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METEOR

GREEN TIMES

SMT. K.G SHAH DEPARTMENT OF MANAGEMENT STUDIES



"We four will explain you the concept of green business"

WHAT IS GREEN BUSINESS ?

A green industry business is one that uses sustainable materials to make its product. Green industry businesses aim to use as little water, energy and raw materials as possible while cutting carbon emissions, or it finds ways to utilize these materials in renewable and eco-friendly ways.



FACTS ABOUT GREEN MARKETING

"Hi!! I am Rabiya Esaf, I'll explain you a few interesting facts about green business. "

YES, GREEN MARKETING IS MORE ABOUT SUSTAINABLE SETUP

Green marketing is about your contribution towards the environment, and a step towards saving the mother earth from any harm. Adopting green marketing techniques will engage your potential customer in making them buy the product of the company

GREEN TAX

A green tax is imposed on the environment polluting goods or activities, to discourage people from anti-ecological behaviour and make them sensitive towards the environment.



AWARD FOR GREEN MARKETING!

Yup, that's one of the facts about green marketing. You'd think green marketing is just a concept that helps promote sustainability. However, if you do it with conviction you will win an award. However one of my favorites is the **green echo** award. Another one that you can win is the **Best Green Marketer** award. Aren't these amazing?!

MANY BIG BRANDS ARE OPTING FOR A GREEN MARKETING APPROACH

Big brands like **Starbucks**, **Coca-Cola**, etc are adopting a green approach to their marketing. Eg ; Starbucks is now expanding plant-based and environmentally friendly menu options & shifting from single-use to reusable packaging , Coca Cola has been trying out sustainable bottles for years.



BENEFITS OF GREEN BUSINESS



"Hi!! I am Charul Phul let me show you some amazing benefits of starting a green business"



Attract Customer

Company with green businesses are more likely to convince consumers to buy green products.



Improves Brand Image

Company's reputation and brand image enhances by associating green approach to businesses.



Increase Productivity

Positive attitude, involvement of management and proactive employees increase productivity of green businesses.



Establish Community Relationship

Building corporate responsibility and ethical leadership into business plans can help establish vital community relationships and strengthen local bonds.

Ways to Go Green At Office



LESS ENERGY

Replace all the incandescent bulbs with LED bulbs



WORK FROM HOME

Now-a-days working from home is great way to save environment



ECO- FRIENDLY PAPER

Purchase chloride-free recycled paper



BECOME BIKER

Ease some burden by using E-bike to commute to work



MARKETING STRATEGIES FOR A GREEN BUSINESS

Pyramid of marketing strategies

"Hi!! I'm Ashiya Miyaji let's go through some green marketing strategies"



Using eco-friendly ways of packaging

GREEN PACKAGING

Designing the product in such a way that it doesn't harm the environment in any of its manufacturing stage

GREEN DESIGN

Position the product in the market as an eco-friendly product

GREEN POSITIONING

Avoiding the use of the harmful substance in your package Eg: thermocol, bubble wrap, etc

Maximizing usage of vegan and organic raw materials

Eg: MAMAEARTH always market its product by saying that they make natural products and also plant trees



GREEN BUSINESS IDEAS

"Hi!! I am Saniya Khan. Let's have a look on some innovative green business ideas"

Fun Fact GREEN BONDS

Green bonds are a type of debt instrument used to finance environmental and climate-related projects. The proceeds from green bonds can be used for various purposes, including investing in renewable energy, energy efficiency, and pollution reduction. Governments and private companies can issue these financial instruments, typically with maturities of 10-30 years

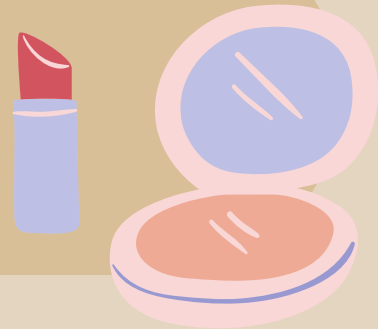
1. Organic Snacks

Organic snacks refers to snacks that are made with organic and vegan products sourced from local farmers and shops.



2. Eco-Friendly Beauty products

Manufacturing products that are vegan and chemical-free and are easy to dispose.



3. Second Hand Fashion

Recycling old clothes to make new one. Eg:H&M



4. Re-usable Plastic Bag

Now-a-days plastic wrappers are converted into beautiful bags and pouches.



SOME INTERESTING CASE STUDIES

1. H&M Let's Close the Gap: Deposit scheme for gathering raw material

H&M's "Let's Close the Gap" project began in 2013 as a CE, that collects and categorizes discarded clothing from customers. If the garment is in decent condition, they will restore it and find a new owner for it. If a garment reaches the end of its useful life, H&M will recycle it and reuse the material in new goods. Customers who bring in their old clothes are rewarded with tokens that can be used to get a discount at H&M shops.



2. Fatemah Alzelzela: A Recycling Star in Kuwait

The 24-year-old electrical engineer is the co-founder of Eco Star, a non-profit group that recycles rubbish from homes, restaurants and schools across the Middle-Eastern country. "All of us should care about the environment, but we are lost. We are trying to show people the path again," says Alzelzela. Since launching in early 2019, Eco Star has recycled over three-and-a-half tonnes of plastic, 10 tonnes of paper and 120 tonnes of metal.

3. The story of Printed House

What you are looking at is India's first printed House not built printed and zero people were used to build it. These three friends build a 3-D printer to print homes. First they designed the model of the house then they fed the design to their 3D printer and piece by piece they watch build each part of the house. Once all the parts were ready they were put together. A beautiful and a well planned House was printed within just a few days and also generated very less waste.



Time for games

1.

P	L	A	N	T	T	O	S	U	S	T	A	I	N	A	B	L	E
E	S	O	L	A	R	R	F	M	R	E	U	S	E	F	O	U	R
N	C	F	I	L	P	G	L	A	G	U	P	G	R	A	D	E	S
E	U	O	S	L	A	A	E	T	O	A	B	R	S	E	N	I	Y
R	S	E	F	S	N	N	X	E	G	M	I	E	Z	N	A	P	L
G	A	R	D	R	E	I	I	R	R	A	O	N	E	V	R	L	P
Y	P	A	E	K	I	C	B	I	E	K	D	E	R	I	R	A	O
S	W	O	R	D	S	E	L	A	E	E	E	W	O	R	A	N	T
A	H	D	F	C	U	C	N	L	N	S	G	A	W	O	N	N	E
V	S	E	C	O	N	C	I	D	U	K	R	B	A	N	G	I	C
I	B	U	S	I	N	E	E	S	L	I	A	L	S	M	E	N	H
N	H	A	N	D	M	A	D	E	H	Y	D	E	T	E	Q	G	N
G	D	N	A	T	U	R	A	L	M	A	A	D	E	N	W	A	O
P	A	C	K	S	T	R	E	E	H	K	B	A	H	T	O	L	L
Q	T	V	J	R	E	Q	V	O	E	S	L	B	X	A	Z	U	O
R	E	C	Y	C	L	I	N	G	U	L	E	L	V	L	X	B	G
E	C	O	C	O	N	S	C	I	O	U	S	E	H	J	K	V	Y

2.

QUIZ

1. HOW CAN BUSINESS SAVE ENERGY?

- BY USING ANY LIGHTS
- BY USING LOW ENERGY LIGHTS
- BY LEAVING THE TOASTER ON
- BY USING THE OVEN BEFORE IT IS NEEDED

2. G O _ _ _ E N

3. R _ _ _ E

4. _ _ R O W _ _ T _

5. HOW CAN BUSINESS HELP IMPROVE AIR QUALITY?

- BY GIVING STAFF GIFT CARDS TO BUY GAS
- BY PROVIDING MONEY FOR GAS MILEAGE
- BY GIVING STAFF NEW CARS
- BY PROVIDING STAFF WITH PASSES TO TAKE PUBLIC TRANSPORTATION

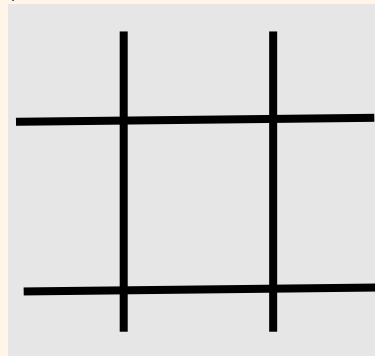
6. R E _ _ U _ C _ S

7. _ U _ T A _ _ A B L _

8. B U _ _ _ E _ S

9. _ R _ _

3.



NOTE: Instead of
'X' & 'O' USE
THE ICON OF
TREE AND
SEED

Words:

1. GREEN
2. SUSTAINABLE
3. ORGANIC
4. ECO FRIENDLY
5. REDUCE
6. TECHNOLOGY
7. RECYCLING
8. ECO CONSCIOUS
9. REUSE
10. RENEWABLE
11. BIODEGRADABLE
12. NATURAL
13. ENERGY SAVING

Answers section

1.

P	L	A	N	T	T	O	S	U	S	T	A	I	N	A	B	L	E
E	S	O	L	A	R	R	F	M	R	E	U	S	E	F	O	U	R
N	C	F	I	L	P	G	L	A	G	U	P	G	R	A	D	E	S
E	U	O	S	L	A	A	E	T	O	A	B	R	S	E	N	I	Y
R	S	E	F	S	N	N	X	E	G	M	I	E	Z	N	A	P	L
G	A	R	D	R	E	I	I	R	R	A	O	N	E	V	R	L	P
Y	P	A	E	K	I	C	B	I	E	K	D	E	R	I	R	A	O
S	W	O	R	D	S	E	L	A	E	E	E	W	O	R	A	N	T
A	H	D	F	C	U	C	N	L	N	S	G	A	W	O	N	N	E
V	S	E	C	O	N	C	I	D	U	K	R	B	A	N	G	I	C
I	B	U	S	I	N	E	E	S	L	I	A	L	S	M	E	N	H
N	H	A	N	D	M	A	D	E	H	Y	D	E	T	E	Q	G	N
G	D	N	A	T	U	R	A	L	M	A	A	D	E	N	W	A	O
P	A	C	K	S	T	R	E	E	H	K	B	A	H	T	O	L	L
Q	T	V	J	R	E	Q	V	O	E	S	L	B	X	A	Z	U	O
R	E	C	Y	C	L	I	N	G	U	L	E	L	V	L	X	B	G
E	C	O	C	O	N	S	C	I	O	U	S	E	H	J	K	V	Y

2.

Answers of quiz

1. By using low energy lights.
2. Go green
3. Reuse
4. Zero waste
5. By providing staff with passes to take public transportation.
6. Resources
7. Sustainable
8. They can provide recycling bins.
9. Business
10. tree

CREATORS



SANIA KHAN
SYBMS



CHARUL PHUL
SYBMS



ASHIYA MIYAJI
SYBMS



RABIYA ESAF
SYBMS