Green Retailing in Global Perspective

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ABSTRACT

The objective of retailing industry is to maximize the wealth of all its stakeholders. In pursing this endeavour of wealth maximization, it tries to maximize the profits. Maximizing profits involve creation of mass customer base by offering them quality goods and services at an affordable price. But, now-a-days, the level of awareness amongst the customers has increased to such an extent that they expect not only quality goods and services but also expects the retailers to have some sense of social responsibility apart from making profits. One of the corporate social responsibilities that the retailing is expected to perform is protecting the environment in its operations. It has become difficult for these retailers to survive in the present scenario solely on the basis of marketing mix elements, and to make available the right merchandise mix for different segments of the consumers', retailers needs to keep the prices on lower side and inform their customers about their efforts regarding lower prices and their concern for other issues like environment and corporate social responsibilities. Retailers need to have social responsibility of going green with respect to the products and services that are supplied by them to the customers. Hence, the focus of concept of green retailing has come. So, this paper tries to find out the requirements for retailers to operate their retailing activities with green retailing concepts, enhance their competitive advantages and to study the role played by global and national retailers in order to boost and support the drive of green retailing, in support of environment, people and society who concern for its improvement.

KEY WORDS: Green retailing, Eco-friendly retailing, Green Wash.

INTRODUCTION

The world economy is growing between 7 and 9 percent annually. It results in improvement in income dynamics along with factors like favourable demographics and spending patterns which drive the consumption scenario of the consumers. In this scenario, the traditional marketing methods of selling products by the retailers will not materialize. Hence, the retailers need to invent the modern marketing strategies coupled with the social responsibility of protecting the environment around them by offering green products. As environmentalists and experts predicted that the future will be green, the retailers now-a-days are forced to adopt green technology in their product distribution network. Green retailing is slowly and steadily becoming an exhortation in the Indian retail industry. It is becoming the talk of the town. Retailers across global economies are carving a niche for themselves by adopting eco-friendly practices and producing products that are environment friendly. Today, everyone is concerned about preventing environmental degradation. Retailers have sensed the need for green retailing and now most of the Indian retailers are stepping into this new avenue. Previously, green retailing was perceived as something insignificant phenomena. But of late, producers, retailers and consumers have realised that it is a must-have phenomenon as environmental protection has become a priority.

Green retailing can be defined as promoting the use of eco-friendly products, processes, materials or services in order to prevent environmental degradation and create a sustainable environment for people to live. Green retailing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost and which do not have a detrimental impact on the environment. It includes a broad range of activities like modifications in the product, production process, advertising,
packaging, etc., in order to reduce the detrimental impact of products and their consumption and disposal into the environment.

By becoming environment-conscious, retailers are striving to bolster their brand and earn points from the customers. Mounting concern about environmental damage is spurring more and more consumers to seek products that not only promote environmental protection but also are green in nature. Almost all the sectors of industry including FMCG, IT, manufacturing, electrical, textile, mechanical, civil, retail, wholesale, agriculture etc., have marked their presence in eco-friendly retailing.

Retailers who think going green is just another fad or marketing gimmick should think again. As shoppers become increasingly aware of a business' overall impact on the environment, retailers would be wise to make sure they measure up. The truth is that green retailing is here to stay, with the threat of global warming, and increasing concern about the impact businesses make on the environment.

COMPETITIVE ADVANTAGES OF GREEN RETAILING

Environmentally friendly product- Products which results in less pollution to the air, land and water.
Sustainable- A process, product or lifecycle that can be kept up indefinitely.
Recyclable- A product or packaging which can be collected, re-processed and resold as a new product (Glass, Aluminium, Paper, and some Plastics)
Hazardous / Toxic - Anything that has the potential to cause harm to the human health, or the environment. For example Solvents, Batteries, and many Cleaners.
Renewable - That can be used over and over again without running out - e.g. Solar Energy.

THE GREEN RETAILING REVOLUTION

Eco-packaging

Packaging companies have developed more environmentally-friendly packaging, which is recycled, biodegradable, reusable and less bulky in recent years.

Expanding the green offer

Growing numbers of mainstream retailers are increasing their range of organic, fair trade and eco-friendly products.

Inside the store

The days of flooding a retail environment with energy-guzzling lighting are gone, with designers and lighting consultants opting for more environmental options. The Building Code of Australia outlines a maximum wattage for retail shops of 25 watts per square metre in shopping areas, which varies depending on ceiling heights.

Decrease your waste

Consider the environment when purchasing office supplies and go for Energy Star appliances. Also make sure that retailers keep up with regular maintenance on mechanical equipment and use only recycled paper and ink cartridges.

Consumers willing to spend more for green

The growing anxiety about the environment has also created a new niche market of consumers who hold grave concerns for the future and are willing to spend more to buy environmentally-friendly products.
WHY ORGANISATIONS SHOULD ADOPT GREEN RETAILING?

To gain a competitive advantage: As more and more consumers are becoming aware of the eco-friendly philosophy, green retailers have diverse and fairly sizeable segments to cater to. The Surf Excel detergent, which saves water, advertised with the message Doh bucket paani roz bachanai (Save two buckets of water daily). Energy-saving LG consumer durables and Orpatís power saver bulbs are examples of green retailing.

Show social responsibility: Many organisations have adopted the green philosophy as a social responsibility. There is a belief among organisations that it can achieve environmental as well as profit-making objectives by adopting green retailing. Many organisations adopt the eco-friendly motto simply to gain its customers much Pankit Patwa, Janit Parekh, Professor Srini R Srinivasan and Dr RK Srivastava elaborate upon the benefits of green retailing and explain how Indian retailers can adopt the “green” route Green Retailing The Indian Perspective needed trust. For instance, Infosys Technologies prepares all its reports such as financial reports, annual reports and all other related reports using paper made from recycled wastes. HSBC became the world’s first bank to go carbonneutral. Other examples include Coca-Cola, which has recently invested in various recycling activities. Cell phone giants such as Sony Ericsson, Toshiba and Nokia have started green retailing by adopting green manufacturing processes in their electronics items such as cell phones. Organisations are trying to eliminate toxic chemicals from their cell phones. This makes it easier to safely recycle the products.

Education institutes such as Amity and ICFAI, Hyderabad are providing eco-friendly classrooms throughout the institute, hence contributing to green retailing. In this way, many organisations contribute to the promotion of going green as their social responsibility.

Government pressure: The government too has realised the importance of the green philosophy. The government is rising up to the alarming need to make companies more eco-conscious by imposing rules and regulations. The Indian government has developed a framework of legislations to reduce the production of harmful goods and by-products. This reduces the industry’s production and consumers consumption of harmful goods, including those products that are damaging to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

Competitive pressure: According to Michael Porter, competitive pressure is one of the five competitive forces that shape the strategy of any organisation. The same holds true in the case of green retailing. Many organisations comply with green retailing to maintain their competitive edge. The green retailing initiatives launched by niche companies such as Bod Shop and Green & Black have prompted many mainline competitors to follow suit. Many companies such as Yahoo have started green campaigns. Many other IT companies have started similar campaigns in order to stay in the game.

Cost or profit issues: The elimination of hazardous waste can drastically reduce costs. Organisations often develop a symbiotic relationship where the waste of a particular organisation is converted into something useful that can be used by another firm.

Economical business model: This is the right time for businesses to invest in green retailing. No doubt the initial cost is high, but it would be beneficial in the long run. Investing in green retailing would be a prudent decision in the long run as it would ensure that the retailer doesn’t have to bend over backwards and make heavy eco-friendly investments in future.

Employee and industry goodwill: Most of the employees also feel proud and responsible to be working for an environmentally responsible company. The company would also be able to enjoy goodwill from the retail industry in the long run.

Consumer friendliness: Today, many consumers are becoming increasingly environment-conscious. By adopting the green retailing model for business, companies can cater to consumers’ aspirations for environmentally less damaging or neutral products.
CHALLENGES TO GOING GREEN

Several factors act as limitations curbing the retailer from achieving the rewards of green retailing. These factors need to be analysed thoroughly. Mentioned below are a few limitations of green retailing.

There are several barriers that come in the way of implementing green retailing. As a retailer, one must identify these barriers. Let us examine the major challenges facing green retailing. One of the major challenges faced especially by Indian retailers today is convincing customers to buy green products as there is a lack of awareness among customers about green retailing. Customers today are becoming eco-conscious but a lot needs to be done in order to attract more customers to such products. To realise the true potential of green retailing, entrepreneurs must help consumers change their behavior. To increase the sales of environmentally sensible products, companies must remove five barriers namely, lack of knowledge, negative perceptions, distrust, high prices and low availability.

Lack of awareness: Consumers today are aware that green retailing is the need of hour. But most of them are unaware of how and in what way to contribute. They do not know what measures they should take in order to ensure an eco-friendly environment. Their knowledge is only confined to avoiding usage of plastic. They believe that this is the only thing they can do to save environmental degradation. Hence, awareness needs to be created among the consumers.

Less motivation to contribute: Even if people know about the importance of green retailing, how many of them actually contribute to it? It is easy to discuss these issues but difficult to actually follow best practices. Hence, a desire needs to be created in the minds of consumers so that it becomes a priority in their lives. The government can initiate this through mass advertising and creating awareness about following green practices to a large extent.

Negative perceptions: At times, consumers are able to accurately identify which product is eco-friendly and which product is not. Hence, to safeguard brand reputation, it is vital that eco-friendly products should be given the appropriate image so that they don’t fail.

High prices: Even if the consumers pass the above mentioned barriers, they hesitate to buy because of the high price of green products. If consumers decide to use green products, a look at the price tag makes them turn their back on such products. During today’s global economic crisis, consumers are becoming increasingly conscious of what they buy. Hence, something needs to be done in order to lower the prices to some extent.

Low availability: Even though some consumers surpass all the above barriers, they may find out that the green products that they want are unavailable. Consumers find it difficult to locate such products. The consumers are not always informed about the availability of these products.

Resource crunch: This is the most common problem faced today by players who have taken up green retailing. Most organisations face a crunch with regard to knowledge and resource requirements for implementing green retailing. This has become a major hurdle for companies that are desperately trying to make a mark in green retailing.

Confusing imagery of products: There could be confusion among the consumers regarding the spectrum of products that come under green retailing. For example, people may mistake eco-friendly brands as being associated with herbs, herbal therapy or medicines.

Questionable credibility: Customers may doubt the credibility and quality of green products. They constantly wonder if it is an authentic product and whether it actually meets stringent standards and requirements.

BREAKING DOWN BARRIERS TO GREEN RETAILING

There are several barriers acting as impediments to the growth of green retailing. These barriers can be broken down if retailers take a few firm steps consistently over a period of time.

Educate consumers: Since consumers are largely unaware of green retailing, consumers need to first perceive themselves as educators and not sales people. Non-profit and government agencies also need to take up the cause of creating awareness on green retailing. Retailers should educate their customers
about the advantages of using green products through media such as websites. For example, Yahoo and NDTV have started campaigning for environment friendly products through their websites. They have launched websites that provide users with information about green retailing and how to save the environment from getting degraded.

**Build better products:** For consumers to improve their opinion on green products, companies must create ones that are equal to or better than conventional alternatives. Building a better product would also yield benefits for the company.

**Be honest:** Build an open climate communication. To build public trust, companies must inform the public about the true environmental impact of various harmful activities as well as about their attempts to reduce this impact. Honesty would go a long way in helping the company flourish. In India, Hidesign has invested in a tannery, which uses only organic products.

**Offer more:** To increase sales of green products, companies should make sure that the consumers understand the returns both financial and environmental on their investment. When these returns are considered to be high, consumers would naturally tend to be loyal towards green products.

**Bring products to the people:** Companies cannot sell their products if consumers cannot find them. It sounds obvious, but many products today are not widely available. Hence, retailers must ensure that their products are easily available and accessible to the consumer.

### GLOBAL RETAILERS' INITIATIVE FOR GREEN RETAILING

Large retailers such as IBM, Tesco, Wal-Mart, Kohl's, Office Depot and many more have adopted green strategies and realised the significant benefits accruing from them. Green initiatives include, green buildings, efficient delivery systems, efficient lighting systems, and the use of renewable power such as solar, wind and biomass and promotion of green products. Clear product labelling on major domestic appliances and the falling cost of energy saving light bulbs has led to consumers spending in excess of £1.1bn on greener products.

**Industry mindset: the rationale for environmentalism**

- 87.5% of (US) retailers reported an increase in energy costs from the previous year
- 64% said they would be creating more energy efficient stores when building or remodeling set: the rationale for environmentalism
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**IBM for green retailing**

The offerings described in this paper illustrate IBM's commitment to becoming Big Green. IBM has nearly four decades of commitment to environmental concerns starting in 1971 with the establishment of a Corporate Policy on Environmental Affairs. Between 1990 and 2005, IBM reduced its total CO2 emissions by 40%. IBM was a charter member of the Energy Star program, and, recently, IBM Project Big Green is investing $1 billion to increase the energy efficiency of IBM products. IBM created a product stewardship program in 1991, covering design for recycling, use of recycled plastics, product energy efficiency and use of environmentally friendly materials and processes. IBM has offered take-back programs for some products since 1989; process more than 49,000 metric tons of product waste annually.

**Wal-Mart:** Opens second high efficiency store

- Aims to use 20% less energy.
- Future: aims to design and operate a prototype which is 25-30% more efficient than a conventional store.
- Energy saving, motion activated lights in fridges and freezers
- Low flow taps in restrooms, Use of recycled plastics.
- Integrated water-based heating and cooling.
- Daylight harvesting, Coloured concrete flooring.
Wal-Mart & LEEDs- Initiative to reduce energy costs by more than $2.6 M annually.

Wal-Mart's: supply and supplier focus
- Vendor orientated "packaging scorecard"
- Wal-Mart seeks to reduce packaging by 5% by 2013, Hybrid truck research

Results since 2005: Savings of US$26m, 10m gallons of diesel conserved, 100,000 tons of carbon dioxide release prevented

Boots
- Boots will trial carbon footprint labels on selected private label products... the labels will measure each products carbon levels, and inform shoppers how they can reduce their own carbon footprint.

Tesco: Tesco offers double Club card points on green goods
- Organic products, Fair trade ranges
- Energy efficient light bulbs, Recycling old phones and printers
- Rewards for reusing competitors shopping bags

Kroger
- Kroger's windfall "Kroger's greenest store in Ohio will save an estimated 82% on monthly utility bills"

Metro
- Metro in Canada reports success with reusable bags- Metro has announced that more than 1.7 million reusable bags have been sold

Staples
- Profitability and Sustainability are not diametrically opposed
- Seeking 'absolute' 10% reduction in greenhouse gas emission by 2012
- Reduced total energy use psf by 5%" since 2001, Electricity consumption 14%

Waitros
- Waste and recycling, Organic and agricultural policy, Responsible sourcing

Kikki.k: Aims to set carbon neutral precedent
- Environmental audit
- Aiming to become carbon neutral by the end of 2007
- Changing to renewable energy

J.C. Penney
- JC Penney became the first retailer to attain the Energy Star for a retail store thereby reducing the carbon footprint of its operation. Going beyond, it has continued to measure and track energy performance of its 1,000+ stores. It has also achieved a Designated to Earn the Energy Star recognition for the new stores.

Gift Fair's Green by Design
- Gift Fair's new category called Green by Design. Booths displaying this hopeful sign were showcasing eco-friendly products for consideration by retailers. Some of the exciting Green by Design products included the very attractive and functional Clean Conscience bags made in the USA from recycled PET fabric and the Elisabethan eco-fashion line handmade in Colorado exclusively from reclaimed fabrics and appliques.

Kohl's Department store
- Kohl's Department store has earned the Energy Star for superior energy performance for over 160 stores. Second, by building new low-carbon businesses. They are in a move to develop new radically-effective low-carbon solutions.

Asda UK
- Pilot to reduce packaging on fruit and vegetable
- Trial has had 'favourable impact' in sales
- No "increased wastage", Pledge to cut private label packaging by 25%

Operative Group, UK: taking the lead in energy efficiency
• Aiming to reduce energy consumption by 25% in the next 5 years
• Removing all tungsten light bulbs from stores
• Plans to increase ranges of power saving products WRAP launches grocery packaging initiative
  • The grocery and home improvement sectors in the UK and overseas are being urged to increase their "competitive edge and reap other benefits" by showcasing their approaches to sustainable packaging through an international study launched by WRAP (Waste & Resources Action Programme).

INDIA'S FIELD OF GREENS
The country is undergoing a second agricultural revolution--building the infrastructure that connects farm to supermarket. Even though the "Green Movement" started more than a decade ago, it is only now becoming the trendy thing to be, doing and buy in retail sector. Building green isn't just a cost-saving strategy; it's a brand-growth strategy. A green building is also an opportunity for retailers to communicate achievements and values with their key stakeholders - customers, shareholders, communities, vendors, and employees. It takes more than selling a few green products to be called a Green Business. To become a green retailer requires a great concern for green.

Bharti Wal Mart, partners Coca-Cola for 'Go Green' project
Bharti Walmart joined hands with beverage major Coca-Cola India to undertake a plantation drive in and around Best Price Modern Wholesale store as part of their drive to plant over 2000 saplings in Amritsar. In partnership with Amritsar Municipal Corporation, to adopt and manage the road stretch from Taranwala Bridge up to the end point of Amritsar Municipal Corporation and partnered with Divisional Forest Office to plant trees on the 8 KM stretch. Further, the Best Price Modern Wholesale cash-and-carry store has provided ten pushcarts to the unemployed and economically disadvantaged from nearby rural areas located. Bharti Walmart also launched India's first skills training center in a Public Private Partnership with the Punjab Government in December 2008. The Training Centre, which offers 100 per cent scholarship to all enrolled candidates, aiming to bridge the shortage of skilled workers for cash and-carry and organized retail formats, thereby creating employment opportunities for the youth. Nearly 1200 students have been certified out of which 335 have been placed in various jobs and nearly 100 are placed in house, Modern Wholesale store.

Field Fresh
Field Fresh, a new company that plans to become India's first large-scale exporter of produce, has leased 4,200 acres on 78 farms in Punjab, producing beans, snow peas, carrots, okra, baby corn and other vegetables for export to Europe and the Middle East. "Organized supermarkets have to have an organized back end," says Lynn Forster de Rothschild, founder and CEO of E.L. Rothschild, a British investment firm owned by a branch of the Rothschild banking family. E.L. Rothschild is a fifty-fifty investor in Field Fresh with Bharti Enterprises, which is planning to set up a nationwide retail chain, probably with Britain's Tesco, as well as an export business. In other parts of India it is buying produce on contract from farmers, guaranteeing to pay market prices, though farmers are free to sell elsewhere. This contract system will probably become Field Fresh's main business model once farmers have learned to produce consistently high-quality crops using new seeds, fertilizers, and techniques the company provides.

Field Fresh's initial export attempts last year proved disastrous. Fifteen out of 20 containers of grapes, as well as shipments of mushrooms and okra, were wasted because of poor-quality skins, pest attacks, or airport delays. But even though Tesco is among Field Fresh's overseas buyers, it has not been easy breaking into foreign markets. Field Fresh expects its exports this year to grow to $15 million, after an initial investment of $50 million.
Reliance
Announced a $5.6 billion multiyear investment in agriculture and retail, links are being established with farms on several thousand acres in Punjab, West Bengal, Maharashtra, and elsewhere, with rural centres providing goods for farmers and handling their produce. Supply chains are planned from these hubs to Reliance Retail's outlets, as well as to foreign buyers. Reliance wants to deliver "better returns for the Indian farmer and producer by connecting them directly to Indian and global consumers, and lower prices and better product quality for consumers." Reliance is already growing mangoes on land adjacent to Reliance's oil refinery at Jamnagar and plans to become India's biggest mango exporter, selling 3,600 tons annually within five years.

PepsiCo
One big company that has already had a positive impact on Indian agriculture is PepsiCo (Charts). The American company has been working with farmers in Punjab since the 1980s, initially pulping tomatoes in return for obtaining government permission to produce and sell its drinks in India. Pepsi introduced new varieties that have helped boost the state's tomato crop from 18,000 tons to 300,000 tons.

Pepsi has a five-year program with the Punjab government to provide several hundred farmers with four million sweet-orange trees for its Tropicana juices by 2008. It is also developing a seaweed crop for a food-gelling agent on 4,000 rafts off the southern Indian coast. And it has introduced Punjab farmers to high-yielding varieties of other crops, such as basmati rice, mangoes, potatoes, chilies, peanuts, and barley, which it uses for its Frito-Lay snacks or sells to domestic and foreign buyers. Last year its agriculture exports totalled $40 million.

Government's Concern
India's Agriculture Secretary, Radha Singh, is backing the big companies' entry into vegetables and fruits because of the obvious growth potential and the impact they can have on farmers' performance. She is also encouraging states to relax the mandis' monopoly and improve infrastructure. "Until recently," Singh says, "the government has never looked at linkages beyond basic food production because the focus has been on self-sufficiency." But anything that might result in consolidation or in the displacement of farmers from their land is politically sensitive - especially at a time when crop failures and bankruptcy have led to an average of 15,000 farmer suicides annually over the past five years.

Putting your best green foot forward, save money and headaches
But greener retailing doesn't necessarily cost more money - it can actually save money, and many retailers don't realise that lighting can often generate heat, which in turn decreases the effectiveness of an air conditioning unit; a problem easily solved. We can find retailer who had 150-watt halogen lighting above the cash register, which meant staff were getting very bad headaches and having sick days.

Retailers operating in large shopping malls can take responsibility for their own in-store lighting, which could save hundreds over a year. "A business can start being greener by simply creating a checklist of all their devices and make sure they're turned off when not in use, which is a simple place to start."

Beware the green wash
One major precaution that needs to be taken if a business is going to make a successful transition to being a green retailer is to avoid green wash. This term refers to misleading consumers over your business' environmental practices, a practice which is currently on the increase. And the
backlash from consumers can be hard to recover from. In the past year or so, the Australian Competition and Consumer Commission (ACCC) have been cracking down on dubious green claims, catching more than a few companies off guard. Woolworths, Goodyear Tyres, Origin Energy and Coopers Brewery have all made misleading green statements in their advertising, packaging or promotions. So, unless a company is completely confident that its green claims are true, they run the risk of the wrath of the ACCC, a consumer backlash, incurring fines, having to make public apologies, legal fees and the costs associated with scrapping marketing campaigns. To ensure you're not greenwashing consumers, make sure all claims can be substantiated, that they are clearly defined and relevant for your consumers.

**Future of Green Retailing**

Today, the eco-green philosophy is the need of the hour. Hence, the future of green retailing is bright as the awareness of leading a greener lifestyle is increasing day-by-day. Green retailing not only helps the retailers to cut costs, build their brand name and earn goodwill among their customers but also creates a sustainable environment for a happier and safer lifestyle. The order of the day is to accelerate this process and make the retailing process more eco-friendly and create awareness about eco-friendly retailing among customers. However, green retailing is still in its nascent stages in India. Retailers should aggressively promote green practices so as to generate adequate awareness among Indian consumers about the advantages of purchasing environment-friendly products. Retailers have to develop an effective supply chain and employ efficient best practices to make these products available at reasonable rates.

Hence, we can say that future of green retailing in India is promising and we may see the emergence of innovative green techniques in the future.

**Suggestions- A Sustainable Bargain**

The consumers' not to be treated like guinea pigs merely for a desire to be seen as socially responsible. The engagement that retailers follow with consumers today is more instructive in nature, telling them what to do in order to be more eco-conscious; they don't create a partnership that offer greater benefits than mere guilt-alleviation. So as a strategic approach for all companies that want serious engagement and tangible result from their consumers, here are few suggestions.

Retailers need to translate green benefits into tangible consumer benefits. The drivers for this transformation are: emotional (alleviation of guilt), and offerings green merchandises, larger windows that allow in natural light to minimise energy use, use everything in the store being recyclable, more loyalty points for the purchase of greener products. Retailer may offer green credit cards that will offer greater savings on eco friendly products. This fundamental principle of incentives and rewards can be applied across business and geographies. This way, the consumers doesn't just buy into emotional benefits of going green but also gets tangible, rational benefits.

**CONCLUSION**

Retailers now are showing great concern for the green retailing, we have discuss that there are lot of benefits by adopting concepts of green retailing, our consumers get their merchandises at reasonable prices, retailers are able to operate their stores with sustainable profits, our environments are safe with less pollution, less use of electricity saves lot of natural resources which are consumed for producing electricity, less use of polythene bags will save the soil, CFL lightings will emerge less carbon and our air being our life will be less polluted. Global retailers are taking good care of their responsibilities for these concerns for their consumers, themselves and our environment.
Even though the "Green Movement" started more than a decade ago, it is only now becoming the trendy thing to be, doing and buy in retail sector. Concern and practices by retailers, and corporate are a welcome step. Building green isn't just a cost-saving strategy; it's a brand-growth strategy. A green building is also an opportunity for retailers to communicate achievements and values with their key stakeholders - customers, shareholders, communities, vendors, and employees. It takes more than selling a few green products to be called a Green Business. The true nature of going green goes much deeper than that. We must hope that this mission of green retailing will continue and prosper in future and more and more people will have concern and contribute their initiative for the cleaner and greener tomorrow. Due to global warming and environmental degradation, people are increasingly realising the importance of using green products and adopting eco-friendly practices. Companies like Tata Motors, IBM, HP, Infosys etc., as a part of their corporate social responsibility, are adhering to new and innovative ways of eco-friendly manufacturing processes.

Green retailing is gradually beginning to assume immense importance and relevance in the country. Retailers have begun to respond to the need of the hour, and green retailing is steadily entrenching its roots firmly into the Indian market.

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