



# **BE THE CHANGE: A STUDY OF THE GREEN INITIATIVES AND GREEN IDENTITY OF INDIAN CORPORATES**

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## **ABSTRACT**

Protection of the environment is an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global level. This makes it imperative for the businesses to review and revitalize their green initiatives. Amid the global ecological crisis around climate change, it is essential for the corporates to put themselves on a path toward sustainable growth. Green initiatives in corporate governance will help in the conservation of natural resources and help to minimize of natural resources. Green initiatives in-corporates a broad range of activities, green processes inthe workplace in orderto createa healthy environment for employees, reduces waste including product modifications, changes to the production processes, packaging changes, as well as modifying advertising. This paper attempts to examine the various green initiatives of leading Indian corporates and how they are creating a green identity for themselves.

## **KEY WORDS:**

Green Initiatives, green products, green advertising, green processes, sustainability

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