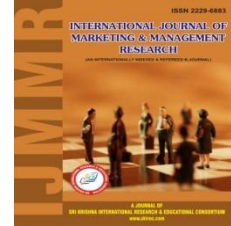




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**GREEN MARKETING IN INDIA  
(A STUDY OF PERCEPTION OF THE STUDENTS OF GURU NANAK  
DEV UNIVERSITY, AMRITSAR, PUNJAB)**

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**ABSTRACT**

*In the past four decades the world over witnessed, the growth in production of goods and services and their consumption. This has led to mass production to meet the ever increasing demand for consumption of goods and services. This unprecedented growth of production had led to increasing levels of greenhouse gasses in the atmosphere, global warming, pollution of air and water, damage of eco-system, production of harmful products, widespread destruction of forests, growing list endangered species are just a few of the indicators that is not good for the human living in the future.*

*Many Indian business organizations have taken up initiatives towards green marketing viz., NTPC Limited, Mahindra Group, Nokia's, Apple, HP, Microsoft, IBM, Intel, Sony and Dell. HCL, Indian Oil, Surf Excel, LG, /HSBC, ITC, Maruti, Philips etc) have come forward for the cause of environmental concerns and issues requiring immediate attention like: global warming, Water and Air pollution, E-waste.*

*The perception of the students of Guru Nanak Dev University regarding Green Marketing was collected through a questionnaire and data was analyzed.*