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## **Corporate Practices Towards Green Culture In Successful Businesses Management In Karnataka Region: A Analytical Study**

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### **ABSTRACT:**

In 21st century corporate era , one of the greatest responsibility of business is conducting of business practices is protection of environment as social responsibility. In this key concern of environment protection in all spheres of life, many of organization to achieve their long term goals. Business men practices, once felt that green products were a trend and simply attempted to explore the potential opportunities in the Eco friendly environment by way of new practices towards sustainable their business as well highly valuable concepts is enabled green products marketing for such products looks at how marketing strategies are adopted within the limited resources, while satisfying consumers wants, both of individuals and organization as well as achieving the marketing Objectives for adoption of green culture in corporate environment. In This background the present Paper focuses on, based on secondary data, I mainly analyse of business initiatives towards green culture in corporate era for business sustainability and also analyse the green business practices specifically in the region of Karnataka.

**Key Words:** Eco-Friendly Products, Environmental Sustainability, Green Culture, Green Initiatives, Business Sustainability, Customer's Value

## 1 Introduction:

In the era of Information Technology through out the world, sustainability is referring to continuity of resources for the coming generation and how it can be used consciously. But, the 21st century definition of sustainability goes far beyond these narrow parameters. Today, sustainability refers to the need to develop the sustainable models necessary for both the human race and planet earth to survive.

Environmental sustainability is an variety of sustainability takes environment on center and keep providing products and services. By green marketing, a lot of brands to get profit target take environment on center. From producing product packet to types of electric energy that use is factory, a lot of affects started turning to Metaphors with corporate's environmental sustainability politics. In context of ethical production and environmental sustainability, animal testing is being removed while vegan product production is tried to develop. Aim of this research is to understand how environmental sustainability affects firms'/brands' political process.

## 2 Review of Literature:

- ❖ **Selahattin Semih Karakurum (2023):** this study is exploring, the Having started of climate change's impact in 21st century shaped

businesses' production process directly. Consumers' attitude and behaviours that affected businesses has started to show in spite of corporate social responsibility. Since the 1970s, sustainability has been highlighted as a topic reflected in corporate politics, as well.

- ❖ **Okanazu, Oliver Okechukwu, Akele, Francis Egberi (2021):** This study identified green culture practices for sustainable business management in a world of change. The present study evaluates indicated that discouragement on the use of hazardous chemical in production, encouragement of proper waste management, discouragement of the use of plastic bottles, over exploitation of resources, encouragement of the use of reusable materials, recyclable materials, biodegradable products, energy saving equipment, environmental friendly products among others as parts of green cultural practices for sustainable business management in a world of change.
- ❖ **Garima Hooda, Dr. Shiv Jaggarwal (December 2021):** This study analyses the conceptual framework towards green

marketing, challenges and opportunities businesses with green practices by the eco-friendly products

- ❖ **Dr. Durgappa (2017):** Green Marketing has commanded, tremendous attain in the context of global warming and climate change, as a result of what are the innovative strategies adopted/setting ups by the business units to sustain their business using a green products safeguards the interests of its users and also sustain consumer's eco-friendly attitudes and behaviour. In this ground study evaluates very clearly Ethics in Green Marketing ,Characteristics of Green Products : Green Marketing Mix, Green Products & Its Characteristics , Why Green Marketing , Challenges Ahead in general and Suggestion in particular

- ❖ **Arjun Gupta, Rohit Bansal, Dr. Ashutosh Nigam (March 2013):** this study goes to represent the A Future Phenomenon of green marketing practices by corporate entities, perspectives of green marketing trends, present and future trends as well.

### **Why focused on Green Marketing?**

Resources are very limited but human wants are unlimited. In Business Perspective it is the significant challenge for the business towards proper utilisation of resources available as well as to sustain the goal of the business we need to accept the eco friendly products to sustain the business entities activities also a keeping the social responsibilities of business. Its practices are more familiar in forthcoming days. In growing generation educating and consuming of green products amongst upcoming green consumers also changes their attitudes and behaviour towards consuming of the eco-friendly products and also services.

### **3 The phenomenon of Green marketing is a practice:**

In which products or services are promoted based on the environmental benefits they provide. These products or services can be environmentally friendly themselves or produced in a way that respects the environment. Companies that apply green marketing aim to highlight their environmental commitment through green advertising that focuses on promoting products that have one or more of the following characteristics:

- ❖ They are produced in a sustainable way;
- ❖ They are manufactured using recyclable materials;
- ❖ Designed to be repairable and reusable;
- ❖ They do not contain toxic materials;
- ❖ No excessive use of packaging;
- ❖ They are produced from renewable materials;

**4 Research Methodology:** The present study is conducted by analysing the corporate practices towards green culture adopted in business entities in Karnataka

region. This study is based on analytical nature to explore the knowledge in

particular perspectives. In this study the data is collected by various secondary sources like published articles, websites, conference proceedings, as available published source, and analysing the data according to attain the study objectives.

**5 Objectives of the study:**

- ❖ To studying the concept of green culture in business practices.
- ❖ To studying the applications of green business practices for business environmental as well as business sustainability in Karnataka region.

**6 Analysis of the Study:**

**Some business practices towards green culture in Karnataka Region:**

Startup's	Area	Green Initiatives
Daily Dump Established on 2006	Waste Management Recycling	waste visible beautiful and doable. Daily Dump is a leader in composting products that are designed to change mindsets around waste and the ease of doing composting in India. Since our inception in 2006, our vision has been to constantly re-imagine our relationship with the earth, with each other and with our urban spaces. We are a design-led company where we use design principles and systems thinking to help imagine alternative scenarios that can help change behaviour around <i>“waste”</i> , marginal livelihoods, whose job it is to...
Plastics for	Waste	Plastics for Change is using mobile technology to reduce

<p>Change India Established on 2013 Bangaluru, India</p>	<p>Management</p>	<p>plastic pollution With over two billion people living on less than \$2.00 a day, there is enormous opportunity to reduce poverty through recycling.</p> <p>Our model is replicable where plastic pollution is heavy, public sector waste-management initiatives are insufficient and waste pickers are exploited.</p> <p>The current informal sector uses crude technology to process the plastic resulting in down cycled recycled granules. The industry cannot use this plastic because of low quality and inconsistent supply.</p>
<p>Let's Drive Along (LDA) Established on 2013 Bangaluru, India</p>	<p>Carpooling Redefined</p>	<p>Carpooling Redefined as Let's Drive Along (LDA) is a socio-geo network platform. In the process of building this network platform, we have started with a solution for everyone's, everyday's pain: "<b>Traffic</b>". We believe the trend of vehicles addition, slow infrastructure development will continue and the problem of traffic will worsen down the years. Bringing people into the network with a common cause "<b>Reduce Traffic</b>" will enhance the process of building the "<b>Socio-Geo-Network</b>".</p>
<p>Inmygarden Established on 2015 Bangaluru, India</p>	<p>Home Decor</p>	<p>The activities towards green by this start ups are home decor,organic indoor plant and garden accessories business, we have an offline, online store (under construction) and we are soon launching with online market place.</p> <p>Our store is based at Indira nagar Bangalore where we sell all garden stuff to the retail buyers, Our focus more on customer experience since in this industry if you are not giving proper knowledge to the customers they won't come again to the store.</p>
<p>Ibrum Established on 2015 Bangaluru, India</p>	<p>Health Care</p>	<p>A MedTech Startup building innovative solutions for the last mile healthcare Public Health, Maternal and Childcare, Respiratory disease screening, Environmental Health.</p>

Ambee Established 2017 Bangaluru, India	Pollution Control	Ambee uses data from multiple sources - satellite imagery from NASA and ESA, meteorological data from ECMWF and others, pollution control organisation data, traffic and human activity data, and proprietary IoT network data - to build the world's most accurate and hyperlocal air quality modelling, down to street level in many cases. Our technology is patentable on an algorithm level. Our data has the highest resolution, coverage and lowest RMSE (error) in our artificial neural network
GoHyP Established on 2017 Bangaluru, India	Non-IT Industry	goHyP is a platform connecting Engineers with MSME's in non IT Industry goHyP an acronym for Go Hire Your Professional was born out of the need for MSME's to hire talented Freelance Engineers (non-IT) on a regular basis for specific tasks which require specialization and skill set which may not be available within the organization. With increased competition and reduced margins in the business, it is difficult to employ these professionals on rolls only for specific projects.
Bare Necessities Established on 2019 Bangaluru, India	Personal Care, Consulting,	Zerowaste personal care + lifestyle +hub for awareness on waste free living At Bare Necessities, we believe in having a people-centred and earth-centred approach to creating products that care for the environment as much as they care for you. Minimalism and cradle-to-cradle approaches are embedded in our products from the design to manufacturing to distribution and consumption. All our products are powered by natural, nourishing, body-loving bare ingredients; with no harmful impacts on our health or environment.
Eco 365 Established on 2020 Bangaluru, India	Water Saver	We are manufacturer of water saver and help buildings go green ECO365 as a company help buildings go green by providing water efficient solutions. We have range of water saving devices from flow restrictors, to water saving aerators, shower heads that will reduce each building fresh water usage as well as wastage. Our innovative solutions can be fitted to

		the existing fixtures of the kitchen and bathrooms and convert them to water efficient fixture at very low cost.
Cyclowin Established on 2023 Indi, Vijayapura	Preventing Natural Disasters	Our mission is simple: to help prevent cyclones and hurricanes. Our mission with the proposed solution is to prevent it from occurring altogether in the first place rather than taking actions later on after the destruction.
Indian Energy Exchange Limited (IEX).	Power Generation	IEX Business's Vision is to be the architect of next-generation solutions for sustainable energy ensuring competitive, transparent and reliable access, and Mission is To leverage technology and innovation to establish transparent and efficient energy marketplaces for delivering affordable, reliable energy to consumers.

(<https://www.f6s.com> and <http://www.thehindu.com>)

**7 Future of Green Marketing:**

Businesses may match their objectives with environmental sustainability through green marketing by putting these methods into practice. This strategy promotes long-term commercial success as well as brand reputation, attracts environmentally concerned customers, and works towards a sustainable future. The standardized marketing strategies for more requires to be implement to acquire the standard market for good green products.

Business scholars have viewed these green product as a *“fringe”* product, driven that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of *“give customer what*

*they want”* and *“sell as much as you can”*. In forthcoming days the another marketing concept is came into exists that is **GREEN MARKETING CONCEPT**. The practices which are indicates that successful green products have avoided green marketing myopia by following three important principles.

**I). Positioning of Customer's Value:**

- ❖ Designing of eco-friendly products is better than existing alternatives;
- ❖ Promoting and distribution of consumer desired value of eco-friendly and also targeted consumer market segments;
- ❖ Broadening mainstream appeal;

- ❖ Consumer desired value into eco-friendly products; etc.....

## II). Calibration of consumer knowledge:

- ❖ Educate consumer eco-friendly products attributes as Solutions for consumer needs;
- ❖ Creation & engaging and educational interest sites about eco-friendly products to Mets desired consumer value; etc.....

## III). Credibility of product claim:

- ❖ Employ eco-friendly products and consumer benefits;
- ❖ Procure eco-friendly certification from the trust worthiness of third parties;
- ❖ Educates consumers about endorsements and eco-certifications; etc.....

## 8 Conclusion:

Green Marketing is not going to be an easier concept, the business firm has to be planned and then Carry out the present study to find out how feasible it is ahead. By the adoption of green marketing strategies to become acquiring the valuable green consumers. They should be made aware of green products by effectively utilising technology as well as advanced

promotional platforms. Which requires a huge amount of effort to educate and promote green products. The environment must be perceived as possibilities or opportunities as investment, such opportunity by the investors become startups and markets must consider the future advantages of the green products. The environmental issues in India as well as in Karnataka state are growing rapidly due to the growing population. Thus the leading initiative which facilitates for both the community i.e. marketers as well as customers.

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