

A STUDY ON GREEN PRODUCTIVITY AND ITS CHARACTERISTICS

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Abstract

Asian Productivity organization (1994) defined, "Green productivity is a strategy for simultaneously enhancing productivity and environmental performance for overall socio-economic development that leads to sustained improvement in the quality of human life". It is the joined utilization of proper productivity and natural administration apparatuses, systems and advances that decrease the ecological effect of an association's exercises, items and administrations while improving benefit and upper hand.

Keywords: Productivity, Consumers.

Introduction

Green Productivity greens the procedure of advancement. Productivity Committee of the European Productivity Agency (1959) characterized "Productivity is over each of the perspective. It is a disposition that looks for the persistent change of what exists. It is a conviction that one can improve the situation today than yesterday and that tomorrow will be superior to today. Not only this but there is continuous requirement to follow eco-friendly activities to ever-changing conditions and the application of new theories and methods. Society progress truly depends on it. The main advantages of green productivity according to Han Srinivas (2009) are given below:

- Makes quality items
- Promotes ecological security
- Ensures administrative consistence
- Raises assurance
- Increases productivity
- Leads to supportable advancement
- Improves wellbeing and security
- Enhances organization picture

Review of Literature

Elangovan A, (2016) has tried to identify the environmentally conscious consumers and study their attitude, behaviour and perception towards environment friendly carry packages. The research has also focused on analyzing the discrepancy between attitude and behaviour of the ecologically concerned consumers and has also suggested measures to reduce solid waste thereby reducing the negative impacts on environment. The results of the study has suggested that there is a strong sense of environmental awareness and concern, there is an attitude-behaviour discrepancy due to cultural and market conditions.

Kim Y, (2015) have connected the applied structure of significant worth state of mind conduct relationship in their examination with a specific end goal to distinguish the predecessors of green buy conduct and has built up a model for clarifying their impact on environmental utilization. The fundamental reason for this examination was to efficiently survey the impacts of cooperation, ecological concerns and saw shopper adequacy (PCE) on green buy conduct and furthermore to

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elucidate the interrelationships among the develops. Five hypothesized structural linkages were built among the variables. Data for the study was collected from 300 undergraduate students from a Midwestern university in the U. S. Greater PCE and environmental concerns directly influence the probability that customers really take part in green buy conduct. Discoveries of this examination likewise feature the significance of shopper states of mind towards issues firmly identified with the conduct of enthusiasm for understanding the connections amongst qualities and conduct which offer ramifications for advertisers and open policymakers who advance green items or projects for pro-environmental behaviour.

Labbai, M. (2011) has clarified in his investigation, the idea of Corporate Social Responsibility (CSR) and Ethics in promoting. The examination has featured three perspectives to be specific: I) to what degree the academicians in the B-schools are conferring to their sprouting promoting supervisors, the significance of social obligation and morals in their advertising subject ii) how far the working on showcasing administrators in India offering significance to the moral viewpoints and iii) to what degree MNCs working in the creating nations like India dealing with the moral and social duty angles while working their business. It has additionally given a record of some MNCs in India that have received CSR in order to have a supportable market improvement and development in their nations as well as in the host nations.

Dubey, (2007) in his exploration think about has stressed the part of ecological data on shoppers' basic leadership process. To diminish the hole between the natural awareness and environmentally friendly behaviour, a better understanding of various factors is needed. After briefing on the consumers' product adoption behaviour and information processing model, the study dealt with the survey conducted on 100 respondents in the city of Bhopal in India. It was a two-stage survey. In the first stage respondents were asked questions about environment and were also educated on topics such as recycling, reusing, energy efficiency etc. At the second stage, after giving information on the environmental impact, their responses were investigated to analyse any change in consciousness and behaviour due to the information. The study revealed that the information on environmental assessment changed their behaviour and they showed special concern about environmental impact. Consumers were found to be more open to, and most well-suited to follow up on, ecological data where there is a general level of mindfulness.

Characteristics of Green Productivity

1 Opportunity

Green Marketing is an open door that can be utilized to accomplish association's targets. Research prove features that around 25% of the Indian consumers view condition inviting items as safe for nature and around 28% are worried about wellbeing to human wellbeing and joy and defensive to nature. As requests change, numerous organizations see these progressions as a chance to be abused. It is expected that organizations marketing products with ecological attributes will have an upper hand over firms marketing non-earth dependable options. Presently associations have understood that they are individual from the more extensive group and subsequently should act in an earth capable mold. These helped the association that trusts in an ecologically goals and also benefit related destinations. For example McDonald's has changed its plastic bundling with waxed investigation attributable to expanding worry about plastics and their evil impacts. Xerox presented a "great" reused scanner examine trying to fulfill the requests of firms for less earth hurtful items.

2 Social Responsibility

Being a member of the community, it is the responsibility of the business firm to understand the social responsibility. They, by making environment friendly products make the environment sustainable and can work in business for profitability. Firms are integrated environmental issues in their corporate culture by: changing their own practice so as to be more eco-friendly and supporting NGO's or other organizations which are engaged in projects and activities that focus on environmental protection.

3 Government Regulations

Governments have undertaken various measures like licensing, imposing taxes, environmental laws etc. to protect the environment, which is the important force that motivates the company to be eco-friendly. This regulation brings effect in three ways

- (a) by lowering the growth of environmentally hazardous products,
- (b) by altering the way of utilization and
- (c) by making sure that consumers can decide themselves about the security of the products.

Overall, It decrease the organization's creation and consuffier's utilization of hurtful merchandise, including those negative to nature for example, the boycott of plastic sacks, restriction of smoking out in the open zones and so on. Services of Environment and Forests, Central Pollution Control

Board (CPCB), State Pollution Control Board (SPCB) are set up in India to make the earth eco-accommodating. The administration of India has ordered different laws to shield nature, for example:

- A) The Water Act (1974),
- B) The Atomic Energy Act (1962),
- C) The Indian Forest Act (1927),
- D) The Environment Protection Act (1986) etc.

4 Competitive Pressure

Competitive pressure is another important force that motivates the company to be eco-friendly. Increased competitive pressure has ventilated the firm to modify the process and reduce the detrimental environmental practices. Natural quality measures are now getting to be essential necessities in worldwide markets, particularly with the mounting weights under World Trade Organization (WTO). Numerous nations have grasped ISO 14000 arrangement of principles to appreciate more noteworthy acknowledgment and better acknowledgment in the market.

5 Cost Factor

Cost factors related with squander transfer or diminishments in material use powers firms to be eco-accommodating. As a result of it companies are modifying their production processes to reduce the costs associated with harmful products. Sometimes, firms develop symbiotic relationships whereby the waste generated by one company is used by another as a cost-effective raw material. This reduces operating costs and generates revenue.

6 Consumer Awareness

Consumers always look for value in whatever they buy or do. Today health and wiliness is an important part of decision making for consumers. This is fuelled by a lot of information sources like internet, television, print media and a lot of NGOs taking up the responsibility of making the consumer aware. Companies realize that it is not easy for them to go unnoticed in any aspect of their product life cycle. Hence, many big players become more responsible and are more transparent in what they do.

Conclusion

A business' green acquisition strategy should endeavor to buy items and administrations that have more positive effect on nature. Natural contemplations shapes some portion of the assessment and choice criteria, which could cover, contingent upon merchandise and enterprises to be bought, their make, transport, bundling and transfer (Han Srinivas, 2009). In this acquirement

arrangement natural contemplations frames some portion of the assessment and choice criteria, which could cover, contingent upon products and ventures to be obtained, their fabricate, transport, bundling and transfer. Green obtainment incorporates two essential methodologies in particular the item approach and the provider approach (Han Srinivas, 2009). The item approach, which looks at merchandise and enterprises and endeavors to rate them as per natural effects. An item approach regularly utilizes the devices of life-cycle examination and aggregate cost investigation to connect an ecological rating to a proposed buy. Then again the provider approach which inspects the provider (ideally a maker or specialist co-op) and rates the association all in all. This approach look for approaches to rate organizations and providers as per their general natural execution, ordinarily utilizing polls and outside reviews and rating frameworks, for example, Environmental Management Systems (EMS). The vast majority of the organizations utilize both the methodologies with contrasting degrees of painstaking quality. A few organizations give extensive assets to natural "strategy", sending ecological reviewers to do top to bottom examinations of providers, activities and supplies, while for others, it is minimal in excess of a token signal. According to Han Srinivas (2009) the following are the main objectives of any procurement policy:

- a) Creating awareness of environmental impact; developing guidelines for green procurement.
- b) Rethinking material requirements and consumption.
- c) Reducing the use of hazardous materials; improving energy efficiency of purchased materials.
- d) Reducing pollution and noise levels and using recycled materials, and recycling waste.

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