



ONE DAY NATIONAL SEMINAR  
ON

**"GREEN MARKETING - PERSPECTIVES,  
PROSPECTS AND PRECEPTS"  
GMP's - 2020**

**Chief Editor**  
**Mr. T. JUSTIN, MBA, NET**

**Organized by**  
**DEPARTMENT OF**  
**BUSINESS ADMINISTRATION**

**ANANDA COLLEGE**

**(Accredited with "B" Grade by NAAC) UGC Recognized 2(f)  
and 12B institution Affiliated to Alagappa University, Karaikudi  
Devakottai - 630 303, Sivagangai District, Tamil Nadu**



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AND PRECEPTS”-GMP’s-2020**

*24<sup>th</sup> January 2020*

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# ABOUT THE COLLEGE



Ananda College is founded and managed by the R.C. Diocese of Sivagangai. It is a Roman Catholic, minority, co-educational and self-supporting institution. It is affiliated to Alagappa University, Karaikudi and it is accredited with "B" grade by NAAC in its first cycle. It is a UGC recognized 2(f) and 12(B) institution. The main tenets are ingrained and consecrated into *Shine in Love* and it is ubiquitously pervasive with the splendid values of goodness in the serene premises of Ananda.

It has initially been destined in forming the youth of southern districts of Sivagangai, Ramand and Pudukottai. In concise it provides an inclusive collegiate education to the younger generation irrespective of caste, creed and culture. Arising out of its origination it is bolstering on virtues of quality education and eminence in competence.

Significantly, it has been offering a span of academic programs at both undergraduate and some selected postgraduate level courses including the sphere of literature of Tamil and English, Science of Physics, Chemistry, Mathematics and Computer Science, including Computer Applications and Business Studies of Commerce and Business Administration and Social work course for exclusive post graduate program for social awakening. It is situated in a vast area of 25 acres within the jurisdiction of Devakottai municipality (Devakottai Extension) and on the National Highway No. 210, and between the twin towns namely Karaikudi and Devakottai.

Since its inception Ananda has triumphing of carving into conscientious paradigm for itself and thriving its own prevailing benchmark in facilitating good education and enriched with preserving human values. Hence it is earnestly enshrined with the twin ideals of quality and righteousness of worthwhile education for transforming students into potential resources of versatile field of interest. More favorably Ananda College has become a pertinent and acclaimed destination to seek higher education with affordable investment.

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## PRACTICING ENTREPRENEURIAL ASPIRATIONS WITH GREEN IDEALS

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### Abstract

There has been a heightening progress in the infiltration of a 'green' 'eco' sustainable, ecological or 'low carbon' business as a source of refurbishing business enhancement and the sustainable environment. Indeed, there is a growing the significance of research and development on green entrepreneurs or environmentally congruent business people to date has been upon individual entrepreneurs, ignoring broad financial and welfare contexts within which they maneuvered. In significance, by observing at this wider connectivity of adherence they suggest that discourses of the lone entrepreneur modernizing, innovating and transforming business practices are deceitful. There is a scope for growing both individual and collective entrepreneurship with green building organizations and policy makers.

Profoundly it is with new needs from consumers and customers for high environmentally friendly goods and services, the metamorphosing structure of indigenous and international business is leading to unprecedented strata of eco-friendly entrepreneurship. It is very imperative to identify a aura of traction between policy ideals and economic impacts on the ground. Moreover, it is prudential to understand the research has only been undertaken in manufacturing sector and it is recommended that future research takes other national contexts with wide spectrum of entrepreneurial objectives.

Substantially different economic sectors also inclusive in nature and to promising probable sphere of for future research, specifically including publication, construction, organic products, handicrafts, transportation, and other eco-enterprises in the green entrepreneurship. Sustainability transitions ideas render a possibility of affordable means for comprehending the importance of businesses in promoting a green solution. Hence it is growing demand by consumers to be more environmentally-friendly green products and services with the strong sense of green consciousness. Hence the act of perceiving manifested an increasing number of green business prospects. It is helps to any business from services to assisting others to creating higher eco-conscious or offering environmentally friendly products.

**Keywords:** sustainability, green products, green entrepreneurship, environmental ideals, green ingredients. Eco-premiership.

### Objectives of the study

- To understand who are eco-entrepreneurs and what are the role
- To find out the relevant framework for eco-entrepreneurship
- To streamline the ideals suitability into converting observable objective reality
- To promote the win-win solution for making green entrepreneurial environment
- To comprehend the complete itinerary of green entrepreneurship

### Green entrepreneurship

Green entrepreneurship is the process of prepensely resolving an environmental issue with the realization of entrepreneurial ideals with a high degree of social welfare which has a net productive impact on the natural environment and at the same time is

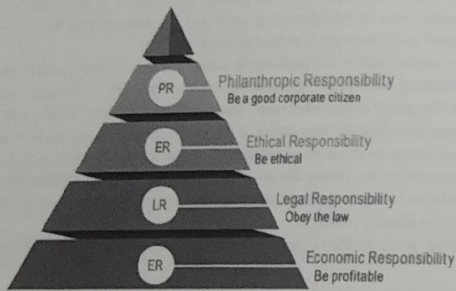


economically viable. Green entrepreneurship must be embedded in the present industrial paradigm to have sustainable growth. The top-ranking companies of the world have started turning green through corporate social responsibility and other business drives.

It is indispensable for manufacturing, supply chain, information technology, and retail companies to resort to green practices. Thus, the potential of green entrepreneurship in near future is huge, both for new entrants and the established ones. In this process includes in-depth analysis of positive and negative aspects of starting and running green business. Study has outlaid problems relating to the rigid procedural requirements encountered by the entrepreneur in starting a green venture. Hence it is very crucial of entrepreneurship to control oneself with positive and win-win goal orientation towards green marketing and ecological sustainability

#### Green product - The concept

A green product is an environmentally sustainable product and part of green business designed to minimize its environmental impacts during its entire life-cycle and even after the use of it. It is specifically identified by having two basic ideals - diminishing wastage and maximizing Eco-friendly resource efficiency. They are produced using toxic-free ingredients and environmentally-friendly procedures and are certified by recognized organizations like Energy star, Forest Stewardship Council, etc.



The role of entrepreneurs is substantially significant in recent times due to the social responsibility to establishing green sustainable business. The above represented pyramid shows the different ambit of accountability to respect, responsive to the environmental sustainability in the layer of philanthropic magnanimity to nurture our green goals, ethical responsibility to conserve our green with clean and legal responsibility to enforce legal entity implementation and consequently economic responsibility to upgrade our aspects of economic sustenance. Hence the role of eco-entrepreneurs is not only for environmental leadership but essentially inclusive in the acts of economic development and legal enforcements.

#### Characteristics of a green product:

- Grown without the use of toxic chemicals and within hygienic conditions
- Can be recycled, reused and is biodegradable in nature
- Comes with eco-friendly packing
- Uses the least resources
- Is eco-efficient
- Has reduced or zero carbon footprint
- Has reduced or zero plastic footprint

#### Eco-printing

Eco-printing is a method where plants, leaves and flowers leave their shapes, color, and marks on fabric. Plant material bundled inside of cloth is steamed or boiled to release the dye found naturally inside the plant, creating a contact print in the shape of the leaf or flower used. These contact prints are referred to as "eco-prints. Actually, practicing these above-mentioned methods are difficult and not possible to universalize this, but at the same time it is considerable to reduce the negative effects of its usage that is viably sustainable in modern marketing practices both in global sphere and India in specific.

#### Eco-packaging

Sustainable packaging is a relatively new addition to the environmental considerations for packaging (see Packaging and labeling). It requires more analysis and documentation to look at the package design, choice of materials, processing, and life-cycle. This is not just the vague "green movement" that many businesses and companies have been trying to include over the past years. Companies implementing eco-friendly actions are reducing their carbon footprint, using more recycled materials and reusing more package components. They often encourage suppliers, contract packagers, and distributors to do likewise.

For example, researchers at the Agricultural Research Service are looking into using dairy-based films as an alternative to petroleum-based packaging. Instead of being made of synthetic polymers, these dairy-based films would be composed of proteins such as casein and whey, which are found in milk. The films would be biodegradable and offer better oxygen barriers than synthetic, chemical-based films. More research must be done to improve the water barrier quality of the dairy-based film, but advances in sustainable packaging are actively being pursued.

There is a large global movement to reduce single-use plastic and packaging. If this is something you're passionate about and you have the right skills you can create packaging-free options for products.

Before you launch your innovative concept, here is an example of an environmentally friendly business you can gain insights from:

Shop Zero offers green options for their customers with little to no packaging. They sell health foods, toiletries, household products and cleaners with no packaging and easy refill/reusable containers.



**Eco-construction raw materials**

Eco-materials play a key role in material science and technology to minimize the environmental impacts, enhance the recyclability of materials, and to increase energy and material efficiency.... Eco-materials are those that can contribute to reduction of environmental burden through their life cycles"

Sustainable eco-friendly construction is the technique of adopting building designs, construction methods and materials that are environmentally friendly. It also means using materials and resources that have sustainable supplies and are readily available from many sources

**Promoting bicycle usage and revamping**

Ecologically friendly is activities that are good for the environment, and cycling is a transportation of the use of the cycling promoting green environment.

Bike riding uses minimal fossil fuels and is a pollution-free mode of transport. Bikes reduce the need to build, service and dispose of cars.

Bicycles are the ultimate in sustainable transport, you can offer repair and refurbishment services to those wanting to use this sustainable form of transportation.

**Homemade- organic products**

A natural product is a chemical compound or substance produced by a living organism—that is, found in nature.... The term natural product has also been extended for commercial purposes to refer to cosmetics, dietary supplements, and foods produced from natural sources without added artificial ingredients

What does "organic" mean? Simply stated, organic produce and other ingredients are grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation. Animals that produce meat, poultry, eggs, and dairy products do not take antibiotics or growth hormones

Consumers around the world are looking for chemical-free, natural and organic products of all kinds If you enjoy making your own organic products, this could be the environmentally-friendly business idea for green marketing.

**Eco-idea generation**

Environmental planning is the process of facilitating decision making to carry out land development with the consideration given to the natural environment, social, political, economic and governance factors and provides a holistic framework to achieve sustainable outcomes.

Environmental planning concerns itself with the decision-making processes where they are required for managing relationships that exist within and between natural systems and human systems. Environmental planning endeavors to manage these processes in an effective, orderly, transparent and equitable manner for the benefit of all constituents within such systems for the present and for the future. Present day environmental planning practices are the result of continuous refinement and expansion of the scope of

such decision-making processes. Some of the main elements of present-day environmental planning are:

- Social & economic development
- Urban development
- Regional development
- Natural resource management & integrated land use
- Infrastructure systems
- Governance frameworks

The environmental planning assessments encompass areas such as land use, socio-economics, transportation, economic and housing characteristics, air pollution, noise pollution, the wetlands, habitat of the endangered species, flood zones susceptibility, coastal zones erosion, and visual studies among others, and is referred to as an Integrated environmental planning assessment. It is the ability to analyze environmental issues that will facilitate critical decision making.

**Eco-friendly furniture**

Eco friendly furniture is furniture that is created in a manner that has minimum negative impact on the environment. This means that where wood is used, it has come from renewable sources and any chemicals used in the process do not pollute or harm the environment Greenfurniture, often symbolized by a tree, are products that use materials from sustainable forests, have low toxic material levels, locally manufactured and are durable enough to last.

**Used products store**

Nothing says sustainable like recycling your old things. Instead of throwing away old items you can now put them in a second-hand store, so others can use them.

A secondhand or used good is a piece of personal property that is being purchased by or otherwise transferred to a second or later end user. A *used* good can also simply mean it is no longer in the same condition as it was when transferred to the current owner. When the term *used* means that an item has expended its purpose (such as a used diaper), it is typically called garbage, instead.

Used goods may be transferred informally between friends and family for free as hand-me-downs.

**Eco-friendly design**

Some fabrics can be used many times over, if you have a passion for fashion and the environment, this could be the environmentally-friendly business idea for you. Before you start collecting material, here is an example of an environmentally-friendly business you can gain insights from:

People Tree focuses on making clothing to the highest ethical and environmental standards from start to finish. Their collections feature organic cotton, Lyocell



responsible wool, and is made using hand weaving, hand knitting, hand embroidery and hand block painting.

#### Eco-glass

Nothing is quite as sustainable as glass. If you're good at glass blowing and creating sculptures or stained-glass panels this might be the environmentally-friendly business idea for you.

Before you start heating up the glass, here is an environmentally-friendly business you can gain some insights from people who are involved in sustainable transactions with nature care initiatives.

#### Conclusion

The accentuating global concern on environmental change and sustainable progress has demonstrated a paradigm shift in the green marketing initiatives. Almost all people are familiar with the idea of green products and sustainable development even they don't know the jargons but essentially know this significance. As a result of the growing source of eco-ideals more individuals and organizations are taking probability of the contemporary global business and green marketing by innovating and restructuring their products with a green ideals and ingredients. Hence the concept of green entrepreneurship is gradually and steadily instilling stronghold in the minds of consumers. This study is mainly subjective in nature as it offers insights in emergence of the concept of green products and its role in the global green marketing environment. Based on the available source the article proposes a conceptual suggestion which explains the nexus between environmental, economic and social factors in growth of green products which leads to accomplishment of sustainable goals with green goals. The prospects and precepts for green products and development are also explored in light of the initiatives taken by business organizations, individuals and the Governments.

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