topics to broaden their spectrum of knowledge in the field of sales and marketing.

Sl.no.	Date	Session	About the Speaker	Topic
1.	24 th July,2018 Tuesday	1 (9:30-11)	Mr. Biswajeet Banerjee	IT Consultative Selling
		2 (11:30-1)	Mr. Anandan Pillai , Associate Director - Performics.Resultrix, Bangalore	Nuances of Digital Media Planning
2	25 th July,2018 Wednesday	1 (9:30-11)	Mr. Jebin Kalliath , Head- Brand Strategy, Catholic Syrian Bank, Chennai	Digital Marketing
		2 (11:00- 11:45)	Dr. Ivory Lyons, University of Mount Union, U.S	Observation on Cross Cultural Consumers
		3 (12:00-1:00)	Ms. Sagarika Nadig, Sports Leader and Coach, Decathlon Sports India	Business in Sports
		4(2:00 – 3:30)	Ms. Shabari Bhowmik, Deputy Manager-VE Commercial Vehicles Ltd., Bangalore	Marketing in VE Commercial Vehicles
3	26 th July,2018 Thursday	1 (9:30-11:00)	Mr. Mandeep Singh Bhatia, Regional Manager - Sporthood	Sports Marketing
		2(11:30-1:00)	Ms. Nirupama Kaushik & Ms. Kavitha Patil , Consulting Partner, Brandscapes worldwide	Research in Marketing
		3 (2:00-3:30)	Mr. Rajan Parulekar, Managing Director, Paradigm Trainers Ltd., Bengaluru	Contextual Selling

The symposium turned out to be a great event. Students became well-versed on topics like IT sales consulting, digital marketing, sports business and market research. They not only got to know about these fields but also got valuable placement centric insights. The three-day event was concluded by a captivating session from Mr. Rajan who not only engaged the audience with sales performance and evaluation questions but also emphasized on sales being the core marketer's weapon. The Marketing symposium imparted various industry oriented inputs which can be connected to the concepts learnt in the class room.





COGNOSCO

COGNOSCO 7th Annual National Case Conference was organized by Institute of Management, CHRIST (Deemed to be university) at Kengeri campus on 9th and 10th of August 2018. It was a two-day colloquium on case writing. The conference was inaugurated by Mr. Prasanna Deshpande, VP and Head – Sales & Marketing, ABB-India and the keynote address was given by Dr. M H Bala Subrahmanya, IISC-Bangalore. Dr. Jeevananda, Administrator-Institute of Management, Dr. Iven Jose, Dean-Faculty of Engineering addressed the delegates on case study and its applications.

Prof. Bharathi S Gopal, Head- Centre for Case Research and Development & Head of Marketing Specialisation, delivered a session on case orchestration. Prof. Doris John, Faculty member at Amity Research Center and Prof. Vijaya, Faculty member at Chennai Business School were the panelists who judged the case studies presented by the delegates. The second day of the conference began with a session on "How a For-concept case could be written" by Prof. Doris. Prof. Vijaya delivered a session on "Why and how to write a teaching note". The case study presentation by delegates continued after the panelists' session.

The valedictory session was graced by Prof. Krishna, HOD(KC), Institute of Management, CHRIST (Deemed to be university). The first prize, a cash award of Rs.10,000/- for the best case study was awarded to the case entitled, 'Valuation of Bharti Infratel' coauthored by Profs. Pooja Gupta, Semila Fernandes and Ms. Akansha Asher from Symbiosis Institute of Management. The second prize was awarded to the case, 'Where does the buck stop-The DND Flyway Saga' by Dr. Salma Ahmed and Mr. Shaheed Ahmed from Aligarh Muslim University, Aligarh.

Cognosco 2018 thus provided a nice platform for the delegates and faculty members to learn and present their case studies.



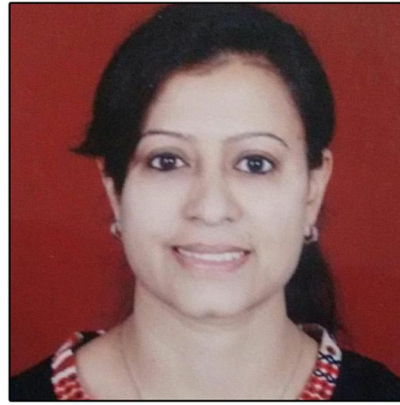


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