



A Study on the need of Green Products for Sustainable and Healthy Environment

S. Triveni^a, M. Manikya^b, P. Swetha^b, M. Bhagyashree^a, G.V. Jayashree^{c,*}

^a Department of Commerce, Vishwa Chethana Degree College, Rajarajeshwari layout Anekal,
562106, Karnataka, India

^b Department of Management, Vishwa Chethana Degree College, Rajarajeshwari layout Anekal,
562106, Karnataka, India

^c Department of Biology, Vishwa Chethana PU & Degree College, Rajarajeshwari layout Anekal,
562106, Karnataka, India

* Corresponding author: Dr G.V Jayashree (M.Phil, PhD)

ABSTRACT

Human beings are using different kinds of products for various purposes during their life span in which majority of the products were harmful to their health as well as their life along with their entire environment. The concept “Go Green” would create awareness among the people by which they could understand the beneficial functions of the green products in their routine practices. The main aim of the green products is to take the edge off unfavorable effects of the plastic or other toxic products and its consumption and disposal on nature. This paper speaks about how the green products assist the people in green living and how it could lead people towards the sustainable and healthy environment.

KEYWORDS

Sustainability, Sustainable Products, Eco-friendly products, Eco products, Go Green.

INTRODUCTION

Green products are the products which are made with natural ingredients and the process designed in such a way to protect human health by improving the quality of the environment. It may also be defined as the sustainable products which are designed to reduce the environmental effect throughout its life cycle and even after the disposal of such products. Green products are also mentioned as the eco- friendly product which helps to conserve energy and to avoid pollution that includes air pollution, water pollution and noise pollution. Organic food products will be produced by avoiding chemicals and harmful components which preserve eco system. By processing in a eco-friendly manner, these products will give better taste and also beneficial to maintain healthy life style of human beings. Consuming green products will create more nutrition and immunity which reduces the risk of getting affected to diseases that normally affects the human health.

Green products which are reusable and recyclable create a minimized financial expense and hence it is considered to be much economical and easily available. The emission of greenhouse gases like CFCs, Methane etc that affects the ozone layer could be reduced through the usage of green products which are prepared from the organic and bio degradable materials. In countries like India, where awareness has to be maximized towards the green products, requires effective strategic actions to initiate the usage of eco- friendly products to attain environmental sustainability. The knowledge about the green concepts has to be educated to every consumer, so that the usage of hazardous and non-biodegradable products will minimized. Green products manufacturing initiates and generate job opportunities to the people both from urban and rural communities thereby enhancing their standard of living. Such improvement their socio economic conditions will pave way for the

sustainable environment.

OBJECTIVES

- 1) To study the need for eco-friendly products for a sustainable environment.
- 2) To discuss the aspects of green products that helps in maintaining a healthy system among the people.

REVIEW OF LITERATURE

Nagaraju (2014) in their article titled “Consumer Perception Analysis- Market Awareness towards eco Friendly FMCG products- A case study of Mysore District” have examined the consumer awareness towards the green products in FMCG. It has been suggested by the author that the marketing sectors and the government organizations that deals with the environment activities has to work in the same direction by creating an alliances in promoting the awareness about the co products among the consumers.

Sachdev (2011) in his research on “Eco friendly products and consumer perception” mentioned about the non-availability of authorities for certifying the eco products. He suggested that concentrating on environmental quality and customer satisfaction would help the companies to attract customer to prefer the eco-friendly products. He also stated that transparency of the manufacturing process would add trust among the consumers because they were not much aware about the benefits of the eco products.

Elemen (2015) stated in his research titled “The Green Marketing Orientation & Environment Friendly Products Green Plastic Bag in Sudan” that green marketing has been emerging as a corporate strategy which becomes mandatory in public policy by those organizations.

POSITIVE ASPECTS OF GREEN PRODUCTS

In the current advanced scenario people use or consume multiple products and services in their day to day routine life. Without having awareness or due to their negligence, they go for using the products which are harmful to their life as well as environment. So it is essential to make them clear understanding what kind of products will be eco- friendly, matching their health needs and avoid environmental impacts. It could be stated as the green product concept and it gives clarity about the introduction and pros of using green products in their everyday existence.

The main aim of green products is to take the edge off unfavourable effects of the products and its consumption and disposal on the nature. These are designed to shorten energy consumption, use limited natural resources, raise the reuse materials and lessen toxin substances which are dangerous to both human wellness and environment. The development of a green product is a process within the inside processes of a company. Green products reduce the threat of overuse of resources and fossil fuels and inspire the generation of energy using natural resources. Green product promotes green living that helps to conserve energy and also prevent air, water and noise pollution. They prove to be a boon for the environment and also prevent human health from deterioration.

SUBSTITUTES FOR NON ECO PRODUCTS

Paper bags are come from trees, made from a renewable resources and it is biodegradable and are recyclable. Plastic bags made from oil, which can be reused and it is non – biodegradable and are highly recyclable. Natural gas is a substitute fossil fuel for diesel, petrol, propane, it is massive than other fuels. Compressed natural gas produces up to 95 percent less carbon monoxide compared to gasoline and diesel. Eco friendly cleaning is very important. They are made with safe, nontoxic and biodegradable ingredients that do not harm environment.

Today in the market we can get different type of cleaning products. Most of that are harmful, using

toxic chemical that are not safe for small children and pets in the home. Eco friendly products prove to be bonus for environment and also prevent human health skyline. The chemicals like oil, paint and other chemical solutions which are hazardous are disposed openly which cause air pollution and water pollution. These chemicals discharge into the groundwater. The polluted water and air can cause severe effects to human health. To avoid this, it should be disposed with safety measures.

Composting is a natural process which converts kitchen waste into rich nutrients food for the plants and helps to grow. By this the amount of garbage will also decline, it proves safe for the environment. Minimizing the use of fertilizers would create a sustainable fertile land for agriculture. As like eco products, there are various sustainable methods that reduce the non-organic and chemical waste from accumulating within our environment. Minimal wastages through maximum and effective usage of raw materials, eco- friendly packing systems, battery operated scooters, cars and other vehicles are some of the sustainable alternatives which are also eco-friendly.

SUGGESTIONS

Due to the raising demand for raw materials of any sectors, it becomes a question that whether sustainable environment could be achieved? But it should be understood that it is not an unattainable vision and it could be possible through the joint initiation of the manufacturers, marketers, government and the consumers. The role played by these influencers is interdependent and it would be effective only when all the stakeholders work together in this mission. Advertisement and awareness programmes about the eco-friendly products and their positive impact towards our environment, has to be regularly conducted by the government and the related department among the public. Manufacturers can formulate the methodologies to make their process in a eco-friendly manner and minimizing waste. Marketers can plan their products and the channel of promotion in a

eco-friendly manner by reducing the usage of plastic substances and promote eco-friendly packing systems. The roles of consumers are inevitable, as they are the end users who are the deciders to dispose or recycle and reuse any products. Hence consumers have to be educated in terms of eco-friendly products and sustainable environment.

CONCLUSION

The pollution and its impact on the society have proven the human race that it is an emergence call from the nature, to be sustainable. Pollutants always emerge during extraction, processing and manufacturing and it is mandatory in recent scenario to find the effective steps to minimize such pollutants. Similarly the concept of “Go Green” seems to be the better solution for major pollution issues. It contributes the idea of using eco-friendly products under various circumstances which would at least reduce the destruction through global warming. Moreover personal health care is now being a major concern for every individual. Eco-friendly products could be believed to be the remedial sources for diseases and health issues which are the results of chemical components consumed in our routine life. Hence it is to be concluded that the need for eco-friendly products becomes inevitable and it has to be employed among the people through strict regulation and practices of the government.

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