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A Comparative Study of Tamilnadu Newsprint and Paper Limited (Government undertaking) and ITC Stationeries (Private undertaking) in The Context of Environment Marketing



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A. Introduction of the study

The Copenhagen 2009 is very recent example of world's growing concern about the ecological degradation and global warming. Though it was a Fiasco, it is taken as a very important international event as it has compelled most of the countries to think on the increasing pollution. After looking to the total score of Green house Gases, it seems that the contribution of Industries and Business is quite high in it. Increased reach of media and well-spread education among the world nations have generated a little but awareness among the people. Today, the people talk of social responsibility of corporate units and make the social audit. They often blame industries for becoming a cause of Pollution and degradation of ecological environment. In such a situation, many corporate have started thinking and behaving proactively and soothingly. Yes, they are going for environment marketing which has a high concern for ecology and which is friendly to environment. The companies going to be studied here also belong to the same category.

B. Objectives and Importance of the study

A research study should always lead to clear and fruitful conclusions, which can be useful to the society. This study is going to be conducted by keeping the following objectives.

1. To go through the concept of Environment Marketing
2. To study the marketing practices undertaken by ITC stationeries and TNPL
3. To highlight the innovations practiced by both of the companies
4. To find the similarities and differences of both the firms in the case of Environment marketing
5. To establish the fact that environment marketing results in to overall success

Thus above are the objectives of the proposed study, which also explain the importance of it.

C. Conceptual Framework

The Business is dynamic practice and therefore every aspect related to business is dynamic. In fact, the fundamental activities like marketing are also found very dynamic. Not only marketing practices but also marketing theories are changing along with the time. According to Philip Kotler, the marketing thoughts have evolved in following pattern.



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❖ Production Concept

- Product Concept
 - ◆ Selling Concept
 - Marketing Concept
 - Societal Marketing Concept

In production concept, heavy production activities were undertaken. In product concept the product and product, features were in focus. In selling concept, aggressive selling activities were introduced. In marketing concept, the customer became the god of the market and marketers started pleasing her. Finally, the societal marketing concept evolved in which all the marketing decisions are taken by keeping society in the centre.

D. What is Societal Marketing?

The societal marketing concept holds that the organisation's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's and the society's well-being. *

Thus, Societal marketing blends social, company and customers wants. This puts even more emphasis on identifying the needs of the clients, and on providing a service or product, which is of the required quality. It also brings the well-being of society into the equation, and leaves out the profit motive (in order to include not-for-profit organisations). However, if an organisation has profitability as one of its objectives, then that will be an important factor when marketing objectives are being drawn up.

The modern time is the time of information, peoples are more aware of sensitive issues which the earlier generations did not know, like shortage of resources, health issues, environmental deterioration.

In addition, the reason of this well learned society is ubiquity of information, through the means of electronic media and print media, and internet now is playing very important part in providing up to date information. Therefore, this generation have developed the ability to judge any marketing strategy, whether it is correct. Trend of societal marketing is growing rapidly by the time. Many multinational companies are adopting this marketing philosophy to get the attention of well-learned customers of the society and to educate people.

D.1 The Examples

- Proctor & Gamble has introduced the brand of fat free oil to prevent the growing ratio of



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heart disease.

- Various automobile manufacturers are focusing more on producing CNG cars that is not only environmental friendly but it is also very economical. So this trend is getting popular very quickly. One can verify it by observing the increasing number of CNG stations.
- There are various companies favoring the use of recycled paper to aid more life to trees.

The societal Marketing concept is also seen as a branch of corporate social responsibility and it also contains Environment Marketing because conservation of ecological environment is also a responsibility of business concern.

D.2 The Concept of Environment Marketing

According to the American Marketing Association, Environment Marketing is the marketing of products that are presumed to be environmentally safe. Thus, Environment Marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.] Other similar terms used are Environmental Marketing and Ecological Marketing.

E. The research Design

The proposed research will be carried out in following blue print.

1. The Problem

The research problem taken here is “A comparative study of TNPL(Government undertaking) and ITC(Private Sector Company) in the context of Environment Marketing”

Thus the study will be focused on environmental marketing practices of the said companies.

2. The Method

Looking to the nature of the problem the suitable method in this case is the “Case Study” method. Various aspects will be considered and compared during the study.

3. Type of DATA used

Here, the secondary data will be used to enlighten the study and to reach to the conclusions. The sources of data will be the books, journals and facts and figures available on the websites.

4. The analysis



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Looking to nature of the problem, the analysis will be a qualitative kind of analysis without any statistical tools.

5. The findings and conclusion

After analysis, there will be findings and conclusions drawn from the study.

F. The ITC Case

ITC made its entry into the stationery business in the year 2002 with its premium range of notebooks, followed in the year 2003 with the more popular range to augment its offering. Today, ITC continues to blend its core capabilities to market a growing range of educational and stationery products.

The vision

Sustain ITC's position as one of India's most valuable corporations through world-class performance, creating growing value for the Indian economy and the Company's stakeholders

The Mission

To enhance the wealth generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value

The Green Product Mix At ITC: Implementation of Environment Marketing

The first and the foremost ingredient of marketing is product mix. ITC's Education and Stationery Products are marketed under the brands "Classmate" and "Paperkraft". The Classmate range of products is targeted at satisfying education & stationery needs of students & young adults. The product range includes Notebooks, Math Instruments, Scholastic Products as well as Writing Instruments. The Paperkraft range of products aims at satisfying the stationery needs & office consumables need of office executives & working professional. The continuously expanding product range under Paperkraft includes Premium Business Paper, Paper Stationery, and Markers & Highlighters. The product mix of ITC has following Initiatives in the direction environment conservation.

- ITC is the Manufacturer of India's first Ozone treated environment friendly Elemental Chlorine Free (ECF) pulp, paper and paperboard. Knowledge of image processing, printing & conversion garnered from its Packaging & Printing Business.
- ITC provides A fast expanding range of pens that offer ergonomical grip, precision engineered tips & controlled ink flow mechanism have been introduced by Classmate to provide significantly enhanced, comfortable & neat writing experience.



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- ITC has Paperkraft Premium Business Paper which is an "environment-friendly" multipurpose business paper for office and home use from the house of ITC.
- The "environment-friendly" credentials of Paperkraft Premium Business Paper received a major endorsement when recently; ITC became the first & only company in India to become a participant of the prestigious WWF-GFTN. The Global Forest & Trade Network (GFTN) is World Wide Fund for Nature's (WWF) initiative to eliminate illegal logging & improve management of many valuable, threatened forests.
- Paperkraft has recently launched its range of Whiteboard & Permanent Markers and Textliners. With super ink intensity, durable tips and longer cap-off periods, these products provide the consumer with a superior writing, marking & highlighting experience on a variety of surfaces. The inks used for all these products are certified as nontoxic and conform to the European EN 71 Standard and USA ASTM D-4236 standard..
- Paperkraft Premium Business Paper is an embodiment of ITC's cumulative sustainability efforts, committed to the highest level of environmentally responsible business practices.

The commitment to Environment

- ITC has been 'Carbon Positive' four years in a row (sequestering/ storing twice the amount of CO₂ that the Company emits).
- It has been 'Water Positive' for seven years in a row (creating two times more Rainwater Harvesting potential than ITC's net consumption).
- It is Solid Waste Recycling Positive (Reusing/Recycling more solid waste than generated).
- All Environment, Health and Safety Management Systems in ITC conform to international standards.

E-Waste Policy

The lifecycle of all IT assets spanning from acquisition to disposal shall be managed in a manner, which conforms to sound environmental norms as detailed in the IT E-Waste guidelines. This includes :

- Preferential dealing with IT vendors having sound E-Waste management processes
- Extending the useful life of IT assets to postpone / minimize generation of E-Waste
- Responsible disposal processes conforming to regulatory requirements and best practices

The Price

The prices of ITC stationeries are found a little higher or premium because it has to secure mark-



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up over the higher cost incurred on environmental marketing

The distribution

With the support of 750-strong distributor network, ITC has a well-planned distribution network. They also take distributors having understanding of environmental concern. Classmate Notebooks reach more than 65,000 outlets across the country. Its range of more than 300 variants is custom made to take care of varying needs in notebooks, long books, practical books, drawing books & reminder pads segment.

The promotion

ITC has already achieved a high reputation among the customers so it hardly requires any advertisements though it has an effective marketing public relations and publicity network, which highlight the quality consciousness and environment concern of ITC. Every Classmate notebook carries ITC's Corporate Social Responsibility message on its back. For every four Classmate Notebooks purchased, ITC contributes Re. 1 to its social development initiative that supports, among other projects, primary education.

The success

The Education and Stationery Products business of ITC Ltd, among the fastest growing of ITC's various business divisions, is hopeful of growing its office stationery business on the eco-friendly plank. Following points show the success milestones of ITC

- ITC has jumped into a Rs 1,500-crore market dominated by JK Paper, BILT and TNPL, which together hold a 70 per cent share.
- It is providing the entire office stationery requirements of groups such as the Tatas, Wipro, IBM, HSBC and ICICI Prudential and is looking to step up such institutional sales.
- Classmate is the country's dominant brand with an 11 per cent share of the total market followed by Navneet at 6 per cent.

G. The Tamilnadu Newsprint and Paper Limited Case(TNPL)

The Tamilnadu Newsprint and paper limited is government undertaking engaged in the manufacturing of Paper related products. It is one the largest share holder of India in paper market. Environment Protection and management are integral part of TNPL's activities. TNPL has taken several measures for protecting the environment in line with its commitment for sustainable development. In its choice of raw materials, sources of energy, and production processes, as well as in product development, the objective is to minimize the pollution load on environment. In all its business operations, TNPL takes social, economic and ecological considerations seriously.



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The Vision

To be the market leader in manufacture of world-class eco-friendly paper adopting innovative technologies for sustainable development

The TNPL has taken following initiatives in its Marketing Mix.

The TNPL Product Mix

The products of TNPL are totally environment friendly. It is the best example of Environment marketing resulting into environment conservation. Following facts are suggestive of the environmental concern of the firm.

TNPL makes paper primarily from Bagasse (sugar cane waste) using as little wood as possible. The Company uses renewable raw materials with minimum impact on the environment. Bagasse is the fibrous residue remaining after sugarcane or sorghum stalks are crushed to extract their juice and is currently used as a renewable resource in the manufacture of pulp and paper products and building materials. Each 10 tons of sugarcane crushed, a sugar factory produce nearly 3 tons of wet bagasse. Since bagasse is a by-product of the cane sugar industry, the quantity of production in each country is in line with the quantity of sugarcane produced.

By using bagasse as primary raw material, TNPL preserves over 40000 acres of forestland from depletion every year. TNPL has also been adopting multi-pronged, ecologically sound approach towards waste minimization and cost reduction through adoption of cleaner production technologies. TNPL is accredited with ISO14001:2004 certification for an effective environmental management system.

Thus, this is the best example of Environment concern. The use of innovative and harmless raw material prevents the deforestation and saves tree.

The Price

The prices charged by TNPL are soothing because it is Government Company, which is not desperate to maximize the profit, or misusing the property.

The distribution

TNPL distributes its products throughout the country with the support of distributors. Its customers are government organizations as well as private organisations. It has achieved the status of zero dead stock at the end of year.

The Promotion

There has been a system of order-based manufacturing. It has been enjoying the status of "demand=supply" so aggressive marketing is not required. However, the substantial product, the base of environment helps it to sell the produced.



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Other initiatives taken by TNPL

Recognizing, TNPL's commitment to preserving nature, the World Wide Fund for Nature - India (WWF) has endorsed TNPL as an eco-conscious company and has franchised its PANDA Logo to be used on TNPL's branded products.

TEWLIS scheme

At TNPL, effluent water from the process is treated in a state-of-art effluent treatment system through an "Activated Sludge Process". The treated effluent water is fully conforming to the Pollution Control Board norms. The water is utilized for irrigating the dry barren lands around the mill. Around 1700 acres of arid land are irrigated with the treated effluent water under. The main crops cultivated in the area are coconut, sugarcane, paddy and tapioca. The lands which were dry and parched earlier, are now lush green and are a source of perennial revenue to the land owners.

TNPL Plantation Programme

For the production of 2,45,000 Mt of paper, the mill requires about 4,50,000 tons of pulpwood per annum. The current supply available in the state is far behind the demand. Hence, to meet the growing raw material requirement and to subserve the 1988 National Forest Policy Guidelines of Indian Government, TNPL has initiated plantation programme during 2004-05 and has accelerated the pace to increase the area under pulp wood plantations.

Now the plantation programme is entering into its fifth year of operation, expanding the targets with refinement and up-gradation of technologies every year. TNPL is now deploying several innovative measures and technological advancements resulting in significant achievements in many aspects of the plantation programme.

Farm Forestry

The major activities carried out in this programme are motivating the farmers on tree farming and facilitating them to raise the pulpwood plantations. Presently, development of pulpwood plantation in the land belonging to small and marginal farmers with minimum 50 acres in each village is encouraged. Under this scheme, dry land farmers in the State are encouraged to cultivate pulpwood trees. The salient features of Farm Forestry Scheme are:

- Dry land farmers in the State are encouraged to cultivate pulpwood trees in their lands, which are currently barren.
- TNPL provides high quality seedlings/clones to the farmers at concessional rates.
- TNPL enters into an agreement with the farmers to buy the pulpwood at the prevailing market price at the time of harvest or at the minimum support price guaranteed at the time of entering into contract whichever is higher.
- TNPL assists the eligible farmers in obtaining bank finance. The principal amount together



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with interest is to be repaid after the harvest.

- TNPL provides free technical assistance for planting and advisory services after planting of seedlings/clones in farmers' lands.
- TNPL arranges harvesting and transport of pulpwood from the farmers' field to factory.

Captive Plantations:

Captive plantations are raised in the lands belonging to the company, Government departments, and Educational institutions and in the large land holdings of minimum 25 acres in a single block belonging to the participating farmers. The land would be taken either on long-term lease spanning over a period of 15 to 30 years or on revenue sharing basis. In the case of revenue sharing basis, the benefits would be shared between the company and the landowners subsequent to the harvest at an agreed ratio.

The salient feature of Captive Plantation scheme is Revenue Sharing in which TNPL undertakes the responsibility of land development, plantation and maintenance of trees. The landowners need not bear any expenses.

Clonal Propagation and Research Centre (CPRC):

TNPL has added another feather in its cap by commissioning a state-of-the-art clonal production centre of capacity with a 1.5 crores plants / year near the mill site. It is the largest pulp wood clonal production, research and development centre at a single location with world-class infrastructure facilities in India.

In May 2007, the establishment of CPRC was started with 8000 sq.m of fogging and misting chambers, 4000 sq.m of hardening chamber and 10000-sq.m open nursery with updated technological innovations on par with international standards. Provisions are made to establish various research programmes in micro and macro propagation of Eucalyptus, Casuarina and other alternative pulpwood species. Clonal mini-gardens and breeding mini-orchards are being established in CPRC to carryout breeding and tree improvement works. This would facilitate production of preferred, site-specific clones suited to individual operational areas and reduce the cost of clones to the company and emerge as a profitable enterprise to the farmers.

TNPL has established an area of 2734 acres under captive plantation scheme and 37,556 acres have been covered under farm forestry scheme involving about 8235 farmers in 15 districts of Tamil Nadu. In total TNPL has established pulpwood plantations in about 40,000 acres within a span of five years and is committed to raise plantation in about 15000 acres every year to attain the target of 1,00,000 acres by the end of 2012.

The above plantation schemes are being implemented throughout Tamil Nadu through 10 regional offices in Karur, Manaparai, Tirunelveli, Karaikudi, Pudukottai, Namakkal, Trichy, Tanjore,



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Jayangondam and Panruti providing advice and technical assistance to tree growers.

Wind Farm:

TNPL has affirmed to pursue its commitment to renewable energy. The company set up 15MW Wind farm power project at Devarkulam and Perungudi, which are backward villages of Tirunelveli District in the year 1993-94. The initial installed capacity of 15 MW has been enhanced to 35.5 MW as of March 2007 in 5 phases with an average generation of around 5.5 crores units per annum.

Clean Development Mechanism (CDM) Project

The global emissions is needed to be reduced from current 55 billion tCO₂e to around 20 billion tCO₂e by 2050 and stabilize the atmospheric CO₂ concentration at around 450 ppm to avoid the catastrophic change in the climate as long-term target. Kyoto Protocol aims an interim short-term binding target for industrialized countries (annex party) to reduce their emissions to specific targets by the period 2008-2012 using three tools. One of them is CDM (Clean Development Mechanism).

TNPL as leader in implementing sustainable and environment friendly technology projects has already registered two CDM projects with UNFCCC, first under waste management sector (biogas) and second in renewable energy sector (Wind Farm) to mitigate climate change. These projects have generated 1,75,129 Certified Emission Reduction (CERs) equivalent to as many tons of Carbon Di-oxide (CO₂) and earning a revenue to company of Rs.10.59 crores so far. Third project (Chemical Recovery Boiler) is under validation stage and the request for new scenario to fit the project has been accepted by CDM Executive Board. Revised PDD as per the revised scenario submitted to validator (Designated Operational Entity). The project is expected to yield around 1,50,000 CERs per annum. PDD completed for two more CDM projects (Biogas -II & 13.75-wind farm Project) and submitted for validator for global stakeholder comments. Both projects are expected to generate around 50,000 CERs per annum in total.

The Success and Awards

In pursuit of excellence, TNPL has won many accolades. This is in recognition of its continuous innovation and constant improvement in all spheres of its activity.

Best Paper Mill 2007-08

TNPL has bagged the prestigious "Paper Mill of the year 2007-08" award. The award is given in recognition of the Indian paper mill, which sets an example in the areas of productivity, quality, human resource development, research & development, developing export markets, community services etc. besides striving to attain global competitiveness, by the Indian Paper Manufacturers Association (IPMA), New Delhi.



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Certificate of Excellence

TNPL bagged, the Certificate of Excellence in Productivity, Quality, Innovation and Management from the "Institute of Economic Studies", New Delhi.

Export Award

TNPL has bagged the CAPEXIL "SPECIAL EXPORT AWARD" for the 10th consecutive year, for its outstanding export performance during the year 2007-08.

The Government of India has given "TRADING HOUSE" status to TNPL recognizing the export performance.

TNPL has been bestowed the "Niryat Shree Award" by Federation of Indian Export Organisation (FIEO) for the high degree of excellence it has demonstrated in exports.

Excellence in Cost Management

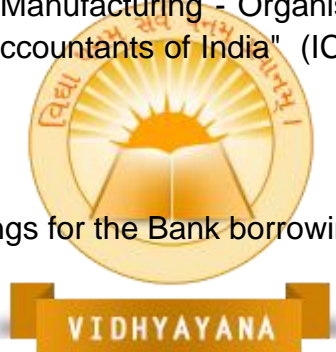
TNPL has bagged ICWAI National Award for "Excellence in Cost Management - 2008" (Second) under the category of Public Sector Manufacturing - Organisation (Medium). The Award is given by the "Institute of Cost and Works Accountants of India" (ICWAI) for the best costing practices in the companies.

Credit Rating by ICRA Ltd

ICRA has assigned the following ratings for the Bank borrowings of TNPL under BASEL II norms.

Long Term Loan - LAA

Short Term Loan - A1+



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Safety Award

TNPL was awarded the commendation award on "CII Leadership & Excellence Award in Safety, Health & Environment (SH&E) year 2002".

Energy Award

TNPL bagged the National Energy Conservation Award for the year 2001 from Government of India in recognition of its outstanding achievement in energy management.

Best Corporate Citizen

Loyola Institute of Business Administration (LIBA) Chennai adjudged TNPL as the "Best Corporate



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Citizen 1999" and bestowed the Mother Theresa Award by recognizing its

- Outstanding social commitment
- Exploring eco-friendly technology
- Professional Management
- Customer friendly and community caring enterprise

Innovative Project

The Confederation of Indian Industry (CII) recognized the Bio-methanation plant of TNPL as "Innovative Project" and bestowed an award for Excellence in Energy Management.

Green Rating

The Centre for Science and Environment, New Delhi has awarded TNPL "3 Leaf - Green Rating" award in appreciation of Environmental Management System.

The Energy and Resources Institute (TERI) Corporate Award

Most recently, TNPL has been awarded second prize in the prestigious "TERI Corporate Environmental Award 2008" in recognition of its various initiatives taken in Corporate Environment Management.

Energy Award

TNPL bagged the National Energy Conservation Award for the year 2001 from Government of India in recognition of its outstanding achievement in energy management.

Supply Chain Performance Excellence Award

TNPL has bagged the Supply Chain Performance Excellence Award for the year 2009 from Indian Institute of Materials Management (IIMM), Chennai Branch in recognition of the company's performance in the area of Inventory Optimization.

Corporate Social Responsibility (CSR) Award

TNPL has bagged the CSR award for 2007-2008 from Government of Tamilnadu for the exemplary service rendered in rural and urban development. Instituted by the Rural Development Department, the award is given to industrial units, taking into account their service relating to CSR in the last five years.



H.The Analysis

The above information is enough to extend the in depth discussion on the issue of Environment marketing and the performance of "ITC" and "TNPL". In fact the following Comparison can be made in regard to the topic

H.1 Similarities/Common Practices

- 1.) Both are engaged in the manufacturing and marketing of Paper and stationary related products in which traditionally there was a high level of environment threat.
- 2.) Both have started paying much attention on the aspect of Green marketing and almost accepted Environment Conservation as their business philosophy.
- 3.) Both have practiced innovation starting from raw material to the process, postproduction activities like recycling and promotion of products.
- 4.) Both have opened eyes of other corporate engaged in similar business.
- 5.) Both have won the awards and certificates for their respective best practices to save the environment.
- 6.) Both the firms belong to India, the country in which, still the concept of Green Marketing has not entered into momentum and even people(specially consumers) have a little idea about the Green marketing.
- 7.) Both spend much of their energy and money for Environment Conservation.
- 8.) Both are exporting the environment friendly products and thus spreading a "Green Message to the World"

H.2 Differences/ Dissimilarities

- 1.) The TNPL is government enterprise promoted by the government while the ITC has been a private sector corporate since long. There is a considerable difference between a government undertaking and a private sector unit especially in the country like India.
- 2.) ITC is a conglomeration and stationeries is one of the product lines of ITC while TNPL is a single product-line Industry only focused on Paper and Stationeries
- 3.) Being a professionally managed Corporate Group, the Vision of ITC is oriented to the wealth creation of nation and maximization of shareholders wealth and as a conglomerate, it does not explicitly reveal about the "Environment Concern" while being a government undertaking, TNPL has clearly mentioned Environment Conservation in its vision.
- 4.) The ITC focuses more on environmental aspect through its manufacturing process, where the recyclability and less release of harmful material is ensured. It has Ozone treated



environment friendly Elemental Chlorine Free (ECF) pulp, paper and paperboard while TNPL focuses more on less cutting of trees. It has innovative raw material called bagasse—the waste of sugar cane, which leaves no scope of tree cutting and usage of woodcutting.

- 5.) The ITC has the use of wood pulp but it makes Elemental Chlorine Free pulp which minimizes the harm of environment.
- 6.) The ITC has restricted its activities up to environment. It has also implemented the scheme of contributing one rupee for the rural education While, TNPL seems more aggressive in this matter. It has touched almost all the areas of social development like captive plantation, educating the farmers, wind farm, Clonal Propagation research Programme, Clean Development Mechanism Programme etc.

I. Findings

After studying the Environment Marketing Practices of “ITC” and “TNPL”, following Findings can be drawn:

- 1.) The Industries engaged in Paper or other similar industry where the use of natural product becomes necessary, there is an enormous scope for Environment Marketing.
- 2.) The corporate that goes for a true environmental marketing, achieves the professional success. They earn handsome profit or good cash inflows.
- 3.) The firms doing environment marketing can easily carry out the Corporate Social Responsibility, as environment marketing is a branch of societal marketing.
- 4.) There is a latent demand in the mind of customers to protect the environment or to support any activity soothing to the ecology or eco-balance so, their latent demand can be easily converted in to a collective demand.
- 5.) The environment marketing is a key for the long-term success in the age of global warming.
- 6.) The environment marketing or green marketing helps to build a strong and clean corporate image.
- 7.) The governance does not affect pursuing environment commitment because a government undertaking TNPL has preformed extra-ordinarily in the area of Green Marketing.
- 8.) The Green Marketing has helped ITC to change its image. Previously it was known as Tobacco Manufacturer while today is known more as an Agent of Green Marketing.

J. Recommendations

Following are the recommendations after the comparative study of “ITC” and “TNPL” in the context of Environment Marketing.



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- 1.) The firms that use the natural resources and causes the deforestation and heavy pollution through business activities should learn a lesson from both the companies respectively “ITC” and “TNPL”
- 2.) The “TNPL” has reached to the roots of environment conservation and total protection of environment while the “ITC” still has a scope in the area of environment conservation. Specially wind farm, Clonal Propagation Research programme, Clean Development Mechanism Programme, Captive Plantation have an edge over ‘ITC’
- 3.) The green Marketing Practice is one of the keys to curb the pollution so, such corporate practices should get monetary as well as moral support from the government. The government should design a special package for the industries using green marketing, which includes subsidies, grants and easy approval.
- 4.) The international agencies like World Bank(IDA), Asian Development Bank, UNO etc should extend the hand to such industries to help them and to motivate them to be more innovative.
- 5.) the customers should be educated to consume the products which are manufacture by the industries like “ITC” and “TNPL”

K. Conclusion

Finally, after going through various aspect of the study, it can be said that both the firms under the study have performed extra-ordinarily in the area of Green Marketing. The comparative study of “ITC” and “TNPL” clearly lead to the conclusion that Green Marketing is a blessing for the corporate that want both-the professional success as well as the good corporate Image. Green Marketing is not only a marketing concept or strategy but it is a “WIN WIN WIN WIN WIN” philosophy in which Corporate is a winner, customer is a winner Society is a winner and Ecology is also winner.



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The Abstract

Introduction



The whole world has awaked suddenly and started worrying about the alarming signals of global warming. There are more than one factors, responsible for causing the global warming. One of them is the evil role of Industries. Industries cause air pollution by releasing toxic, greenhouse gases, and water pollution by releasing fluid. Several industries are engaged in deteriorating ecological balance by destroying natural resources without any control. In such a scenario, healthy practices are also conducted by some corporate as a part of Corporate Social Responsibilities. Green Marketing or environment Marketing is also one the healthy and innovative practices performed by the Industries. ITC (Indian Tobacco Company) Stationeries and TNPL (Tamilnadu Newsprint and Papers limited) are the companies that started the green marketing and have gained as well as contributed much to the society and nature.

Scope of the Study

The proposed study will be restricted to the green marketing practices and up to some extent, CSR practices of "ITC" and "TNPL" because, It will be the comparative study between the ITC and



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TNPL in the context of green marketing or environment marketing.

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2. To study the marketing practices undertaken by ITC stationeries and TNPL
3. To highlight the innovations practiced by both of the companies
4. To find the similarities and differences of both the firms in the case of Environment marketing
5. To establish the fact that environment marketing results in to overall success

Importance of Study

Today, industries are blamed for spreading the pollution and degrading forests and environment. The practices like green marketing if adopted by the corporate at any extent, they can win sympathy for them. Such activities also brighten the image of the corporate. In this study, the two firms of the same industry will be studied which can be exemplary to other industries.

Thus above are the objectives of the proposed study, which also explain the importance of it.

The research Design

The proposed research will be carried out in following blue print.

2. The Problem

The research problem taken here is "A comparative study of TNPL(Government undertaking) and ITC(Private Sector Company) in the context of Environment Marketing"

Thus the study will be focused on environmental marketing practices of the said companies.

2. The Method

Looking to the nature of the problem the suitable method in this case is the "Case Study" method. Various aspects will be considered and compared during the study.

3. Type of DATA used

Here, the secondary data will be used to enlighten the study and to reach to the conclusions. The sources of data will be the books, journals and facts and figures available on the websites.



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4. The analysis

Looking to nature of the problem, the analysis will be a qualitative kind of analysis without any statistical tools.

6. The findings and recommendations

After analysis, there will be findings and conclusions drawn from the study.

Thus, the proposed research will follow the above design. The recommendations will be based upon the findings and outcomes which will lead to some conclusions.



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