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Green Marketing and Corporate Social Responsibility as its aspect

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Abstract:

Society looks forward towards business as a resilient part of society which acts as a responsible member of the social community as well as provides its goods and services which contribute towards sustainability. This view entails a responsibility on corporate houses to perform its social responsibility by minimizing their negative impacts and increasing their positive impacts on the society not only to build their good image in the eyes of society but more importantly to exist in today's modern competitive era. In a present situation, consumers are becoming more conscious for their acts as well as business activities to protect environment. This expectation of society for going green has given birth to Green Marketing as a tool for Corporate Social Responsibility.

In this paper we have attempted to elaborate the concept of green marketing in context of Corporate Social Responsibility. Corporate Social Responsibility (CSR) is nothing but what an Organization does to positively influence the society in which it exists. It could take the form of community relationship, volunteer assistance programs, and special scholarships, preservation of cultural heritage and beautification of cities

Keywords: Green marketing, Corporate Social Responsibility

Introduction:

While there may be no single universally accepted definition of CSR, each definition that currently exists underpins the impact that businesses have on society at large and the societal expectations of them. Although the roots of CSR lie in philanthropic activities (such as donations, charity, relief work, etc.) of corporations, globally, the concept of CSR has evolved and now encompasses all related concepts such as triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility. This is evident in some of the definitions presented below:

The WBCSD defines CSR as —the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large.

According to the UNIDO, —Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and