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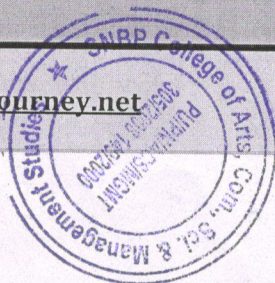
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Effects of Urbanization on Global Warming

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Abstract:

Global warming & climate change always is a reason for average increase in the global temperature. Natural events & human activities are the main thing which contributes in the increase in the temperature. The climate change, caused by rising emission of carbon di oxide from vehicles, factories and power stations, will not only affects the atmosphere and the sea but also will alter the geology of the Earth. Emission of carbon di oxide due to use of fossil energy will change the climate and the temperature is estimated to increase by 2 to 6 degree Celsius within 10 years, which is tremendous increase from our current average temperature of 1.7 degree Celsius. The human population has lived a rural lifestyle through most of history. Because of life style and the changing habits of the people the global warming is increases day by day and for this all humans have to come together to change the entire atmosphere. This paper explains about the effects of urbanization on the climate and due to which there is increase in the global warming. And how urban people have to decrease the pollution through the preventive measures.

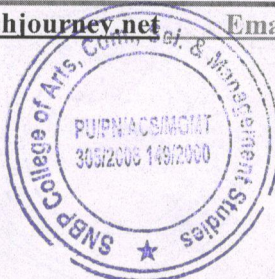
Key words: - Urbanization, Global Warming, Environment, Greenhouse gases.

Introduction: -

Urbanization refers to the population which gets shifted from the urban area. The process by which a large no. of people become permanent residential in relatively small areas, forms cities. The world's population is quickly adapted the development and becoming urbanized. less than 30% of the world's population lived in cities in 1950's. in 2000, This number increased to 47% i and it is expected to grow to 60% by the year 2025. As per this migration rate, the urban population of world is expected to increase to 84 % by 2050, i.e. from the 3.4 billion in 2009 to 6.3 billion in 2050. All these means more and more people will be living in urban areas, as more and more people migrate to cities, to achieve and priorities their needs.

Because of increase in the population in the cities, it contributes to climate change via burning of fossil fuels, generating urban heat islands, deforestation and other activities, and are subject to climate change and its ill effects. The cities can help to reduce the global warming or the temperature rise by controlling the use of fossil fuels, by reducing the greenhouse gases, by using renewable energy sources etc. and other city measures It helps to reduce the global warming as well.

Global warming is when the temperature of earth rises. It happens when greenhouse gases (CO₂, Water vapor, nitrous oxide and methane) trap heat and light from the sun in earth's temperature. There are various factors responsible for the global warming and one of this factor is urbanization. The evolution of human being is started from nearly six million years, with the modern form of humans only evolving about 200,000 years ago. The records said that, human civilization is only 6000 years old. Hence, it is not possible to study the earth's climate before the human evolution, earth being estimated to have been formed some 4.54 ± 0.05 billion years





ago (Brent, 2001). But it is clear that the condition of earth was better as compared to the today's situation. Due to the human activities and the development earth has polluted and facing the problems from waste management to the Ozone depletion which is the loss of the human. Warming is predicted to be greater in higher latitudes than in tropics and will be more pronounced during winter than summer. The industrial pollution due to its nature has the potential to cause irreversible reactions in the environment and hence is posing a major threat to our existence. Greenhouse gases can stay in the atmosphere for an amount of years ranging from decades to hundreds and thousands years. No matter what we do, global warming is going to have some effects on earth.

Objectives of the study: -

1. To study the factors responsible for the urbanization.
2. To study the co-relation between urbanization & Global Warming.
3. To study the control measures of global warming.

Urbanization: -

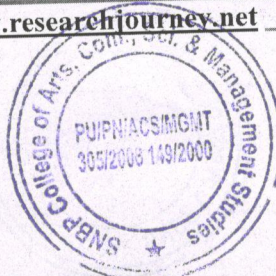
According to K. Davis, "Urbanization represents a revolutionary change in the whole pattern of social life. Itself a product of basic economic and technological development, it tends to turn, once it comes into being to affect every aspect of existence". People migrate themselves from rural areas because of the relatively better employment opportunities available there. In India, the migration has patterns such as rural to urban or urban to urban.

There are several factors those are responsible for urbanization, some of them are: -

1. When the process of industrialization increases, economic development takes place and modern sectors like trade, commerce, transport and its allied services also develop. This results in rural-urban migration, because the workforce migrates from agriculture to non-agricultural sectors.
2. All government offices, industrial houses, educational institutes, foreign embassies are located in the cities. So the cities urbanize faster.
3. Growth centers of the economy such as manufacturing and services are usually located near the cities where they benefit from the flow of input, output and labor from far and near.
4. The location of coal and iron mines accelerates the process of urban expansion as it induces the location of coal and iron based industries in particular area.
5. Port towns also turn into big urban centers in the course of the time because trading and industrial activities are agglomerated in such centers. The entire import-export trade is conducted from the centers.

Urbanization and Environment: -

India's economic growth momentum cannot be sustained if urbanization is not actively facilitated. Nor can poverty be addressed if the needs of urban poor are isolated from the broader challenges of managing urbanization. Cities will have to become the engines of national development. With the increase in development, all countries are facing certain problems or challenges including housing, disaster management, water management and the environment pollution. Although industries are trying to reduce these things but the challenges are in great percentage. However, in the quest to improve the standard of living and to fulfill their ever increasing diversified and sophisticated needs, human use of the physical environment is often





excessive and uncontrolled. Environmental degradation is the consequences of human negligence on one hand, but on the other hand it is more often than not is the intentional individual or collective actions that has economic gains as utmost importance. as such, in the process of economic and infrastructural development, environment has not been given its due respect and has often been sidelined which leads to further degradation of environment.

The problems associated with the unsystematic urban development are as follows: -

1. Much of land is being converted into the urban uses is prime agricultural land, but urbanization is also an important cause of deforestation and wetland destruction.
2. The use of automobiles and the vehicles increases the carbon di oxide emission amplifying air pollution and causes global warming
3. Cities will be strongly affected by changing weather patterns such as smoggier days, flooding, tsunami, Ozone depletion, these climate changes are due to the deforestation mainly.
4. The solid waste management is major problem. Many products going to landfills do not breakdown quickly.
5. There has been marked in fuel consumed for urban activities leading to greater impact on environment as well as on human health.
6. Parts of Antarctic ice and the polar ice cap at the north pole are shrinking. the cause is not a rise in temperature but rather rising ocean temperature. The air temperature can only alter the surface of the ocean. And melting the ice caps is main reason of fear to the world.

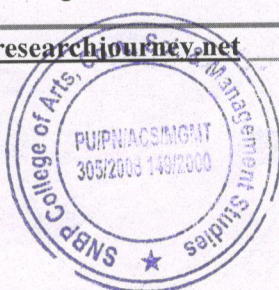
Within a city, urban-rural temperature differences show significant spatial and temporal variability. Temperatures from one side of a street to the other, from a park to an industrial neighborhood, or one suburb to another may be significantly different, and the nature of these differences changes through time. Generally, the greatest intra-urban temperature differences are associated with clear skies and low wind speeds. The clear skies allow maximum solar radiation receipt during the day, thus enhanced heating of vertical surfaces and roofs. Under cloudy and windy conditions there is likely to be less solar gain and greater mixing, so that differences in air temperatures are reduced. Typically, the greatest urban-rural temperature difference is observed 2-3 h after sunset. Changes in wind direction, especially under low wind speed conditions, can displace these maxima downwind. The locations of parks (vegetated) or other wide open areas can be influential in creating complex patterns.

Preventive measures for Global Warming: Now to avoid all these things we have to take imitative and we have to prevent world from global warming as the phrase says "prevention is better than cure".

Use of public transport: - It is generally taken to include the government vehicles such as rail or bus. or not using own vehicle sharing by two or car pool is also the best way to prevent rise in temperature

Less driving:- instead of driving we can Walk or use the bicycle. Or we can use the vehicles which are operated through renewable energy. It can help in the reduction of co2 as well as reduction in the use of fossil fuel.

Recycling:- using the old things by improvising it rather than making waste is recycling. Reuse, recycle, reduced or reconditioned things have to be used.





Green Products: - The products don't have the things which are harmful for the human health as well as the environment. E.g. the sports shoes by Nike doesn't have the harmful glue or the organic foods rather than inorganic.

Planting the trees: A single tree will absorb one ton of carbon dioxide over its lifetime. And as we know the importance of trees is the better option.

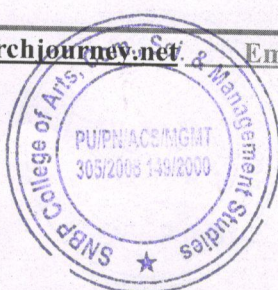
Turning off the electronic devices : Simply turning off your television, DVD player, stereo, and computer, when you're not using them, will save you thousands of pounds of carbon dioxide a year. The All nations in the world contribute to global atmospheric carbon and increasingly emit more powerful greenhouse gases. The problem being transboundary issue, it calls for globally accepted strategy to deal with the problem. Kyoto Protocol is one such strategy. The Kyoto protocol is an amendment to the United Nations framework conventions on climate change (UNFCCC).an international treaty on global warming. This is the first step to target reduction in heat trapping greenhouse gases emission produced by all sources.

Conclusion: -

Although the urbanization is having direct impact on the global warming, but the worst things will be happened within 50 or 100 years as per the research. This is just the beginning for unusual happening to our planet. Some of the impacts we have seen so far are likely just "the tip of the iceberg"—scientists predict more dramatic, severe other effects of human activity, such as the spread of homes and infrastructure into vulnerable locations, sinking of coastal land, and degradation of wildlife habitat, can compound the damage caused by global warming. Global warming has wide-ranging effects on many aspects of human life. It is creating threats to the economies, lives and traditional ways of life. We are changing our lifestyle according to the trends but coping up with the situation of global temperature rising. just cope up is not a way to run away from the problem but changing the scenario by using preventive measures is essential. By putting each & everyone effort we can made our earth as beautiful as it was earlier.

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The Changing Trends In Green Marketing

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Abstract:- The new generation in the society now understands the concept of environment awareness. And due to which they are using lots of techniques and things in the routine life and in their business also. The global warming and the pollution are always in a reason of concern to each and every country. Every nation trying to reduce these by many ways and one way is the use of green product and green marketing. The word "Green" itself explains that it gives eco-friendly approach to the business and the customers but need to grow. Green Marketing refers to the process of selling products and /or services based on their environmental benefits. There are lots of myths about these green products such as about the price or about the branding, but the companies are trying to reduce these myths as well as trying to produce these kinds of products. This study focuses on, what exactly green marketing covers like green packaging or paperless working, adopting sustainable business practices or focusing on messages that communicate a product's green benefit. And the businesses which are adopting green techniques. The study also gives the future, scope and challenges regarding the green marketing.

Keywords — green marketing, sustainable environment, environmental benefits, Green Products.

I. INTRODUCTION

In early days there are lots of myths about the marketing. There was the only mass production approach then the concept of selling emerges and in recent years there is a concept of marketing which is totally the consumer oriented and based on consumers' needs and wants. And now it the marketing is concerned with the societal approach, like the CSR. The corporate social responsibility is the responsibility of the organization towards the society either in the sense of donations or in concern with awareness towards the environment. And in that the one way is Green Marketing, the name "Green" itself explains the benefits to the environment by using marketing techniques such as the paperless working or the green packaging or controlling the air and water pollution or even the saving electricity and water. Green marketing also called as environmental or ecological marketing consists of all activities designed to generate and facilitates any exchanges aiming to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal harmful impact on the natural environment [6]. It raises the voice against production, consumption and disposal of such products that harms the society and the environment. The sustainable marketing is totally oriented towards the future. It always

believes in the conservation of the non-renewable energy sources which are limited in today's world.

e.g. Restaurants that promote locally sourced meats, vegetables, wines etc.

II. BRIEF HISTORY OF GREEN MARKETING

Since the late sixties & early seventies of the society is faced with issues such as clean air, climate changes, the disappearance of green areas, degradation of lands.

Polonsky (1994) argues that, the idea of sustainability, social responsibility, as well as green marketing is based on the core issues of economics. The first wave of green marketing occurs in the 1980's. Under the concept one should consider a whole set of activities, which in addition to the traditional meaning of marketing, including changes in the production process, product modification, distribution and promotion. Piattie (1995) under the concept of green marketing includes holistic management process responsible for identifying, anticipating and meeting the demands of customers & society is profitable & sustainable way. A sustainable environmentally responsible business operation is both challenges and goal for management. Milosavljevic (2012) pointed out the idea of CSR and that it was introduced by Smith in his wealth of nations because

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profit as the motivation & a well-functioning market ensures socially acceptable business behavior.

III. OBJECTIVE OF THE STUDY

1. To know what exactly green marketing means.
2. To study the scope of green marketing in concern with organization / business coming years.
3. To analyze the challenges before green marketing.
4. To know the examples of companies which are using the green marketing techniques

IV. THE 4 P'S OF GREEN MARKETING

Product: - companies who wish to make the most of green marketing have to identify the customers having environmental concerns and adjust their products to address these needs and develop green products that can give a company, a competitive advantage. Green products should be constructed in a way that they can be recycled and reused. And product wastes shall not be damaging to the environment and society. Mostly the products should be repair, reconditioned, remanufactured, reused, recycled, reused and reduced.

For example, Nike has introduced new Air Jordan shoes that are ecologically safe as they are not using the harmful glue adhesive.

Price: - most customers are willing to pay premium prices if they perceive green products to have extra value. The value of green products is decided by the performance, the physical properties of the product (including size, shape, design, usage etc.).

E.g. Big Bazaar and D-Mart are charging consumers for the cloth bags. It also encourages customers to use cloth bags instead of plastic bags by not keeping another option.

Place: - the place is where the production took place or the actual selling is done. Most of the customers are not willing to travel far to buy a green product but will rather choose closer alternatives. Marketer aiming to green their products successful should preferably position them broadly in the market place.

e.g. instead of marketing an imported juice in India, it can be licensed for local production. This avoids shipping of the product from far away this reduce shipping cost.

Promotion: - the company uses green washing when promoting themselves and this includes the green packaging also. One of the most difficulties is in the communication. How company communicate the green information with the customers.

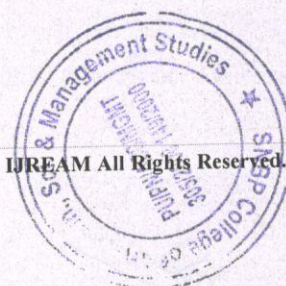
e.g. Indian Tobacco Company has introduced environment friendly papers and boards which are free from elemental chlorine.

V. SCOPE OF GREEN MARKETING IN TODAY'S WORLD

According to scientists, the world is moving towards an environmental turmoil. The only way to save our planet is to go green on full swing as quickly as possible.

1. The green marketing techniques are always helping in saving the earth from pollution and earths limited resources.
2. It helps companies to improve their brand image by showing that the company is fulfilling their social responsibility towards community and the planet.
3. Green marketing always promotes the idea of saving the planet and its limited resources which is beneficial to create awareness in the consumers or people around us.
4. It gives more thoughtful, responsible corporate image to the company, that the company can make stand out from others [3].
5. When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, uses recycled material, go for paperless working and creates less waste, it generates a positive public relation.
6. It encourages production of pure products by pure technology, more use of natural foods instead of processed food and efforts of people, society and government in this regard can be said as a green marketing effort.
7. It means having concern for tomorrows customer in assuring the survival and success of the business, shareholder, employees and the broader world in which they all live.

The following grid gives the importance of green marketing in today in tomorrow's perception.



Today Greening

Tomorrow beyond greening

| | | |
|-----------------|---|---|
| Internal | Pollution prevention Eliminating or reducing waste before it is created | New clean technology Developing new sets of environmental skills & capabilities |
| External | Product stewardship Minimizing environmental impact throughout the product life cycle | Sustainable vision Creating a strategic framework for future sustainability |

The environmental sustainability portfolio

Challenges for the green marketing: -

1. It is observed that few percentages of the marketing things of green marketing run by the company are real. This is because of no standardization of the green products or campaigns. There is no upper level trade mark system for the green marketing [1].
 2. There should be the total quality control system for the labeling, packaging or licensing of the product.
 3. The educated and the urban people are more aware about the environment so they prefer the green products rather than inorganic things. So, the green products should not reach towards large no. of people because the large population is not aware about these things.
 4. For the companies, they have to be more patient for the upcoming benefits. Green marketing always gives the long-term benefits and it has its own acceptance period.
- Sometimes the green products are failed to reach up to the satisfaction of the consumers that for those organic foods have high price than others. So, companies have to work out on those things.

Few examples of Green products in India: -

1. **HCL:** - it has recently launch HCL M 40 notebooks. These do not use any PVC material or other harmful chemicals and bureau of energy efficiency already given it 5-star rating.
2. **TATA Consultancy services:** - TCS is popular for the sustainable policies in this they initiate the

practices related to the agriculture and society benefits.

3. **ITC:** - it has adopted a low carbon growth path and cleaner environment approach and has already introduced ozone treated elemental chlorine free bleaching technology that have improved the lives.
4. **Maruti Udyog:** -the company has remained ahead of regulatory requirement in concern with environment protection and energy conservation at its manufacturing facilities, and in development of products that use fewer natural sources and are environment friendly. it facilitates environment management system (EMS) at its suppliers [4].
5. **State Bank of India:** - SBI initiates all the activities regarding green marketing such as paperless banking, using wind energy or the shopping of the products through app or debit cards (cashless Banking).
6. **Nerolac Paints:** they are taking initiatives in the society and environment development and in the education field also. And their paints do not include the harmful ingredients such as mercury or lead or mercury which give adverse effect on the human health.

VI. CONCLUSION

Marketing receives much criticism, some are justified and some are yet to be remained and green marketing is the best solution for these criticisms. Nowadays the Indian companies and the international companies are trying to focus on societal marketing. the sustainable marketing which is used for the future concern and the strategic planning in concern with the current preservation of the energy sources both the things are responsible for the emergence of the Green Marketing. today at the edge of global warming and the environment conservation, one way is to use the green marketing technique to save our planet. But here on the name of green marketer should not get the disadvantage of the customer. He has to give the true service to the customer by not thinking of only his profit but also as the responsibility towards society and the environment. And nowadays marketer is changing his



attitude towards sustainable marketing not as regulation of government but as the responsibility and from the protesting it to the prevention of the environment. It gives strong organization-customer relationship in current and future circumstances.

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