

# CHAPTER-02

## **GREEN REVOLUTION: TRIUMPHS IN AGRICULTURE AND ENVIRONMENTAL CONCERNS**

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## **ABSTRACT**

*The term "Green Revolution" represents a significant shift in agriculture that occurred in the mid-20th century. This transformation encompassed the broad application of sophisticated farming techniques, such as adopting high-yield crop varieties, expanding the utilization of fertilizers and pesticides, and refining irrigation systems. The primary objective was to tackle food shortages and amplify worldwide agricultural output. The Green Revolution yielded noteworthy growth in crop yields, particularly for essential grains like rice and wheat, effectively averting widespread famine in numerous regions worldwide. Nevertheless, it also prompted apprehensions regarding ecological sustainability due to heightened chemical usage and potential ecological repercussions.*

**Keywords:** *Green Revolution, Agriculture, Environment, Ecosystem, Green Marketing.*

## **1. INTRODUCTION**

Green marketing, recognized as sustainable marketing or eco-marketing, pertains to the strategy of endorsing items and services that offer environmental advantages. This approach entails integrating eco-friendly practices and concerns across different facets of a company's marketing plan. The primary objective of green marketing is to attract consumers who prioritize the environment, mitigate adverse effects on the ecosystem, and play a role in sustaining the overall business operations' ecological balance.

**Ellington (1994:93)** defines a green consumer as one who avoids products that are likely to:

- Endanger the health of consumers and others. Causing significant environmental damage during production, use, or disposal, consuming a disproportionate amount of energy.
- Unnecessary waste. Use materials from endangered species or environments. Involves unnecessary use or cruelty to animals.
- Having a negative impact on other countries. It is known as environmental marketing or ecological marketing.

Green marketing activities include product modification, manufacturing process modification, packaging modification, and advertising modification. Green marketing focuses on meeting the needs and wants of customers with little or no harm to the natural environment.

## **2. GREEN MARKETING CONCEPT**

Green marketing concerns the protection of environment. Many issues have arisen as a result of modern marketing. Rapid economic growth, mass production using cutting-edge technology, comfortable and opulent lifestyles, style, fierce competition, the employment of unwholesome marketing strategies and procedures to attract clients, and exaggeration in advertising were all outcomes of the expansion of marketing operations, etc., created many problems.

Heavy factories have become a source of different pollution. Production, consumption, and disposal of many products affect the environment.

## **3. GREEN MARKETING EVOLUTION**

### **i. First wave of the green marketing**

Initially, Green Marketing started in the 1980s. The first company to publish a corporate social responsibility report (CSR) was ice cream maker Ben & Jerry's, whose financial statements provide a more distinctive look at the company's environmental impact.

### **ii. Second wave of the green marketing**

In the years after 2000, CSR and Triple Bottom Line (TBL) became popular. Publications such as the 2005 United Nations report, followed by Al Gore's book and the UK's Stern Report in 2006, have easily presented scientific and environmental arguments to a wide audience instead.

### **iii. Green marketing concerns with three aspects:**

1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Protection of the ecological environment.

## **4. GREEN WASHING**

Some marketers simply adopt a green marketing strategy for products that might not normally be considered green in an effort to capitalize on the rising number of green consumers. When they are not, they attempt to portray their products as being better for the environment. An illustration of this is when a business employs the color green in its packaging or the word green in its messaging, even when neither the product itself nor its eco-friendliness are very noteworthy. Greenwashing can harm a

company's reputation in addition to being deceptive. Customers who want to be sure they are purchasing a green product can check the product packaging for any official certifications.

## **5. ADVANTAGES OF GREEN MARKETING**

- i. It ensures long-term growth and profits.
- ii. It saves money on investments and promotion in the long run of business, although initial cost is high.
- iii. It promotes corporate social responsibility.

## **6. IMPACTS OF GREEN MARKETING**

Green marketing has a positive impact on human health and the ecological environment. People know about clean products and methods of producing, using, and disposing of clean products. It also encourages integrated efforts towards purity in production and consumption.

**We can witness the following impacts of green marketing:**

- i. Nowadays, people insist on authentic products – food, fruits and vegetables from organic farming. The number of people seeking a vegetarian diet is increasing.
- ii. Reduce the use of plastic and plastic products.
- iii. Increase consumption of plant-based products rather than processed products.
- iv. It is recommended to use sheets instead of plastic pieces and jute and cloth bags instead of plastic bags.
- v. Increase the use of biological fertilizers (including agricultural waste and worms) instead of chemical fertilizers (i.e., organic farming) and minimize the use of pesticides.
- vi. A global effort to recycle consumer waste and industrial products.
- vii. Increase the use of herbal medicine, naturopathy and yoga. 8. There are strict regulations to protect forests, animals, and plants and protect rivers, lakes, and seas from pollution.
- viii. More emphasis on the social and environmental responsibility of producers.

- ix. Apply strict standards for pollution control. Consider pollution control and environmental technology efforts in awarding IS), ISO 9000 or ISO 14000 certificates and other awards.
- x. Proclaim June 5 as World Environment Day.
- xi. Strict legal regulations to limit copying and counterfeiting.
- xii. Set up a number of agencies to supervise the activities of companies related to pollution control measures and the production of environmentally friendly products.

## **7. REASONS FOR ADOPTION THE GREEN MARKETING**

Companies are challenging green marketing



**Figure-1: Reasons for Adopting Green Marketing**

## **8. SOME LEADERS IN GREEN MARKETING INCLUDE**

Starbucks has long been a proponent of sustainable coffee growing practices, paying high prices to encourage farmers to adopt more eco-friendly practices. Its Shared Planet initiative uses recycled materials in product manufacturing. Johnson and Johnson is the second largest solar user in the United States and has worked tirelessly for 20 years to reduce production waste. In January 2011, the company launched a business plan to become the most environmentally friendly company in the world. In India, a number of companies are also engaged in green marketing. Example: **HCL, WIPRO, MRF and ACC.**

## **9. WHAT COMPANIES DO IN GREEN MARKETING**

- Use of green energy (such as wind and geothermal energy)
- Reduce production waste (both energy and materials) use environmentally friendly methods, including sustainable and organic farming
- Buy/sell locally, reduce transportation energy
- Reduce product packaging
- Makes products reusable and recyclable, enhancing the environmental responsibility of stores, employees, and customers.

## **10. MEASURES**

Environmentalists, scientists, social organizations on aware everyday people are urged by global warming to start tangible steps to halt further degradation of the ecological environment. Green marketing is now being promoted and used by the World Bank, SAARC, UN, WHO, and other powerful international organizations. The major event that highlights the severity of ecological imbalance is the 2009 World Environment Summit in Copenhagen.

The fifth of June has been designated World Environment Day to raise awareness. Green marketing focuses on ensuring the long-term welfare of consumers and society through creating and consuming products that are pure, beneficial, and of the highest quality without any negative environmental effects.

**All of the following can be part of a green marketing strategy:**

- ✓ Use of eco-friendly paper and inks for print marketing materials.
- ✓ Eliminating the use of printed materials for electronic marketing activities.
- ✓ Having a recycling program and responsible waste disposal practices.
- ✓ Use of eco-friendly product packaging.
- ✓ Following efficient packaging and shipping methods.
- ✓ Using eco-friendly power sources.
- ✓ Taking steps to offset environmental impact.

## **11. CONCLUSION**

Green marketing plays a pivotal approach in contemporary business strategies, responding to the concerns for environment and reservation and sustainable practices. As companies increasingly integrate eco-friendly initiatives into their marketing strategies, they not only appeal to a conscientious consumer base but also contribute to the broader goal of safeguarding our planet. By promoting products and services with clear environmental benefits, businesses can drive positive change and foster a more sustainable future. However, it is imperative for companies to ensure the authenticity and transparency of their green marketing claims, avoiding "greenwashing" and maintaining their commitment to genuine environmental improvements. As consumer awareness and demands continue to evolve, the success of green marketing will hinge upon its ability to align profit motives with ethical responsibilities, ultimately leading to a harmonious balance between business growth and ecological well-being. It is suggested that company should clearly communicate the eco-friendly features of the products or services to their consumers and Create informative content that educates consumers about environmental issues and the benefits of making sustainable choices.

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