

Green Marketing Is Tool Of Developing Primary Sector In A New Scale In India

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ABSTRACT: This is an era of green marketing; people are aware about harmful of plastic and land damages. Because of land damages, the growth of agriculture products is decreasing. The main objective of the study is to understand the green marketing tool for agricultural sector through economic development of the country. Due to the eco friendly nature now people are moving towards agriculture products like jute, cotton, palm leaves, coconut tree leaves instead of synthetic goods. Government should support the primary sector with the help of tax concession only for marketing eco friendly. Green marketing will avoid the usage of plastic products on the road sides as well as the water catchment area. This will lead to increase the ground water level and avoid health issues. The country's development would happen on avoiding plastics and go for green marketing.

KEYWORDS: *Village households, aggregate demand, land damages and competitive advantage.*

INTRODUCTION

India is a agriculture based country which accounts in 2017-18, which employs more than 50 per cent of the total workforce in India and contributes around 17-18 percent to the country's GDP (Sunder Sushruth, 2018). At present, it is era of green marketing; people are aware about harmful of plastic and land damages. Because of land damages, the growth of agriculture products is decreasing. Agriculture is mainly concentrated in villages of India. Villagers are using more plastics than city side people. In villages most of houses have cows, buffalos or even goats. This is also one of the revenue sources for their village households. In each and every households have waste yard (Ooraik kuli in Tamil Language) in the back side of the house. It serves for three purposes. One is dumping the kitchen waste; second one is dumping the cow dung and the third one protecting the house from theft. This is the organic manure for agriculture. It gives good revenue for the farmers. But now a day people are shopping in plastic bags and throwing it in waste yards. These waste yard wastes are collected and using it in agriculture land due to that land gets damaged and agriculture production is reduced. To stop this land damage Government should enforce Green Marketing is a tool of developing agriculture in a new scale of development.

IMPORTANCE OF GREEN MARKETING FOR AGRICULTURE PRODUCTS

Since, from the traditional society which is mentioned in Economic theory, Indians are the best for organic farming. It is in their blood, organic products have good demand in home country as well as foreign nationals. Export of organic products can bring foreign exchange reserves to the country. “Organic farming can elevate socio economic condition of the farmers and sustainable development of the poor countries” (Sarkar, A. N. 2015).

LITERATURE REVIEW

Priya, P., (2015) discussed in this paper that in India, agriculture sector can develop in a new strategy like green marketing and limitations of agriculture in India.

Dr. Sarkar, A. N., (2015) discussed in this paper that Linkage of Organic Farming with Food Value-Chain, Green Supply-Chain and eco-labeling and green marketing would bring sustainable development of agriculture and economic development of the country.

Aceleanu, Lonela. Mirela., (2016) development of Romanian agriculture farms through organic farming and green marketing. This paper also highlighted developing organic farming the use of green marketing is helpful for improving environmental and economic health would lead to the context of sustainable development of the human and Romanian economy.

OBJECTIVES OF THE STUDY

The main objective of the study is to understand the green marketing tool for agricultural sector through economic development of the country.

GREEN MARKETING AND AGRICULTURE DEVELOPMENT

Green marketing means the process of buying and selling goods and services based on their environmentally profit. These products or services may be environmental friendly produced or packaged goods. (Surya, R and Banu, V. P. 2014). Due to the eco friendly nature, now people are moving towards agriculture products like jute, cotton, palm leaves, coconut tree leaves instead of synthetic goods. Hence, agriculture is developing towards the demand for the people of the country. Since, agriculture comes under the primary occupation of any country. So, Government should frame the policy to develop the agriculture sector.

ORGANIC FARMING AND SOCIO ECONOMIC DEVELOPMENT

Now a day's consumer perceptions towards organic goods are very high. The demand for organic goods goes on increasing day by day. In developing countries, people are very much towards health conscious. This is the great advantage for the eco friendly marketing as well as organic goods. This creates the great demand for organic goods as well as green marketing. Since the aggregate demand is very, the employment opportunity is increasing toward the new height and the socio economic development of the agriculturist is increasing and inward

migration is happen in primary sector and the remote villages. Hence, the green marketing is one of the major interest areas for green marketers for taking the competitive advantages.

GREEN MARKETING CONTRIBUTES THE ECONOMIC DEVELOPMENT OF THE COUNTRY

India is an island country, it is the largest manufacture of fish and export to most of the nation. If Indian fish exporters are move towards organic and green marketing, the absolute cost advantage will be more. Now a day's people understand the difference between the organic sugar like palm gagerly and white sugar which comes under the primary sector. The demand for the organic palm gagerly is goes on increasing very high at the same time if the packing is also done by green then the demand will be double. Hence, the demand is doubled; the socio economic development of the people and economic development of the country will increase.

CONCLUSION

In developing countries, primary sector contributes more to the Gross Domestic Product of the country but it is very less compare to developed countries. Government should supports the primary sector with the help of tax concession only for marketing eco friendly. Green marketing will avoid the usage of plastic products on the road sides as well as the water catchment area. This will lead to increase the ground water level, and avoid health issues and land damages. Once the people living condition is improved then people productivity level will increase, Per capita income will income increase, National Income of the country will increase and at last the country will reach the new height of the development in primary sector and allied sector. This would happen on avoiding plastics and go for green marketing. Development of agriculture and particularly organic farming products through green marketing is appreciated worldwide will lead to the country in new scale of development.

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