



GREEN CONSUMER DAY 28th September, 2017



Green Consumerism means a consumption pattern with an environmental consciousness. It refers to recycling, Purchasing and using eco-friendly products that minimize damage to the environment.

Green Consumer is someone who is very concerned about the environment and only purchases products that are environmentally- friendly or eco-friendly.

A Green Product should not...

- ★ Endanger the health of people or animals
- ★ Damage the environment at any stage of its life, including manufacture, use and disposal
- ★ Consume a disproportionate amount of energy and other sources during manufacture, use and disposal.
- ★ Cause unnecessary waste
- ★ Involve unnecessary use of or cruelty to animals.
- ★ Use materials derived from threatened species or environments

Green Consumer Actions Include - Purchase and use

- ★ Products with little or no packaging
- ★ Products made from natural ingredients
- ★ Products that are made without causing pollution.
- ★ Products made from recycled materials.
- ★ Energy Star appliances that consume less power.
- ★ Hybrid cars that emit less carbon dioxide.
- ★ Solar and Wind power to generate electricity.
- ★ locally grown vegetables and fruits.

Success of the Green Consumerism Movement broadly depends on

- ★ Whether , we, as individual consumers are ready to spend one rupee extra on an environmental friendly Product?
- ★ Whether , each one of us is ready to inform and enlighten atleast one more person about the need and significance of using the Environment Friendly Products?
- ★ Whether the major manufacturers and producers are ready to launch and market environmental EFPs as a part of CSR?
- ★ Whether the Governance will encourage in the form of subsidised raw material and other facilities to the manufacturing units and marketing of EFP?