

GREEN CONSUMERISM- A PANACEA TO ENERGY CRISIS

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ABSTRACT

Green consumerism is the practice of purchasing products and services that actively seek to minimize social or environmental damage, and the avoidance of products that have a negative impact on society or the environment. The idea of green consumerism has more relevance in this decade, for countries across the globe have paid little heed to the ethical stand point of their actions. As such they have paved the way for economic development at the cost of the environment. Green consumerism, contrary to popular beliefs is not a concept that had evolved in the 21st century, but originated way back in 1980's in Britain. However the outreach of green consumerism and acceptance of green products is yet to proliferate to other nations. In India, the concept of green consumerism is still in its nascent stage. At a time when the whole nation and the state are reeling under a massive power crisis, it is most essential to take a concentrated effort in promoting green consumerism in India. All products big or small have a huge environmental impact; it is therefore the responsibility of consumers to make informed and pro-environment decisions with regard to their consumption.

KEYWORDS: cost of the environment, Green consumerism