

## GREEN MARKETING - “GOING GREEN” A CHALLENGING STRATEGIC TOOL IN TODAY’S INDIAN MARKETING ARENA

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### **ABSTRACT**

*Green marketing is the process of marketing with the focus on a balanced ecology. An ecological imbalance is a major issue facing the world today. This is due to two basic reasons: firstly the depleting natural resources and, secondly, the rapid increase in the use of a product that is environmentally harmful. This paper steps into the various problems faced by global warming and the evolution of green concept; reasons for going green concept and the future challenges and opportunities of green marketing; the various marketing mix for green marketing and the Indian companies who have made a mark in “Going Green” concept.*

**KEYWORDS:** *Employer Dedication, Company Subculture, Worker’s Commitment*