



SCOPE OF GREEN SHEEN AND SUSTAINABILITY STUDY IN INDIAN CONTEXT

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Abstract

Sustainable, in easy language the thing is socio-economically and environmentally friendly or it is define as clothing, accessories and shoes that are marketed, manufactured, and used in the more sustainable etiquette possible, taking into account both socio-economic and environmental aspects. This signify the continuous work to improve all phases of the product's storage, transport, life cycle, from design, raw material production, marketing, manufacturing, and final sale, to use, reuse, remake, repair, and recycling of the product and product components. Green sheen is the practice of making an misleading or clean claim about the environmental welfare of a company product, service, technology or company practice or product, service, technology. It is also known -green wash, it is a form of rotation which green marketing is trickily used to advertise or forward the big idea that an organization's products, so that their policies or aims are environmentally friendly. The research will include what is greensheen actually, why is greensheen a problem, how do we spot it, its index scoring criteria, breaking down greensheen, greensheen evidence, the 7 sins and there are many more.

Key Term : Greensheen, sustainable

Introduction

Green-sheen is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice. Green sheen can make a company appear to be more environmentally friendly than it really is. It can also be used to differentiate a company's products or services from its competitors by promising more efficient use of power or by being more cost-effective over time. In the mid-1960s, the environmental movement started to build momentum. More and more people were becoming environmentally conscious. At the same time, the anti-nuclear movement was also gaining followers. As is the case with many new cultural trends, what companies saw in these movements was another means of gaining more capital by promoting their products accordingly. Soon enough, nuclear power was being promoted as a clean, safe alternative to other energy sources and by 1969, many public service companies were spending more than eight times what they spent on anti-pollution research on green sheen (Karlner, 2001). That is when greensheen was born, and since then it has been continuously evolving.

Set of 7 Sins like Sin of proof, sin of vagueness, Sin of Hidden trade, Sin of Worshipping False Labels, Sin of Irrelevance, Sin of Minor of Two Harm, sin of fibbing off, which is considered as a green sheen which are as given

Case of Green Sheen

The Federal Trade Commission offers the following examples of green sheen:

- A plastic package include a new shower drape is stamp-recyclable without further elaboration. Because the context of the claim does not make clear whether it refers to the shower curtain or the plastic package, the claim is deceptive if any part of either the package or cannot be recycled, the curtain, other than minor, related components.
- The bottle is made entirely from recycled materials that's why A soft drink bottle is labeled-recycled. but the bottle cap is not. Because the cap of bottle is a incidental component of the package, the claim is not dishonest.
- An area rug is labeled-50% more recycled content than before. The manufacturer increased the recycled content of its rug from 2% to 3%. Although the claim is technologically correct, it likely conveys the wrong influence that the manufacturer has increased significantly the use of recycled fiber.
- A garbage bag is labeled -recyclable and there is no qualification. Because garbage bags generally are not divided from other garbage at the incinerator or landfill for recycling, they are highly not probable to be used again for any purpose.

Challenges with green sheen

Due to existence of green and sustainable approach now days. Retailers, restaurants airlines, car companies-heck, even stadiums and networks. Responsively, more often than not, that's a good thing. It's only bad if it s green sheen -that's bad for the very businesses doing the green sheen, environment, and for the consumers ultimately-whether they mean to or not.

Environment: At its very improbable, green Sheen is bad for the environment because it can cheer up consumers en masse to do the opposite of what's good for the environment. It is just making green claims to sell more stuff.

Consumers: It is heard of bait-and-switch and lemon laws. Nobody likes to be taken benefit of, particularly when it comes to money. So, when you see an environmental claim, ask yourself about -The Truth, the Whole Truth, and Nothing But the Truth before you buy.

Businesses: Smart businesses are finding out that doing correct by the environment truly does upgrade profitability in many cases. With so many common or easy ways for businesses to decrease their environmental impact or improve their products and processes, it's just sad when they don't. That's why they have put together the Green sheen Index. The more consumers see through green sheen, the more it will fail. And that's better for the economy and the environment.

Here are a few tips on what to look for so you don't get greenwashed, or if you're a company, so you're not green sheen yourselves:

1. *The Truth:* If you see a green ad, take a look at the company as a whole. Can you easily find more information about their sustainable business practices on their website? Do

they have a comprehensive environmental story? Is there believable information to substantiate the green claims you saw in the ad? If not, buyer beware.

2. *The Whole Truth*: Next, try this. Search the company name on Google plus the word environment and see what pops up. This is far from scientific, but if consumers or environmental advocates have a beef with the company's track record, something's bound to pop up.

3. *And Nothing but the Truth*: —I know it when I see it. The sentence of Supreme Court Justice Warren Potter in a ruling on hard-core pornography in 1964. As weird as it may seem, those are words to live by for the consumer and green marketing claims.

GREEN SHEEN INDEX SCORING CRITERIA

Rate an advertisement with the Green Sheen Content; it will create a score based on your reaction to the following statements. Your score will be involved in the ad's overall score, and your review or remark will be added to the tally. Scoring is a very much alike to golf: High scores are unacceptable (for the advertiser).

- THE ADVERTISEMENT MISLEADS WITH TALK.
- THE ADVERTISEMENT MISLEADS WITH VISUALS AND/OR GRAPHICS.
- THE ADVERTISEMENT MAKES A GREEN INTREST THAT IS VAGUE OR SEEMINGLY UNPROVABLE.
- THE ADVERTISEMENT OVERSTATES OR EXAGGERATES HOW GREEN THE SERVICE/PRODUCT/COMPANY ACTUALLY IS.
- THE ADVERTISEMENT LEAVES OUT OR MASKS IMPORTANT INFORMATION, MAKING THE GREEN INTREST SOUND BETTER THAN IT IS.

GREEN COMPANIES OF INDIA

India making rapid progress in the field of industrialization, concerns have also been made by various sections of environmentalists regarding the repercussions on the environment. The companies themselves are now more aware about the ways in which their factories often affect the ecosystem and have taken a greener path to success. Here are the some top ten green companies in India which showing the path of sustainability to others.

- **LG**: LG India has been a pioneer is making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.
- **HCL**: HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating.

- **Haier:** Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. They have semi automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.
- **Samsung:** Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.
- **Tata Consultancy Services:** TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
- **Oil and Natural Gas Company:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums, that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.
- **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages.
- **ITC:** ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.
- **Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most ecofriendly building in this sector all over India.
- **MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco-friendly tubeless tyres made from unique silica- based rubber and also offers extra fuel efficiency.

THE INDIAN SCENARIO While environmental guardianship in India has been a governmental first concern with firm position regulatory management, the focus has been much more on waste management and ejections. But, there has been low prominence on product oriented standards till date. The implementation and development of such standards for green products will bring about a change in the market possibility of green products and boost Sustainable Consumption and Production (SCP) in India. The useful communication of green products to consumers in India is one of the major dares taking into concentration the limited knowledge on green products and lowest information announcement on the same. The lack of accepting of eco-label usage for products makes it hard for the consumers to differentiate between the spurious self-declared claims made by the manufacturers and the nationally/internationally accepted eco-labels.

The GPNI offers able to various industry stakeholders academic institutions and government on the utilization of SCP in their core activities by facilitating the following : • Defining criteria and indicators for the identification of green products • Product Peering – A rigorous activity for evaluation of a product based on its environmental and social performance and recommendations for performance improvement • Capacity building of

employees on green purchasing and green products through special workshops and training programmes • Policy Advocacy and Regulatory Framework on Green Procurement • Designing and conducting courses on Green Purchasing and Green Products for students and professionals

Conclusion

In conclusion, green sheen is a term that refers to an unethical marketing practice that has been going on for decades and is still evolving, in which businesses promote themselves as environmentally friendly, even though they usually aren't, or grossly exaggerate their claims. It is important to become aware of the practice in order to protect the environment and to support those that engage in green business practices. One can do this in a multitude of ways, from not purchasing products from companies that use this spin tool to rating them and adding them on the Green sheen Index.

In survey, it find most of the people don't know that what greensheen actually is and very few peoples knows about it. Most of the people buy few environmentally friendly food and beverage products because they think the environmentally friendly products are costly. They identify environmentally friendly product with product logo, tags and product contents. They all know very well that business have responsibilities towards the society. Very few people inform themselves about unethical practices of companies. And most of the people never ever stopped buying products even they discovered unethical practices of the companies. In survey, it also find if they looking at the possible clothing purchase, the feature they are most drawn to: First; price, second; on trend, third; style/color, and then fourth; sustainably made. Most of them most concerned about toxic dyes and chemical used in clothing and manufacturing as ethical issues but still they never buy purchased an item of clothing that was described as sustainable, organic, conscious, eco-friendly or ethical. Because most of they think the higher price seen on sustainably designed and manufacturing clothing discourages consumers from purchasing.

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