

Ongoing supportive activities

A computer lab has been started in the Bakul Children's Library. The computers have been donated by SUN Microsystems India. This was the initiative of the Bangalore Group of Bakul that was set up after the film festival at IIM Bangalore in 2008 by enthusiastic visitors to the festival. The Lab was inaugurated on 2nd October by Mr Jay Panda, the member of Parliament from Orissa. On the occasion of Gandhi Jayanti, Bakul also had an informal interaction with the renowned Gandhian Prof. Sarbeswar Das. He spoke to the 40 odd kids present about Gandhi and Gandhianism from a personal perspective. Pantaloons, Bhubaneswar placed a board at its entrance to publicize the environmental film festival organized by Bakul. The film festival has since been a regular affair that Bakul has been so passionately involved with. Pearson Education sent 200,000 books after learning about Bakul at one of its exhibitions in an American University where someone shared the story of the children's library from India.

Future plans

Online Library Catalogue :Bakul Library aims at building a state of the art Online Library system which can be accessed anytime and anywhere from the web. This online system will enable user to check the availability of books and multimedia, place a request, renew books and going forward get it delivered to your doorstep. The online system is currently under construction.

Scalability:

People actively associated with Bakul strongly feel that it is not about whether they scale up the library in terms its size or how many branches they manage to set up across the state. But it is about the inspirational value creation. People see the library and then go back to set up one miniature one in their localities. This is what they call creation of social capital, hence proving that the most scalable thing is 'hope'.

Challenges

The biggest challenge faced by Bakul is of changing the perception of the public towards the habit of reading. The present era is technology dominated with a constant inflow of modern day gadgets. It becomes very difficult to inculcate physical book reading habit among the youngsters. Bakul has taken up the challenge and is zealously working towards it. The second problem faced is of funds. Community is slowly responding to the efforts of Bakul but it is still a long way to go. Funds are just trickling in but Bakul has kept its hope high for a better response soon. Sujit recalled someone saying, it is too elitist a thing. The library in its present look does not like one for the disadvantaged, But then, an initiative for the disadvantaged does not need to look disadvantaged itself.

Innovations during Pandemic

During Pandemic, Bakul started Storytime at 9.00 pm on every Saturday on different online fora. The storytellers were engaged from all over the world. The children could able to gain knowledge on the cultures and traditions of different countries through this intervention when physical presence in the library was not allowed. A series on noble laureates and their innovations has also started for children by Bakul Foundation using online platforms. The speakers chosen by Bakul are to be reckoned in their proven field of work. These efforts on the part of Bakul to engage the children in acquiring knowledge during pandemic are noteworthy.

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CHAPTER FORTY FOUR

Green Marketing as a Prospect for Green Entrepreneurs

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1. Introduction

The world is changing due to technological, economic and political changes. Also the customers' requirements are changing. Entrepreneurs those who can fulfill the customer's requirement only can sustain in the long run. Recent studies show that consumers are now more conscious about health and environment. Due to this, the concept of green market, green entrepreneur and green product is developing. So there is a big opportunity for the green entrepreneurs in future. They can choose green product and green marketing to earn huge profit in the changing world. Green marketing is also very much essential for the sustainable development of the world. Green marketing is a strategy used by entrepreneurs for reaching sustainable development. Organizations need to know buyers' attitude and their requirements, so that they can adapt new strategy. To be in the long run in competitive market entrepreneur has to understand the requirements of the customers and try to satisfy them. Green marketing is a concept which is used by the entrepreneurs for the sustainable development. Time has come to understand and implement the strategy of green marketing and green product by the green entrepreneur to save the world.

2. Green Entrepreneur

Green Entrepreneur starts its business with green product, green marketing and also green design from the starting of their business. Green means which is environmental friendly, which will not harm the environment and will be helpful for sustainable development. Green entrepreneur is a sensitive and motivated person who is ready to solve the environmental problems by doing innovation in an ecofriendly manner. Their main business activities are to solve the social and environmental problems. Their business gives a positive impact on the environment. They start their business activities knowingly to solve the social and environmental issues. They take high risk to get the profit in an ecofriendly way.

3. Green Products and Green Marketing

These products have low environmental effects. They are designed in such a way where fewer resources are used for the production. These products are durable, non-toxic and also made of recycled materials. Green or sustainable products help in economic development by preserving the resources for future generation. It is less harmful to the human health and environment. Green marketing is a process where the entrepreneurs sell their products and

services to the customers by showing the benefits of green marketing to the health and environment. They show their products as environmental friendly, safe for health and also which leads to sustainable development. The objective of green marketing is to reduce the wastages, use of biodegradable materials and educating people about green products by eco-friendly message.

Phases in the evolution of green marketing

- Ecological green marketing.
- Environmental green marketing.
- Sustainable green marketing

4. Reasons for Green Marketing

- Entrepreneurs using green marketing have competitive advantage than other entrepreneurs.
- It is also required to show corporate social responsibility by the entrepreneurs.
- In some products it is required according to Government regulations.
- It is required to compete with other responsible companies those using green marketing.
- It is also required to increase the goodwill of the company.

5. Rules of Green Marketing

- **Creating awareness among customers:** The green entrepreneurs should create awareness about the benefits and requirements of green product and green marketing for sustainable development of the world. Customers should also know the benefits to their health and environment.
- **Reassure the consumer:** Customers should be convinced that they are not compromising with the quality of the product for climate. They are getting good product for the price they pay.
- **Pricing of the product:** If entrepreneurs charging a premium for products and services of ecofriendly or green products, they have to be sure that the customers will be able pay the increased price.