CHAPTER V: SUGGESTIONS

(WITH REFERENCE TO SPIRIT OF GREEN MARKETING DEFINITION BY AMERICAN MARKETING ASSOCIATION VIZ, RETIALING, SOCIAL AND ENVIROMENTAL)

The researcher has found the gaps about green products are

(a) Companies producing green products have very moderately reached the consumers.

(b) Specific Positioning is necessary for Green Products.

(c) Semi Urban Consumers and their preferences have not been objectively considered despite growing market potential.

These points have come to the surface from the survey and the following suggestions are made to improve the overall situation as regards.

(a) Awareness (b) Reach (c) Promotional Efforts (d) Physical Distribution

5.1 SUGGESTIONS:

The following are suggestion to different stake holders to make the market right for growing sales. The researcher finds the scope to segment this particular section of market i.e. Semi Urban Green FMCG market as a separate segment and create a strong niche market through special type of marketing efforts as regards 04 Ps and other factors. The market has good potential and stands in between rural and urban markets. It is growing in its size by average growth of 08 percent and shall grow with higher percent in coming years.

Now the researcher has presented the suggestion which have sound backward linkage to Analysis as well as Literature review.

An attempt is made to make them as prescriptive as possible and included below those suggestions which are feasible or pragmatic in nature.

The contents shown at the beginning of the text in to the bracket [--] are the reference point of the question no from which as a result of analysis the researcher has made the suggestion. In other words [--] denotes the backward linkage to analysis and the basis for making the suggestion as an outcome of this research study.
5.2 (A) Suggestion to Manufactures of Green FMCG Products

Following suggestion are made to manufacturers of Green FMCG who have presence in Semi Urban Area of Sangli District

(a) Advertising

1. [Q.1.] Navneet Note Books:
The endorsers in the advertisements can be a famous and popular child celebrity who would endorse the product with strong green app

2. [Q.1.] 3) Meswak (Dabur)
As compared to Vicco Vajradanti the advertising is falling short. The product was heavily advertised during the launch. However, like Vicco the need is for remembrance adds. Thus such adds be made with a strong celebrity like Vicco has taken Amitabh Bacchan which would reduce the percentage of unsure category from 15 %.

(b) Sales Promotion:

GS Tea.
[ Q.1. ] 21 % are unsure about whether this is green product or not , Thus this level of unsure is alarming and it is to be brought down to marginal percentage of 03 % to 5%. Tea is preferred on the basis of its test and flavor and free sample distribution is suggested as it gives direct experience to the consumers. More quantity of free samples need to distributed for awareness increase.

(c) Public Relations

1) [Q. 1] Navneet Notebooks
In case of Navneet Note Books the count of don’t know is 16 %. This count is not desirable and therefore the company needs to conduct survey about awareness as green product and extend its range whereby the count needs to bring down by at least 10 %. After survey the company needs to design a complementing and rewarding scheme such as:

(i) Prizes in terms a pack of notebooks ( with or without other items of Stationary items) to the students who would stand in top merit in at least 05 schools with letter of appreciation in existing schools in Semi Urban Areas.
This is affordable and publicity value is high prevailing in Semi Urban Area.

(ii) This can be applied to Sports Merit Students also.
The company has to reach out significantly by such ways.
2) [Q.1] Vicco Vajradanti (Vicco Laboratories)
The product is well projected through effective advertising but unsure 14 % is far above and thus in order to increase the awareness the need it to conduct Free Dental Check up for the segment of above 35 years of age and children which would be most effective for the purpose.

3) [Q.1] Neem Shampoo
Incorrect recognition and unsure together make 20 % which is very high. Thus the promotion for awareness is needed to increase, The company needs to more sashes of in one time use quantity (which is not very expensive if it is of 5 ml to 10 ml) well supported by personal selling (expectations revealed by young girls) and product informative material at Point of Purchase.

4) Related to Place (Physical Distribution)

5.2 (B) Contextual Suggestions:

1. [Q.2 St. No 01] Erasing the Equation Herbal Means Green
There is a perception that herbal contents mean green products. In fact green products do have herbal ingredients but they have something more to offer than mere herbal ingredients and therefore this equation needs to be changed. This perception is deceptive and competitors can take undue benefit for their sales.
Thus the suggestion is to canvas deliberately about the product ingredients and benefits by its usage.
(a) Personal Selling with six monthly intervals
(b) Advertising messages need to include not only herbal but green type punch lines

1. [Q.02 St. No. 06 ] Education for Green Ingredients
Awareness about green ingredients is essential and the consumers responded that they do not go into details. Educative programmes through seminars and other social events are conducted for awareness about ingredients.

2. [Q.2 ] Bridging Language Gap
It is also suggested to bridge the language gap according to the region. Most of the products are using Hindi or English as official communication language but for this region it is not so effective and for a better reach to consumers in this region the communication is possible through strong personal selling with high frequency.
3. [Q.2.] **Awareness about Process of Production and Recycling:**

Recycled Products are also not much known by the consumers. Thus visits to processing plants be organized for school and college going children under industry visit programmes on the lines of Parle and Mother’s Recipe who encourage such visits.

Green Ply talks about the process in advertisement for making aware about the process.

It is pertinent to speak about green product process which makes it green and it can build strong and appealing positioning.

4. Similarly, they can use kiosk and recycling display at the retailer shops (c) The packaging needs to thrust upon above appeals.

5. [Q.5 and 7.7] **Family Oriented Pack Offer**

With this analysis it is found that for family packs there is a demand and the companies should make offers in Family Pack Varieties.

Family pack offer matches with family composition of Semi Urban Area which has average of 05 members in a family. .

6. [Q.7 St. No 02] **Recycling Symbol**

Earlier cold drink bottles were with the instruction. ‘Crush the bottle’ and now it comes with the symbol of recycling of bottles as SYMBOL Thus , such symbol be printed on packaging for increasing awareness and sufficient publicity be given through promotion efforts .

7. **Bondage with Youth**

[Q.7.9] and Interaction with youngsters show that there is very little rapport with youth.

The gap can fill by taking following steps

(a) Massive use of Social Media

(b) Green Theme based Sponsorship for events like Ganpati Festival, Competitions held during Yatra , Plastic Ball Half Pitch.

(c) Paper Bag making and Best from Waste kind of competitions sponsorship

8. **Involvement of Personal Care Service Providers**

Hair Dressers for men and Beauty Parlors for females attract the youth in this region which is evolving as a trend .They use the products for their services, They can be converted in to retailers who would promote the personal care green products.
9. **Product Identification Differentiation**

[Q.7.19] There is no differentiation for easy identification and therefore it is suggested to make the product more tangible by *ECO LABELLING*

In addition, the following points are of significance for the purpose

(a) Unique Shape

(b) Unique type of packaging

(c) Non Standard Size packaging in weight and quantity

(d) Unique type of color

(e) Unique Symbols

(f) Certification Labels

10. **At par Quantity Advantage**

[Q.7.16] indicates that the consumers are not receiving the quantity benefits which non green product offer. Therefore, it is necessary to offer at par with non green products, at least and if possible above par with variety of packaging.

11. **Product Information Gap**

Retailers suggested very strongly about communication of product information in local language which would increase the sales considerably. It is suggested to put the information in the packaging in local language. Apparently, it seems complex Logistics department is aware in advance about the destination of the products. Therefore it is possible for the company to put the information leaflet of the local language according to the destination.

12. **Price and Value Proposition**

A notable point in case of green note books the price gets justified because of the message given on the note book which is very appealing.

The company needs to use strong appeals of personal and social benefits (as TATA is using for salt and other products, an appeal of Patriotism successfully) be used in promotion efforts which would justify the price.

(a) The benefits be converted into in quantitative terms of social benefits like if you consume say 10 packs of this product it would save so much of money by avoiding cost of side effects.

(b) Saving on particular social or personal aspects can render a better value proposition and price shall get justified.
(c) Use of Quantity discount is supported by 84 % and therefore it is suggested to offer highest possible quantity discount which facilitates price justification for this area.

(d) Retailers expect that the range of price is important as in their opinion the consumers do not take the price in absolute terms (purely on the comparison of benefits of the product) but take in relative terms by comparing the substitute products. Thus the band width of price be comparable with other green and non green products.

13. **Change in Retailers Mind Set**
Retailers mentioned that they are ready to part with the commission by sharing with the consumers if the quality of the product is high. Thus quality matters not only for consumers but for retailer also. The company needs to adhere to quality standards thus the product needs to have maximum possible certifications of standard for the products like ISI. The change in mind set is appropriately responded.

14. **Ad Appeals**

[Table 5.8] suggest by its ranking that add messages should have thrust on
(a) Good for Health
(b) Less Polluting
(c) No Side Effects

15. **Change in Gift Mix (Family Head and Youth)**

[Q5.C] and interaction with Youth suggest that the gifts should be changed which are moreover in terms of water bottle and similar articles.
Thus it is suggested that the items be revisited and they should be such that they satisfy the likes of youth like Recharge Cards, Bonus Points for purchase, low priced goggles, Scratch Cards Gifts, Free Tattoo Designs and making, Gold Coins in the products, Free Cine Tickets.
The survey showed that the decision maker is head of family. Family Head likes are necessary to be considered for designing Mix of Gifts for this Semi Urban Area.
The guiding principle is that Youth should get satisfied about their likes and gifts should be changed according to changes in likes of Youth.

16. **Change in Discounts**:
Interaction with youth showed that they would like to receive the discounts not so much on quantities but more on loyalty.
Loyalty Discounts, Club Member Discount are expected and even Green FMCG items are of routine purchase nature the forms of discount be changed to satisfy the likes of Youth (Both in case of Gifts and Discounts very regular surveys are necessary with good frequency for a wider reach, particularly Youth as they shall be buyers for at next 40 years.

17. **Bottom of Pyramid Promotion Approach**

For green product as a separate niche segment Semi Urban Area Consumers are at the bottom of pyramid in a market having very large potential. Thus promotion mix be designed according to treating then at the base level of consumers and turnover in that market.

18. **PoP Material for awareness**

In order to make more aware about green contents, processing, recycling and other attributes of green products, danglers and other PoP material should be effectively used.

19. **Need for Pull Strategy**

The market is increasing with a good pace as well as awareness is also satisfactory as it is above average therefore the Pull Strategy is suggested to grab the market share. Thus, consumers are aware and understand the product but not so strong in action of purchase. For bridging the gap the Pull Strategy is followed in all kind of marketing efforts, the strategy can be implemented by following means:

(a) Reward and recognition for highest quantity buyers
(b) Giving Social Recognition for purchase of Green Products
(c) Good Citizenship Appeal in Advertisements and other promotion
(d) Direct Comparison between Green and Non Green Product
(e) Badges and frills for users of Green Products or Stickers on Vehicles with the matter similar to I follow traffic rules ‘I am green product Buyer’.
(f) Sponsorship of columns about Green Theme in Local News Papers and other popular publications.
(g) Sponsorship of Programmes of Consumer Forum
(h) Sponsorship of Programmes like Ozone Day and similar events
(i) Green Walk event Sponsorship
20. **Need for Push Strategy**:

(a) The study revealed that retailers are convinced about the growth and potential of the demand and market size and are very positive about selling of Green Products and look at them as products of tomorrow. Their conviction is mainly shaped from the contact with Youth. They have some expectation from companies which form the basis for Push Strategy, the strategy can be implemented by following the practices like:

(a) Seminars and Conferences for Retailers
(b) Awards and Recognition for Top Seller (for highest sales for a particular period) in the District.
(c) Training Programmes for Show casing and Display
(d) Commission in proportion of sales with step up incentives
(e) Joint Sales efforts by retailer and the company (More visits, Co selling)
(f) Revision of Gifts and Discounts
(g) More Vibrant Sales Promotion Inducement Designs
(h) More Public Relation Efforts for wider reach
(i) Sufficient Availability of Products
(j) Target Oriented Overriding Discounts
(k) Creation of superseding promotion efforts over non green products

(b) **Participation of Intermediaries**

The companies should include intermediaries and channel partners while chalking out the programmes and seek the suggestions from them while deciding about.

(a) Forms of Discounts
(b) Forms of Gifts
(c) Quantity Offers
(d) Information on Packaging
(e) Public Relations Efforts

This would make the promotion effective as they know the pulse of consumers in Semi Urban Area.

21. **Clues for identification**

Through advertisements and sales promotion the clues are needed to be given about attributes of the green product. At present many advertisements show the difference between two products which give comparison and clues. This would not only increase
Suggestions

22. **Plane or Cartoon Symbols and Signs of Green**
Green Concept is the collective offer of a) Ingredients b) Process of Manufacturing c) Packaging d) Recycling e) Reuse purpose which makes the product eco friendly. Thus all these elements which are available with the product should be manifested on the product packaging or at other PoP materials very conspicuously in terms of symbols and signs which would make the product felt as green and shall be stamped as green in the minds of the consumers.

23. **Media Mix**
The study revealed that consumers supported at top rank for T.V advertisements and Newspaper. Therefore, it is suggested that 80% of the budget for Semi Urban Areas be allocated to these media. Cable ads, hoardings, free promotion calendars are having secondary ranking by the consumer and therefore it should be considered while deciding the media mix as of secondary importance. Short Ads and Video Clips before movies is suggested by the Youth and due allocation be made for this media also.

24. **Focused Social Media Usage**
Youngsters suggested and welcomed the idea to receive messages via social media. In order to entertain the likes of Youth and also comparatively it is cheaper and therefore use of social media be considered where these messages shall reach specifically to Youth members. This is possible as the company from its own database or purchased database can segregate the contacts of Youth members and send cell messages. Messages just sending on social media shall not be effective. Proper filtration is necessary for this kind of communication. (This is supported by Jacqueline Ottman, has also prescribed for meaningful conversation and engagement)

25. **Incremental Advertising Budget**
[Q.4 and Q.5] 75% consumers and even retailers have the say that present advertising efforts are not sufficient. Thus advertising budget is necessary to be increased. The increase should have some rule to follow. Therefore as a thumb rule it is suggested that there should be at least 3% increase in advertising budget as it would be at par with increase in market is by 8%. Thus, this would render the advantage of
having higher incremental selling. The companies should conduct camps in Semi Urban Area, particularly where the presence of the consumers in this area is large. Thus Companies can follow this proven path and reach the consumers more effectively. Thus discussions about social issues by experts can blended with demonstration and exhibition of green products which is commonly followed by Agri-Product Companies.

26. **Consortium Approach**

Green Product producing companies can come together and make joint promotion efforts in the area of sponsorship of events and programmes which are having highest social touch in the particular area in Semi Urban Region.

27. **Variable Selling**

Cross Selling is welcomed by the respondents. It is having wide scope as the items of personal care, dental care and other FMCG green products are of regular purchases. They go hand in hand, Soap and Shampoo are purchased at the same time and also a tooth paste and tooth brush.

The benefits of cross selling should be taken where horizontal or vertical combination is possible.

This would strengthen the sales and minimize the cost and most importantly will change the forms of discount and gifts where variation is expected by the consumers.

28. **Clove Type Retail Network**

Consumers and Retailers have the grievance about availability and the dissatisfaction is more about not taking this issue very seriously by the companies. Thus, more systematic and scientific management in this particular area is necessary. The researcher found the point valid as the retailers spread should be CLOVE TYPE which does not exist.

29. **Balanced Supply and Forecast**

The other suggestion about satisfying the availability, Bottom to Top Approach which is practiced by Hindustan Unilever for a long time is necessary. The consumers and retailers express this problem as not availability. But the nature of the problem is erratic availability. The companies are suggested to make a trend analysis and make a sound forecast which would make the supply almost balanced barring certain exception.

[B.G. Chiatle forecast demand for milk during Ramzan Fasting and also for Chakka and Shrikhand for Dasara and Gudipadva very well in advance]
30. **Exclusive Green Retail Outlet run by NGO**

This suggestion has come from the youth and now mall culture is becoming the like of youth which represents by this suggestion. It is to be verified with its feasibility if it is to be implemented but it can be implemented on a small scale as the size of population is between 10000 to 99,999. This suggestion has validity but needs a different design of the retailing. Thus it is suggested to have TINY EXCLUSIVE MALL which can receive the support from Weekly Bazars.

*The classic example of such an exclusive retail shop for handicraft items is Samruddhi in Tamilnadu at Kasipalayam and T,N, Palyayam near Erode*. It showcases 18 products made in rural area which are made from waste. (Ref: Kartik Madhavan, “Marketing Innovate Products and Providing Employment –“ Samriddhi does it all” The Hindu, November 04, 2007, www.hindu.com / 2007/11/04/stories/2007110454960500.htm)

31. **Weekly Bazar and PoP**

Weekly Bazar is the cardinal feature of these villages which have a very long tradition of commerce and trade in this region. Thus, this is more marketing approach as the seller goes to consumer which is called as outside in approach. It provides the opportunities to meet the consumers at their convenient place and exhibit PoP which they cannot miss,

(a) Mobile Van Sales
(b) Advertising by showing puppet shows
(c) Announcements
(d) Moving Advertisement
(e) Consumer Survey
(f) Database creation
(g) Distribution of free samples and gifts.

32. **Social Awards for ecological balance cause**

Under CSR programmes, Social Award like Jeevan Guarav be instutionalized for those organizations and persons who have worked for the ecological balance and ecological issues. This would improve the Public Relation and the image of the company.

33. **Connecting eco health to Individual Health**

Patanjali Products are well connected through promotion as Health Caring Products.
On similar line the companies have opportunity to connect the products through strong promotion with eco health which is in turn takes care of personal health. Connecting eco health the prerequisite for personal health is a strong appeal and be projected.

34. **Regular Ads Recall Survey**
Retailers suggested that a recall of ads and promotion survey can influence the buyers and also the results of the survey would provide guidelines for designing the promotion programmes.

35. **Participation of Intermediaries**
The companies should include intermediaries and channel partners while chalkling out the programmes and seek the suggestion from them while deciding about 
(a) Forms of Gifts and Discount 
(b) Quantity Packages 
(c) Supply Variations 
(d) Advertisement Appeals 
(e) Modes and methods of Sales Promotion Programmes 
(f) Suggestions for Public Relations Activities

36. **Green Consumers and Sustainable Brands**

*Source: Literature Review; Jacquelyn Ottman, “The new rules of Green Marketing” Strategies, Tools and Inspiration for Sustainable Brands*

This book has given number of prescriptions about the marketing which are many and can be followed by the companies.
Three important points are 
(a) Efforts to convert the consumers into Green Consumer 
(b) Green Product Life Cycle 
(c) Personal Health and Eco Sustainability 
The company should follow the strategies and new rules and create a Sustainable Brand:

37. **Youth and Online Shopping**:

Amazon.com other portals are becoming rapidly popular amongst the Youth. Purses, Shoes and Dress to Lap Tops and Pen Drives are purchased on line. Considering the cost effectiveness and likes of youth and complexity of time management and lifestyle the offers be developed for green products where quantity and group buying
Suggestions

would be the key factors. The companies have the opportunity to create symbiotic selling strategy with other green products and bulk buying can be introduced for the residents of one society or a group of 100 members with specials discounts with other product which would cut the cost of delivery also. Similarly the Consumer Co operative Societies can be given the benefit of online shopping. However, for actualizing the suggestion the companied need high degree of coordination for Symbiotic and Integrated Selling.

38. Redefining Marketing Mix

From the literature review it is noticed that Green Marketing is yet in Childhood or Infancy Stage. The companies need to innovate more and more and evolve redefined marketing mix.

It is said that Need is the mother of Invention,

Thus, the companies should assume redefined role for sustainability responsibility and feel it is a need for survival and growth. Thus, change in above saying shall not be an exaggeration.

Need (for green marketing) is the mother of Innovation (for redefining marketing mix)

The innovation has to follow 3 Rs of Green Marketing

**REDUCE**

**REUSE**

**RECYCLE**

Thus the companies should feel that they are deprived of Green Marketing as need is defined in marketing terms as something deprived of .

39. Alliance or Partnership with Green Champions

The firm can choose to have the alliance with Department of Government and NGOs for enhancing the green orientation of the human resource of the firm as well as stakeholders and supply chain management partners and consumers.

The classic example of such alliance can be cited of ; Cisco Systems : Initiative of partnering with San Francisco ‘s Department of Energy to announce World’s First Urban Eco Map Pilot , This tool provides information of carbon emissions which are caused by transportation, energy waste etc. organized by ZIP codes.
42. Niche Market Treatment:
As an ultimate outcome of the study, it is suggested that Semi Urban Area should be considered as a separate segment of the market and in marketing efforts and 04 Ps or marketing mix there should be separated design with different but with special focus

5.3: Suggestions to relate to Retailers:
Sales of any product of any company are the result of joint efforts of producer as well as the intermediaries. In order to boost the sales the role of retailers is significant. Thus their initiative is seen in furtherance of marketing approach as an extended arm of the company. The following suggestions are made where they can build up marketing approach and earn more with increased initiative.

01. Training of Product Display:
The retailers should demand the training from the companies to make attractive, displays and learn about it. Initiative from retailers end, as a part of joint efforts is necessary.

02. Consumer Surveys
The retailers need to show the initiative from their end to conduct the consumer survey and render feed back to the companies. The retailers can submit the proposal of survey to companies and get the expenses reimbursed as well some mark up for the assignment which would cut down the cost of the company and shall give opportunity to retailers to earn extra. This would prove more effective route in case of consumers’ surveys which is done by companies alone.

03. Events and Competitions
Retailers can themselves organize the events for their territory along with Wholesalers.
The competitions like best out waste or paper bag making etc. This would support the sales and also attract the youth which would increase the sales of other commodities as well as increasing overall sales.

04. Support for Sales Promotion
Companies plan different sales promotion programmes which should be well supported by the retailers positively. The benefits under the schemer be diligently passed to the consumers. It is a common practice to reduce the price for gifts and sell the products. Such practices deprive the company from getting the benefits planned in such efforts. Therefore, the retailers should avoid such practices.
5.4 Suggestion to Government

1) Green Standardization / Green level

At present the companies claim that our product is a green product. However, there is no scope for the consumers to understand about what is the level or magnitude of greenness of,

(a) Ingredients
(b) Processing
(c) Packaging
(d) Biodegradable and Recyclable Ingredient or packaging
(e) Reuse of Containers

Thus the Government should evolve the standards of green and the product can bear the level of Green attributes of the product in terms of Standards.

E.g. In plywood sheets there are a green ply as a product but the buyer does not know how much it is green.

Green Standardization by Government Authorities and the endorsement shall provide

(a) Status to the product
(b) Reduce the chances of falls claims and deceiving the buyers
(c) Induce the companies to compete by mentioning about greenness of components as against non green products.
(d) Improve the eco balance

The Government may use the gradation as

**Light Green, Mid Green and Deep Green** as categories of Standard as yet green marketing is just little above infancy stage and would take a long route to reach by companies towards deep green.

2) Green Marks and Symbols

There are five factors (and may evolve some more in future) stated above and the government is suggested to evolve and grant some marks or symbols as an official indicator of those factors. The example is of recycling which is indicated by the symbol.

**Figure 5.1: Recycling Symbol**
Suggestions

This would facilitate the consumers’ understanding in utmost easy way and also it would be least expensive for the companies.

For each factor there can be a symbol like a circle and the suggestion is to use smile symbols. If two factors are fulfilled by the company there would be smile symbols as (☺☺)

3) Inclusion in curriculum

The Government should include this part in curriculum at Primary Level School Education. The issues to be included with reference to personal health care and sustainability, emphasizing on how it is useful for the society and how the green products and their consumption can contribute for personal health.

4) Incentives to Companies

The government can induce more and more production and process of green products by offering concessions to the companies who are engaged in the manufacture of such products. The example can be cited of Start Up where the patent fees are reduced to 80 % and the income tax concession. On similar lines even in Start Up projects also there can be some more concessions for Green Products.

Particularly, the startup projects which shall go for manufacture of recycling plants should be offered more incentives.

5) Awards and Recognition (Green Product Research and Development)

Dabar India received the rank in Three Business Leaders from Financial Express EVI Green Business Survey 2011-12. This award is given for Green FMCG Sector.

It is in practice to give award for safety for industrial units by chambers of commerce and also in case of sugar industries Federation conforms the award on sugar factories for safety, processing and output etc. On similar lines the award be institutionalized for green part of Products for research and development.

6) Connecting Green Products and Swachh Bharat Movement

Green Products are well connected to Sustainability by Jacqueline Ottoman. Swachh Bharat is a movement which ultimately having the objectivity of Sustainability. The government should promote the movement by aligning the movement with Green Biodegradable and Recyclable Products as one of the means towards Clean India.

The insistence on consumption of Biodegradable and Recyclable Product is necessary to seek the marginal but positive contribution to the movement.
Suggestions

It is relevant to mention about the advertisement on TV of product where the add starts with ye bhi bharat hai and few snap shots are shown and finally the link between the product and Swachh Bharat is established. On similar lines the connection can be shown between governments sponsored ads and Clean India movement.

7) College Level Programmes and awareness

Recently, it is made compulsory for college students for participation in Swachh Bharat programmes. They are required to collect plastic bags and clean the area assigned to them. Pune Municipal Corporation provides hand gloves and containers and caps for the same.

Thus, some programmes related to Green Product, Personal Health as a human element of sustainability be organized in terms of debates, essay competitions, poster making competitions etc. Under CSR programmes Government can make the companies to year mark some % of funds form CSR funds for the purpose.

5.5: Suggestions to Consumers:

1. Disposal Habits; The consumers need to develop such habits which are suitable to call them a caring citizen and should not throw the packaging and residual in such a way as road side waste which would degrade the environment.

2. Lobbying for Environ Friendly / Green Products.

The organized consumers (in terms of consumer forum) can play a role of a pressure group and create the demand for more environ friendly product or green products.

This can result in fair government intervention and also companies would consider the green product development more intensively.

This forum can train the individuals about making the paper bags for daily use.

Awareness programmes can be organized by Consumer Forum which would lead to purchase more eco friendly and green products.

3. Use of Cloth and Paper Bags

As a responsible citizen the consumer should use non plastic bags and containers. Similarly, separating wet and dry disposals should be religiously made by them. They need to persuade to those who are not doing so.

Distinctive Advantages

{If above suggestions are implemented in a planned and systematic manner by all stakeholders the India would receive many benefits regarding.}
Suggestions

(a) Ecological Balance
(b) Prevention of Environmental Degradation
(c) Healthy Growth of Businesses
(d) Clean and Healthy Consumption leading to QUALITY of LIFE

Further Scope of Research:
This study has been carried out for FMCG products and there is very large scope in Green Marketing for further research. Indicatively, the areas of further research can be enumerated as under:

1. Comparative Study between Rural, Semi Urban and Urban Consumers of Green Products
2. Study of Green Durable Products and Marketing Strategies
3. Practices regarding the education programmes of the Consumers with reference to specific areas in India
4. Role of NGOs in Green Marketing
5. Role of Environmentalists in Green Marketing
6. Role of Government in Green Marketing
7. Green Marketing and perception of Rural Consumers
8. Green Marketing and Sustainability Issues

Bibliography and Annexure are followed by this chapter.