

# Green marketing practices in service sector of India

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**Abstract-** There are three main sectors in India namely, Primary Sectors, Secondary Sector and Service Sector. Primary Sector deals with Agriculture, Secondary Sector deals with industries and Service sector deals with services like transport, healthcare, banking, insurance etc., Service sector plays a major role in economic development. It occupies an important role in revenue generation. The climate change is affecting the livelihood of people. As a preventive measures to reduce climatic change and global warming many initiatives are being taken, on of them is green marketing. This study is about the use of green marketing practices in Service Sectors.

## Introduction:

Excessive pollution has provoked the nature and nature starts behaving in unnatural way in the form of global warming, global cooling, heavy rains, drought, and other natural calamities like frequent earthquakes, tsunami, cyclones, epidemics and so forth. Economic growth via production and consumption threatens peaceful life of human beings on the earth. The changing life style and high standard of living has increased the dependency over services. These services are not just providing comfort to us but also responsible for huge resource consumption, carbon emission, spreading heavy wastage and harming the environment in several ways. It is not obvious to casual viewers how service organisations which offers services such as transportation, healthcare, hotels can have a negative impact on the environment. Green Marketing is an attempt to protect consumer welfare and environment through production, consumption and disposal of eco-friendly products. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are associated Green Marketing. Green Marketing not only deals with the manufacturing eco-friendly products but also with provision of substantial services. This study tries to identify various service sector of India practicing Green Marketing.

## Green Marketing:

The term Green Marketing came into prominence in the late 1980s and early 1990. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on Green Marketing entitled “Ecological Marketing”. (Karl. E., January 1975)

Green Marketing can be defined as “the holistic management for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way. (Peattie K., 1995)

Green Marketing, also alternatively known as environmental marketing and sustainable marketing refers to an organization effort at designing, promoting, pricing and distributing products that will not harm the environment. (Pride. & Ferrell, 1993)

## Service Sector:

The service sector, also called Tertiary sector, is the third of the three traditional economic sectors. The other two are the primary sector which covers areas such as farming mining and fishing; and the secondary sector which covers manufacturing and making things. The service sector provides services, rather than producing material commodities. Activities in the service sector includes retail, banks, hotel, real estate, education, health, social work, computer services, recreation, media, communications, electricity, gas and water supply, etc., (Service Sector Fact sheet, Retrieved 2010-03-20).

## Service sector in India:

Services have contributed more than manufacturing to India's output, productivity growth, job growth and poverty reduction. (India's Service Revolution, n.d.) Service sector in India is growing rapidly because:

- India's economy is growing fast. Several services like hospital, educational institutions, post, telegraph, police, courts, municipality, transport, banks, insurance etc., are needed.
- Development of agricultural and industry lead to the development of services such as transport, trade, storage, etc., so these would be in greater demand.

- As income level increases certain sections of people start demanding many more services like eating out, tourism, shopping, private hospital, etc.,
- Certain new services have emerged like information and communication technology which has become important.

In India, the national income classification given by Central Statistical Organisation is followed. In the National Income Accounting in India, services sector includes the following:

**1. Trade, hotels and restaurants:**

- Trade
- Hotels and restaurants

**2. Transport, Storage and communication:**

- Railways
- Transport by other means
- Storage
- Communication

**3. Financing, Insurance, Real Estate and Business Services:**

- Banking and Insurance
- Real estate, Ownership of dwelling and Business Services

**4. Community, Social and Personal services:**

- Public Administration and Defence (PA & D)
- Other services (Composition & contribution of Service sector in India, n.d.)

**Green Marketing Mix:**

To implement Green Marketing in service sector, Marketing mix should be modulated in green terms. A model **GREEN MARKETING MIX** contains four “P’s”

● **Product:**

A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.

● **Price:**

Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS (Lifestyle of Health and Sustainability) are willing to pay extra for green products.

● **Place:**

A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g., vegetables from regional farms are easier to be marketed “green” than products imported.

● **Promotion:**

A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm’s image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

Additional **SOCIAL MARKETING P’s** that are used in this process are:

● **Public:** Effective social marketing knows its audience, and can appeal to multiple groups of people. “Public” is the external and internal groups involved in the program. External public includes the target audience, secondary audience, policymakers, and gatekeepers, while the internal publics are those involved in some way with either approval or implementation of the program.

● **Partnership:** Most social change issues, including “Green” initiatives are too complex for one person or groups to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.

● **Policy:** Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they are in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program. (NendraKlineWeinreich)

## Green Service Practices:

### 1. Green IT sector:

Green IT refers to “environmentally sound IT”. Green IT is about the practices of designing, using, and disposing computers and its related components in an effective way that it has minimal or no detrimental impact on the environment. Trim and Park (2013) defined Green IT as “a Compound Noun of green environment and information technology” Having a focus on anywhere on mental protection, energy conservation, proper disposal and recycling. From the above definition, it can be concluded that green it is about implementing green/ eco-friendly practises at all levels from designing to dispose of computers and its related components.

Green IT Includes a wide range of eco-friendly practises and activities such as energy efficiency computing, virtualization of servers come on proper disposal and recycling, adhering to regulatory compliances, green metrics and its assessment tools, eco Labelling of IT product's, use of renewable energy sources, power management etc.,

Following, the holistic approach towards green IT Will help in implementing green at all possible steps from designing to disposal in IT firms.

- **Green design**

Green design refers to the designing of eco-friendly and energy efficient components such as desktops, servers and cooling equipment.

- **Green manufacturing**

The term green manufacturing is related to manufacturing of computers and other related components of computers and servers in a way that they have less or no negative impact on the environment.

- **Green Use**

Reduction in energy consumption of systems, servers and utilising them in an ecologically conscious way.

- **Green disposal**

Green disposal is all about responsible disposal of electronic equipment. It also focuses on refurbishing the old components so they can be reused.

If all these four aspects considered in your good manner, then it will help IT Organisations to achieve total environment sustainability.

Green IT Practices Adopted by information technology organisations in India

The Green IT practices adopted and implemented by top 4 organisations in India are discussed below.

- **Tata Consultancy Services (TCS):**

TCS is an Indian based multinational information technology company, belongs to the renowned Tata group. TCS was founded in the year 1968, now it provides IT services, business solutions and consulting in 46 countries. TCS largest Indian based IT service company on the basis of 2012 revenues. Along with its core business, TCS is also involved in community services such as education, health and Environment Protection. The triple line bottom approach of people, planet and profit has been adopted in TCS.

Following are the green initiatives adopted by TCS

- Various renewable energy practises, such as solar lighting solar water eater or being used in the Selected offices.
- TCS follows green procurement policy for electrical and electronic appliances. For example, Energy Star rated appliances are being used in TCS offices.
- The organisation prefers suppliers and vendors who conduct their business in eco-friendly way.
- The organisation is also playing here vital role in creating awareness about environmental issues among their employees and business associates.
- Most of the TCS offices are certified by EMS (Environmental management system) Certification, ISO 14001;2004.

The three are policy of reduce recycle and reuse is followed by TCS. (Tata Consultancy services, 2013)

- **Infosys**

Infosys is an India based multinational IT company, founded in the year 1981. It provides various services and products related to information technology such as software development, business consulting, technology outsourcing, maintenance and independent validation services to other companies. Infosys is the second largest I tea company in India on the basis of 2013 revenues. The company has global presence with 94 development centres and four officers in India, China, Japan, Middle East, Europe, United States etc., The company is also involved in the development of society through the Infosys foundation.

Following all the green IT Initiatives adopted by Infosys Ltd.

- The organisation plans to be carbon neutral by the year 2017. Moving towards this, the organisation has already reduced its energy consumption by 50% by using various energy saving appliances.
- The entire new infrastructure constructed in the past few years have been constructed using mechanism and design the helps in energy conservation.
- Renewable energy such as wind and solar energy is used in selected offices.

- The entire campus is also Infosys are conformable and certified with environmental management system (EMS) Certification.

- Several measures such as desktop power management, audio video conferencing and visualisation I've been adopted to reduce the energy consumption in IT infrastructure. (Infosys, 2012- 2013)

- **Wipro**

Wipro is a multinational IT company in India headquartered in Bangalore, India. Wipro Founded in 1945, but it enters in IT domain in 1980. It is the third largest IT company in India having its presence in 62 countries it mainly deals in IT consulting and system integration. In the year 2010 Wipro ranked first among Indian companies and sixth among Asian companies by Asian sustainability rating for their sustainability performance. In November 2012 Greenpeace ranked Wipro First for its sustainability performance with a score of 7.1/10.

Following are the green 80 initiatives adopted by Wipro Ltd.

- Wipro has launched A new range of eco-friendly desktop called greenware. These eco-friendly desktops or energy saving in nature and follow European norms for restricting hazardous substances.

- The organisation provides is sustainability report on the basis of global reporting initiative (GRI) frameworks; Which show the organisations commitment towards transparency to earth ecological issues.

- The organisation as initiated various E waste disposal, collection centres for responsible disposal of E waste.

- Automated power management system has been implemented in the offices. This automated system automatically identifies the power savings.

- Organisation follows which will policy system which enables the existing hardware we used by multiple operating.

- **HCL Technologies**

HCL is a multinational ID company based in Noida, India. The company was founded in the year 1991 and currently it is opening in 26 countries it is the 4<sup>th</sup> largest IT company in India on the basis of the year 2013 revenue. HCL Mainly deals with software consulting, r&d services, business process outsourcing, remote infrastructure management, enterprise solutions etc., HCL is Also involved in community activities such as quality education and providing health services. It runs here multi layered corporate programme "Go Green" To drive its Sustainability initiatives.

Following are the green IT initiatives adopted by HCL Technologies

- The organisation has reduced its power consumption by 1.7% in the company owned facilities.

- Received 66/100 Ratings in carbon disclosure projects in the year 2012 which is higher than average industry ratings.

- The organisation has initiated ways to Measure carbon footprint and water footprint in their offices.

- The organisation has managed to dispose its E waste and printer cartridges in eco-friendly way.

- More than 60% Waste of plastic, tiles etc., all recycled or reused. (HCL, 2012)

## 2. **Green Hospitality sector:**

The green initiatives and practises in Indian hospitality industry came into notice a decade ago, and not many voters do not believe this emerging concept. The certification like 'Ecotel', 'LEED' Buy a few of the reputed water brands creating the ripple for imbibing this tagline.

In Indian scenario, hotels having 'Ecotel' and 'LEED' certification, proves that water establishments are strictly following the energy and power saving norms. Green marketing enters into the Indian hospitality sectors, by seeing the different norms and benefits from the European counterpart. Initially, it was the various strict measure followed by hotel Staffs and management like energy and water conservation in order to maintain the cost control. But in the present situation, hotels in India are spending a lot of money and energy on green marketing for its customers and provide them services accordingly. Eco hotels (Ecotels) Is a rating scheme supported by International Hospitality Valuation Services (HVS). This framework is forced on the five key criteria

- ❖ Environmental responsibility

- ❖ Solid waste management

- ❖ energy efficiency

- ❖ water conservation

- ❖ The participation of employees and community.

In India eco hotels like Orchid, Rodas, Raintree, etc., Believing and practising green marketing.

- **ITC (Indian tobacco company)** is one of the world's leading hospitality chain operators famous for its responsible luxury. In order to help environmental causes in the place where it runs is hotels, it has launched with the initiative "welcome Environ". The programme is based on environmentally sustainable policies focused on the recycling, reuse, and reduction concept. The order promotes understanding of environ mental E friendly practises and increases however rest among employees towards environment and energy conservation and using eco-friendly material and technology.



▪ **The Orchid hotel** located in Mumbai is the first Ecotel. The 372 room luxury hotel prides itself in delivering the highest standards of comfort and convenience come on from fully air-conditioned rooms to flat screen TVs, and even here 70-foot waterfall to greet the guests at the entrance. These luxuries are balanced out with green practises that are delivered without any compromise on guest experience. Since adopting sustainability, Orchid Mumbai Ask made it a part of their culture, vision, values and brand. It is seen in thoughtful details in architecture and everyday guess touch points such as linen usage, in room waste management and water conservation. A pump is used to do turn vapour into cold water that is used for our conditioning. This helps conserve energy. Environment agitation is a part of employee induction with regular trainings to help them adopt the programme and also be involved with community projects. The programme extends to guests, as the eco initiatives hand how they can make a Difference is communicated, when they are welcome. A simple, but effective, way to edge guess towards water conservation have been the introduction of “Save My Planet Card”. (Orchid Mumbai - Earth-friendly and Growing Strong, 2019)

**“We have not just adopted your sustainable path, but it made you part of our culture by involving staff and encouraging guests to join our initiatives through simple steps.” – Mr. Vishal Kamat- Director of Kamat Group of Hotels.**

▪ **Taj hotels, Resorts and Palaces** are another world-renowned hotel known for its heritage and culture. The Taj Group has launched its environmentally sustainable project called the EARTH Which is your programme for Environmental awareness and regeneration. The earth programme started as a deliberate attempt to conserve resources and build environmentally friendly sustainable business plans and was formal now. (EARTH – Environmental Awareness & Renewal at Taj Hotels, 2012)

▪ **The Fern Hotels and resorts** are another example of environmentally sustainable and eco sensitive hotels adopts the various innovative eco-friendly activities or the use of soaps and toiletries, environmentally friendly pots, water saving tabs and flushes, the use of paper and cloth bags instead of plastics.

### 3. **Green Health care sector:**

Green Healthcare is the incorporation of environmentally friendly practises into healthcare delivery. It appeals to health professionals and institutions for many reasons. It offers the potential to safeguard the environment, an increasingly compelling challenge.

These health benefits may operate on at least three scales: Local, community, and global.

- On the local scale, within the walls have for hospital drama research facility, or clinic, green construction and operation can protect patients, workers, and visitors. For example, choosing safe cleaning agents or limiting the use of pesticides can reduce the potential for toxicity among those exposed.
- On the community scale, reducing the ecological footprint of hospital reduces environmental hazards and protects natural resources. For example, linking your hospital to its community with pedestrian infrastructure and mass transit can reduce motor vehicle traffic and help achieve clean air. Reducing packing in the hospital cafeteria are adopting biodegradable cutlery and plates can reduce the volume of waste sent to landfills.
- On the global scale, green practises help Steward scarce resources and reduce environmental degradation. For example, a hospital that purchases food or supplies from your local sources reduce the need for long distance transport of goods, thereby reducing the associate greenhouse gas emission that contributes to climate change. A Hospital that installs Floating made from sustainable or wasted wood helps slow deforestation, which in turn preserves biodiversity and the livelihoods of four away rural populations.

- **All India institute of Medical Sciences (AIIMS)**

AIIMS, New Delhi, where a growing base of patience and power requirements were resulting in high energy consumption and carbon emissions. Hitachi India Pvt. Ltd. Infrastructure Systems Division Join dance with AIIMS Hospital and utilised its proficiency in Information and Communication Technologies (ICT) To implement a host of energy saving measures, resulting in 30% energy savings and successfully achieving an ICT based green and digital hospital at AIIMS. (Ushering Green & Digital Hospitals: Enabling Energy Saving through ICT, 2022)

- **The National Institute of Ophthalmology (NIO)**

NIO is one of the hospitals that as successfully been able to implement energy, water and waste efficiency measures simultaneously in their effort to reduce their carbon and environmental footprints. The management team at NIO Led the initiative of adopting her set of green policies in 2016 in conjunction with the launch of their newly built environment friendly building in Pune. The major focus was to reduce carbon an environmental footprint of the hospital building by following year set of guidelines and standards. A on campus green and clean committee formulated and implemented these policies and actions.

Steps undertaken to formulate and implement the green policy:

- ✓ The management set up a green and clean committee comprised of a chairman and secretary along with three members and two representatives from the hospital staff as the core group.
- ✓ The green and clean committee lays out green policy and green standards for efficient implementation within the hospital with respect to Reducing carbon and environmental footprint.
- ✓ A Quality team and an apex improvement committee are in place for providing assistance during the review and audit process of the green policy and standards.
- ✓ The policy and standards were devised to have individual strategies for each specific project related to carbon and environmental footprint reduction. (National Institute of Ophthalmology)

- **Dr. Reddy's**

**Dr. Reddy's Approach to environmental management:**

Dr Reddy's Initiated the journey of voluntary disclosures on social and environmental issues in the year 2004, covering aspects of environmental safety, product responsibility, transparency, and operational excellence. In addition, Dr. Reddy's internally reviews material issues in the business environment and continuously invests in cleaner technologies and capability improvements for better environmental management across our operations.

In the financial year 2020, Dr Reddy's conducted a dedicated climate risk study for the first Task force on Climate-related Financial Disclosures (TCFD) and emerged as the first Indian pharma API manufacturing company to commit to the Science Based Target Initiatives (SBTi) for corporate climate action.

Dr Reddy's has conducted many environmental, social, health and safety risk management programmes and part of many Environment Protection success stories. Some of them includes:

- ***Renewable power***

20% of power consumed is through renewables, and established infrastructure outside the fence, power purchase agreements [PPA], and rooftop solar installations.

- ***Water management***

Increased water consumption and constrained water supply are among the most critical global risk in pharma API manufacturing. To mitigate water security risk, Dr. Reddy's Continues to undertake water conservation initiatives in the line with the target to achieve under percent water neutrality by 2025.

- ***Waste management/ Zero liquid discharge (ZLD)***

All the API manufacturing facilities in India are Zero Liquid Discharge, which provides under person waste water treatment and recycling. (Dr. Reddy's approach to Environmental Management, n.d.)

**4. Green transportation sector:**

Transportation sector includes logistics and automobile services and this sector is also going green. Now various eco-friendly vehicles are available in the market for commercial as well as personal use. Transporters are using LPG, CNG and battery-operated vehicles to save the environment. The green cars as well as trucks are also available. Now green auto repairing services are also available. Papers are not used for bills rather than Y bills are sent. Green auto parts are also available.

- **Tata Motors**

Tata Motors is the India's largest commercial vehicle manufacturer, along with this channel partners, has announced the launch of its Go Green initiative in line with its commitment to environmental sustainability. Under this initiative, Tata Motors in association with an NGO, we planted saplings for the sale of every new commercial vehicle and for every new customer who gets their vehicle serviced at the company's dealer workshop and Tata Authorized Service Station. The company will North Jersey sampling on best of the customer with a certificate and a link with the geotagged location of the plantation, thereby allowing the customer to monitor its status.

The initiative will ensure the best deal of these newly planted saplings, which will include a variety of diverse species of fruit bearing, medicinal and native trees. The plantation will be spread across various locations in around 10 states of the country, thereby adding to the green cover of the country. (Tata Motors leads the way for a greener India; launches 'Go Green' initiative, 2020)

- **Honda**

**Honda's "Green Path": Clearing the way to sustainability**

When one thinks about what auto makers can do to help the environment, the immediate thought maybe improves fuel efficiency or develop alternatives to gasoline. Both are important to reducing CO2 emissions that contributes to climate change. That's why Honda is Developing 0 emission vehicles and improved hybrid technology to meet the challenge of reducing CO2. But reducing the environmental impact of automobiles, including carbon dioxide, it's not just about improving fuel efficiency. Designing, building, delivering, and selling a car also have environmental impacts that Honda is Working to reduce or even eliminate. This holistic approach to reducing the impacts in all areas of business is what Honda calls "Green Path".

Green path means reducing or eliminating the use of substances of concern [SOCs] and scarce natural resources and the design of vehicles. It means significantly reducing the carbon dioxide emitter for each vehicle building plans, and

reducing the water use of our manufacturing operations. Green path also means reducing carbon dioxide emissions from the transportation of vehicles from our plants to dealers.

### ***Designing for a Sustainable Future***

Green Path starts with how Honda designs vehicles. They focus on three primary environmental goals when designing vehicles

- Eliminates Substance of Concern (SOCs) from all Honda products.
- Develop vehicles and other products that are easier to recycle.
- Eliminate scarce materials from design. (Honda “Green Path”: Clearing the way to sustainability, n.d.)

### • **Tech Mahindra**

Tech Mahindra as I entered into an agreement with Mahindra logistics (MLL), yeah third-party logistics solution provider, to introduce electric vehicles for employee transportation. Mahindra logistics will deploy Mahindra E- Vertico vehicles at the former’s Hyderabad campus.

## **5. Green financial sector**

Financial sector includes banking, insurance and financial security services. Now financial sector is also providing on line facility to their customers by saving their time, money and environment. Banks are facilitating their services through ATM and Self- service Technology (SSTs). Financial securities are also providing on line buying and selling facilities of shares. On line payment facilities and on-line share statement and passbook checking can also be done.

The incorporation of social and environmental strategies into the development goals of the banks helps them in arriving effective environmental management system.

### ▪ **State Bank of India [SBI]**

▪ On the occasion of State Bank Day, the bank adds launched Green Channel Counter [GCC] facility on 1<sup>st</sup> July 2010 at 57 select branches spread across the country and the same was expanded to more than 14,981 branches in 2014. This is a pioneering Concept which is eco-friendly and convenient.

▪ SBI became the first bank in the country to venture into generation of green power by installing windmills for captive use into 2010. As part of its green banking initiative, SBI installed ten windmills with an aggregate capacity of 15 MW In the states of Tamil Nadu, Gujarat and Maharashtra.

▪ SBI offers an interest discount of 10 basis points on all environmental friendly projects. Moreover SBI is the largest deployer of solar ATMs in this country.

▪ SBI initiated the carbon disclosure projected in the financial sector in India, for the sake of environmental concern and safety by becoming a signatory to the Carbon Disclosure Project of World-Wide Fund (WWF).

▪ The bank as put in Place SMART i.e., Specific, Measurable, Achievable, Realistic and Time bound Green Banking Goals.

### ▪ **Bank of Baroda**

▪ The bank gives a due weightage while financing commercial projects, to green projects such as windmills and solar power projects which helps in earning the carbon credit.

▪ The bank insisted to implement water treatment plant and obtain No Objections Certificate (NOC) From central / State government pollution Control Board while lending the loan to manufacturing units.

▪ Bankers adopted environment friendly systems and technologies in the design of the new data centre.

▪ Bank got Banking Technology Excellence Award 2013 among public sector banks by The Institute for Development and Research in Banking Technology (IDRBT) in 2014.

### ▪ **Punjab National Bank**

• The bank introduced green banking by completing transformation into Core Banking Solutions [CBS] banking.

• Bank has started using energy efficient appliances and conducting the electricity auditing of their offices.

• The bank has conjointly Placed guideline for supply of term loan to business units and commercial projects that are producing Renewable energy.

• The bank introduced E solutions by paperless dealings in compliant and vigilance procedures by a speedier communication system through E network which drastically cut downs cost and time.

• The bank has introduced “Green Practises” to conserve resources “Green Audit” of all functional units to sensitise the staff towards sustainable practises.

• Bank has gone for installation of solar UPS at selected ATM sites like in states of Uttar Pradesh and Bihar.

### ▪ **ICICI Bank Ltd**

▪ Eco friendly vehicle finance – as an initiative towards more environment friendly way of life, ICICI Bank offers 50% waiver on auto loans processing fee on car models which use alternate mode of energy.

▪ ICICI home finance offers reduced processing fees to Customers who purchase homes in Leadership in Energy and Environmental Design [LEED] Certified buildings.

- ICICI Bank has initiated a programme to sensitize corporate bodies, institutions, banks and government agencies involved in project planning on issues like biodiversity, wildlife habitats and environmental laws.
- As part of the Banks Go Green initiative, about 294 rural low-cost branches have been fitted with solar panels, and extended the same to 122 more branches by July 2015.
- Bank has Mumbai and Hyderabad towers have water treatment plants for recycling sewage water in Mumbai and Hyderabad.
- **HDFC Bank limited**
- HDFC Bank has incorporated environment friendly features into their infrastructure which involves water management, energy conservation, air quality management etc.,
- Phase- out policy – replacing inefficient light options with LED lights in large offices.
- Use of Central Pollution Control Board [CPBP] Compliant diesel gen- sets server and desktop Virtualization reducing power consumption.
- Establishment of multiple alternative service points to enable transaction in a paperless environment.
- Employee awareness campaigns to promote environment friendly practises.
- HDFC Bank is using Social and Environmental Risk Management System [SEMS] that helps in screening projects negative social and/ or environmental impacts before an approval is given.
- Renewable energy initiatives like project of 20 solar ATMs set up in Bihar.

### Conclusion:

Conclusively we can say that green marketing concept is evolving at a rapid pace in India. The adoption of green marketing practises by many companies has made here remarkable impact in the environment by planting false sustainable conservation of natural resources and making our environment protected. Although the government and many private companies have been making an effort to bring about a green mindset among the people and promote green products, a lot still needs to be done to make green products truly viable and workable in India. It is the high time for service sector who accept green practises so that we can provide a safe and healthy environment for upcoming generations and make a clean and green India.

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