

Sustainable Economic Development of India Through Ecological and Green Festive Marketing

Nidhi Pandey¹, Dr. Vanita Kumari Soni²

¹ Research Scholar, Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

² Assistant Professor, Department of Commerce Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

Abstract:

Festivals are celebrated with great enthusiasm in India. They are lives and souls not only for Indians, but also for the economic development of nation. Festivals have a significant influence on the Indian market. Festive marketing is the process by which businesses step up their efforts to draw in customers with the goal to increase profit by giving them worthwhile offers. Companies touch the emotional reminiscence of consumers and boost their sales. They use many innovative strategies to attract the customers during festivals, one of them is by '*Going Green*.' Green marketing in association with the festive marketing not only helps the companies in increasing sales but also ensures to reach the target customers through sustainable approach. Many companies have now opted the eco-friendly methods in promoting their products which not only focuses on the use of such products but also their proper disposal. However, various wrong tactics are also being followed by the companies in the name of 'green' during festivals like green spinning, green selling, and green washing. This is not only breaking the consumers' trust but such acts have also been considered as the '*Dark Patterns*' of sales, which is a punishable offence in India. The purpose of the present research is to educate the customers about the dark patterns and to inform the companies about the green need and choices of the consumers. This will help the companies to follow a healthy marketing tool at the time of festivals which can be innovative and sustainable. This will boost the sales of companies in a greener way, working towards sustainable economic development of nation.

Keywords: Ecological Strategies, Festive Marketing, Festive Season, Green Marketing, Sustainable Economic Development.

1. Introduction

Festive marketing is a strategic approach used by companies to tap into the consumer enthusiasm and spending behavior during festivals. It's a powerful tool to boost sales, enhance brand visibility, and emotionally connect with customer. Festive marketing is not merely a marketing strategy used by the companies during the festivals, rather it is a process followed by the companies to increase the profit by providing valuable offers to the customers. It is generally a one-time event in a year where marketing is totally based on the festivals. These are the special marketing activities conducted on specific time-period called festive season. Different countries have their own festive seasons. In India, festive season generally starts in the month of August and lasts up to December. As the festive season begins, festive marketing is intensely followed by the brand and companies to attract the consumers [1,2].

Festive Marketing creates a competitive advantage. It provides economic advantages to both the consumers and the companies. Consumers enjoy festive offers and high discounts which encourage their purchases. On the other hand, companies reap huge profits and enjoy high sales on providing these festive discounts. Festive Marketing has the capacity to impact the purchase pattern, and even the loyalty of the consumers. Satisfied and happy consumers are the key to successful festive marketing. Thus, festive marketing is not an easy task. It is a special activity which needs to be planned and designed in detail to influence and engage large population by the attractive image of festivals [3].

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profit by giving them worthwhile offers. Companies touch the emotional reminiscence of consumers and boost their sales. They use many innovative strategies to attract the customers during festivals, one of them is by '*Going Green.*'

Environmental issues is a growing concern these days. This has led the researchers to find "green" or environmentally friendly products that causes minimum harm to the environment. Such products are promoted to the targeted customers through green marketing. Green marketing emphasizes on minimizing a product's environmental impact through product redesign, sustainable manufacturing, and integrated marketing campaigns. It aims to promote eco-friendly products and meet the demand for sustainable consumption [4,5]. When green marketing is combined with festive marketing, then festival consumptions and investments are undertaken with social responsibilities. The needs of the customers are satisfied and their demands are also met, but the process is compatible with the eco system. The process of green marketing involves implementing socially responsible initiatives, reducing carbon footprints, embracing fair trade practices, supporting local communities, and ensuring long-term economic viability. This means that it not only promotes green products but also encourage sustainable business practices. The eco conscious initiatives of companies and consumers helps to achieve the economic growth of the country in cleaner and greener way. This helps in the sustainable economic development of India, which is achieved through the ecological strategies of festive marketing [6]. Further, this also helps the companies to capture the attention of their customers and enhance brand reputation by building long term brand loyalty.

Festivals represent our culture. Therefore, it is important to incorporate marketing strategies in the fundamental layout of our festivals which are inclusive and sustainable. With the increasing awareness, Indian shoppers are now taking sustainability very seriously. This explains why, particularly during festivals, consumers are demanding products that causes less environmental damage [7]. In India, the festive season accounts for between 50 to 60 percent of the total yearly sales. During this time, many categories transact between 30 to 50 percent of their yearly business. The companies take the opportunity and influence the customers by going green. This is regarded as a bold step, as the innovations takes time to capture the market, still companies are working hard in the path of sustainability. These ecological strategies of companies are paving way for the sustainable economic development of the country. This indicates that vibrant festivals are not only contributing in economic growth of the nation vibrantly but are also meeting sustainable goals. This intelligent combination of festive marketing with ecological marketing is preferred by the customers as they are aware and want to celebrate the festivals without degrading the environment [8-10].

2. Literature Review

Customers' concerns about the environment have increased significantly due to the modernization and awareness. The increasing prevalence of environmental problems in the modern world, including global warming, environmental deterioration, and the abuse of natural resources, have inspired the customers to choose more environmentally friendly items. Further, scientists and researchers are working on finding different look at various approaches marketing solutions to preserve the environment and preserve natural resources [5]. In this regard, green marketing has played a crucial role in contemporary marketplaces. It has become a key idea not just in India but also internationally as a means of promoting sustainable development [4]. Festivals and events have the potential to bring about significant changes in marketing, and it emphasizes the importance of creativity and learning tools for development.

During the festive seasons, businesses and e-commerce platforms enhance their marketing strategies to draw customer attentions. This not only boosts their sales but also improves the customer experience. This raises the total order amount annually throughout the festive period and boosts the nation's GDP and economy [6]. Purwadi et al. [1] have examined the influence of local cultural wealth on event management and suggests enhancements to professional festival management through the concept of sustainable tourism. In a study carried out by Fernandes and Krolikowska [2], a new conceptual framework has been proposed for customer experience which can be used to improve brand experiences at festivals which are crucial for managing the contemporary festival customer experience. This would also provide a valuable opportunity for brands to engage and build relationships with prospective and existing customers. Experimental marketing is a new perspective that helps festivals secure

originality with the emphasizes on the value of constant communication by the installed experimental booths during the festivals. This helps in creating the overall atmosphere for successful marketing and promotions [3]. Researchers have analysed the immersive marketing and festival marketing by selecting the famous e-commerce festival "Double Eleven" in the Chinese market to understand the immersive communication and the sense of consumption ceremony behind it. The online shopping festival is primarily influenced by four key factors: economy, entertainment, visual appeal, and personalization. Customers' emotional responses are initially sparked by the online shopping festival environment, which then affects their purchasing decisions [8]. A study shows that festival activities can trigger tourists' curiosity about a region and can stimulate people's motivation and emotions on visiting. Festival commodities and environmental factors are tourists' unified impressions of a region, which can increase tourists' preference and participation intention and behaviour [10]. Further, any difference in the pattern of associations of the tourist groups with different preference on festival activity in regards to relevant factors on festival activities, festival attractiveness, tourists' cognitive values, and behavioural intention can affect sales and growth [9].

There are many companies which are strictly stepping towards the adoption of new and innovative measures to promote green products during the festival season. Sahara rolled out electric vehicle "*Sahara Evols*" during festive season as means of green transport [29]. Indian Railway introduced eco-friendly disposable hand towels and pillow covers [30] to meet the increasing demand of passengers during festivals. In last festive season, Ultratech announced its ground breaking plan of producing green cement from industrial wastes [31]. The council of Scientific and Industrial Research Institute (CSIR-NEERI) introduced green crackers named *SWAS*, *SAFAL* and *STAR* in India which lacks the barium component responsible for air and noise pollution [28]. Various platforms like "*Amazon Karigar*" and "*Flipkart Samarth*" [32] are promoting local eco-friendly vendors to make the festive experience fantastic. These companies are taking alternate, sustainable, and eco-friendly initiatives. In the *National Geographic Society's Greendex research*, India came in first place for the fourth consecutive year with a score of 58.9. [36] India's market for green products is predicted to develop at a 32.90% annual growth rate, from USD 12.93 million in 2021 to USD 74.05 million in 2027. The main contribution is during festive season. This is a win-win situation and benefits- firstly, the consumers, who get green goods in discounts and offers with a satisfaction that they are not degrading the environment, secondly, the companies, who earn huge profits with fulfilment of social responsibilities, thirdly, the nation, which achieves economic growth in sustainable way and finally, the environment, which is protected. Today industries are responsible for a major part of pollution, so it is their moral duty to adopt ecological way of marketing as their norm.

According to one of the studies, a key component of any local marketing plan is festive marketing. Testing marketing captures consumers' interest and gives them pleasure and satisfaction. It can act as a criterion for prospective clients and lower risk and uncertainty to attract more prospects and local business chances [11]. Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs is working to explore production industries as a strong local characteristic, with OTOP as the development goal. This is accomplished by industries during festivals through festive marketing. It explains how positive word-of-mouth from happy customers serves as a referral source and draws in new business. This helps the economy by increasing sales during the festive season [12]. During festive season, electronics and home appliances market are the star products among other consumer durable goods. Among the top 10 export categories in the current financial year, electronics items have shown the fastest growth [13]. Festive marketing demands good experience, so that the marketing strategies of brand meet the consumer's expectations. Marketers should incorporate things like novelty and surprise in their festive marketing strategies [14] Emotional, behavioural, and motivational aspects of consumers should be studied by the marketers to make their marketing strategies and enhance sale. This will help and motivate the consumers to buy and consume the products faster to make new purchases and repeat the cycle.

Sustainability is a pressing issue in the current scenario. Despite its significance in almost all the sectors, challenge lies in the utilization of green marketing for promoting eco-friendly products during festive seasons. There are a huge gap and noticeable lack of research for the exploration and analysis of green marketing practices in this industry. Considering its unique characteristics and applicability, it would be important to understand how companies can effectively leverage festivals to promote green products and engage with environmentally

conscious consumers. The present study therefore focuses on the following objectives: (i) To determine whether businesses are using festive marketing in a sustainable way to boost sales and make profits. (ii) To study whether eco-friendly festive marketing strategies offer businesses a competitive advantage. (iii) To find if ecological strategies of festive marketing contribute to the sustainable economic development of India.

3. Research Methodology, Analysis and Findings

Secondary data has been used in the research to prove the hypothesis and analyse the objectives. The data has been collected from various sources like different international publications, research papers, news articles, and various Government records. The data was used to test the hypotheses and draw the conclusion.

H₀₁ There is significant relation between the sustainable festive marketing strategies used by the companies and the increase in their sales and profits.

MRF launched the ZSLK series of tyres in year 2007 which are eco- friendly and tubeless. These tyres are made from silica- based rubber and provides additional fuel efficiency to the vehicles. The tyres are efficient for wet and dry braking on Indian roads. Many companies like Honda, Ford, Hyundai, Maruti, Skoda, Tata and Nissan use the MRF ZSLK series of tyres in their cars. These cars with eco-friendly ZSLK tyres were launched during the festivals. Every year, new models and new cars are launched in India during the festive season. Maximum of these cars have the eco-friendly tyres of MRF. Companies are replacing the traditional harmful tyres with these new ones. This has tremendously increased the sales and profits of MRF company. Later JK tyres, Apollo tyres and others also followed the path and introduced eco-friendly sustainable tyres. Nowadays, the Indian government is trying to encourage eco-friendly transportation, and making environmentally friendly tyres a very important component to be used to reduce the environmental degradation. This has encouraged the companies and their efforts are reaping huge profits, especially during the festivals when the sale of cars is comparatively high. In India, many automobile companies launch their new vehicles during the festive season. People eagerly wait for Durga Puja and Dhanteras to make such purchases. Now consumers are more aware and responsible towards the environment and are even moving towards E-Vehicles.

One major company, IKEA is involved in several environmentally friendly efforts. The "Better Air Now Initiative" has been implemented by it. Under this, rice straw is used to create useful items such as the FORANDRING line of bowls, carpets, and baskets [19]. These products are in high demand, especially during the festivals for decoration, gifting and for packaging purpose. The collection aims to reduce air pollution and to motivate the rice farmers to use more environmentally friendly cultivation methods. Additionally, the company performed a zero-emission delivery service, which was also launched during festive season. IKEA India's sales rose by 61% because of these activities.

Nike is the first among the shoe companies to market itself as green with marketing of its Air Jordan shoes as environment-friendly product. Nike claimed that it has reduced the usage of harmful glue adhesives. These shoes were launched in India during the festive season to raise the sales. This proves that how companies are using festive marketing in sustainable way to attract the consumers and boost the sales.

Nerolac Paints is marketing themselves as green as they have removed hazardous heavy metals from their paints and are marketing their lead-free paints in India, especially during the festivals. The company has increased the sales and got an edge over its competitors. The sales reflected a growth of 4.4% after this green initiative during the festivals. It has the 3rd largest market share in India with 15.4% of the paint market.

The data shows that the said companies are generating considerable number of profits when festive marketing is used in a sustainable way. Thus, with the above information, facts, and analysis, it is proved that "There is significant relation between the sustainable festive marketing strategies used by the companies and the increase in their sales and profits."

H₀₂ There is noteworthy relation between the eco-friendly festive marketing strategies used by the companies and the competitive advantage that they gain.

Green products are gaining popularity among consumers, and they are also more prepared to pay for them. Over the past five years, there has been a 71% global rise in online searches for sustainable items. In 2022, over 33% of customers reported that they had altered their shopping behaviours to become more ecologically conscious, and almost 30% stated they made more frequent purchases of sustainable goods. A 2024 PwC survey found that consumers are willing to pay 9.7% extra on average for the sustainable products [20]. In one survey, 90.1% of participants stated that consumers are becoming more conscious of how their festive consumption affects the environment [36]. People across the planet are slowly moving towards sustainable ways of living, in the same line Indians are also thinking that how our festivals could be celebrated in greener way to save the mother nature. This is the reason that the companies who are providing green products or are using eco-friendly festive marketing techniques gains a competitive edge over other companies. This idea is very new for conducting business in today's world. It is focused on resolving festive, economic, and social-environmental issues of society with the philosophy of sustainable growth.

In India, festivals and celebrations go with colours. With the increasing awareness in the consumers, they have started demanding an eco-friendly approach to celebrate the festivals. This need was considered and understood by the company named 'Asian Paints'. With its foresightedness, Asian Paints invested in eco-friendly products, especially for its environmentally conscious consumers [38]. It has a specialized R&D team that concentrates on producing environmentally friendly goods that meet changing consumer needs. Asian Paints brought positive changes as per the shifting customer trends with the use of regular market research. As a result, the company gained a competitive edge and became the top Indian paint industry to provide environmentally sustainable products. Not only in India, Asian paints successfully established itself in a number of other markets, including Bangladesh, Nepal, and the Middle East.

The Sivakasi fireworks industry in Tamil Nadu, India has shifted to producing green crackers since 2019 after the specifications provided by the CSIR-NEERI laboratory [26]. Additionally, the lab created an additive that lowers dust pollution by at least 30%. This can be considered as a remarkable step in incorporating green products for a cleaner environment. The Sivakasi Fireworks industry previously faced challenges such as shipping limitations, illegal imports, unsold stock etc. But after accepting sustainable means, it got an edge over firecrackers imported from other countries. With the correct marketing strategies, they were able to reach their target customers in a very short period of time. As a result, the demand of Indian firecrackers was at boom and the import was at its lowest in last festive season.

During festivals, businesses aim to differentiate themselves from their competitors and enhance their image by supporting environmentally friendly products and practices. Eco-friendly products and services are gaining popularity. With the increasing awareness of the merits of green products, even customers are turning towards those businesses who provide their clients with these goods. The sale of such products is in demand and increase to a significant level, particularly during festivals. Further, the use of sustainable technology for green marketing can lower the operating costs by up to 60%. As a result, the cost of the product fits within the customers pocket, giving the business a competitive advantage. The other important aspect of such practice is that the green sector has the potential to boost employment and the economy. This encourages people to buy products from the place where they work.

Every country is facing significant environmental challenges which has forced to adopt a broad set of measures to address such issues by adopting and promoting sustainable development practices. Therefore, it becomes essential for the companies to understand and relaunch their sustainable products which could have a broad reach. With the preference of more and more people turning towards the adoption of green products, such companies can become the rising stars in the eyes of customers.

Thus, with the above information, facts, and analysis, we can say that "There is noteworthy relation between the eco-friendly festive marketing strategies used by the companies and the competitive advantage that they gain."

H₀₃ There is significant relationship between the ecological strategies of festive marketing and the sustainable economic development of India.

Festivals are the occasion of happiness. Even though the celebrations bring happiness and prosperity to people, they have a negative impact on the environment. The traditions such as using artificial colours for Holi or lighting fireworks for Diwali gradually harm Mother Earth and the world. However, that does not mean we stop having celebrations. We must instead embrace eco-friendly activities to protect the ecosystem and continue to celebrate our festivals. Many companies are trying to solve this problem. Where on one side they are introducing green products to make the festivals green, on the other side they are trying to educate the consumers about Swacchotsav. Such efforts are beneficial for the environment and the economy of the nation. This sustainable green festive marketing initiatives of the companies are trying to achieve the economic growth of India in a sustainable way.

Plantable Rakhis introduced by Bakul Foundation of Bhuvaneshwar took eco-friendly initiative to make the celebration more special and environmentally friendly [23]. People choose indigenous and eco-friendly rakhis over the plastic ones which resulted into a business of Rs 12000 crore in the year 2025 [24]. The business grew 20% more than the previous year. This is the result of sustainable festive marketing which not only adopted the ecological product but also contributed in the economic growth of India.

West Bengal sold only green crackers during the 2024 Diwali [25]. The demand was so high that only 40% of actual demand could be met. The price of crackers ranges from Rs 50 to Rs 9000 which are 15-20% cheaper than the conventional ones. Indian fireworks industry is over 6000 crores worth of annual turnover and provides employment opportunities to over 5 lakh families directly or indirectly. With the initiative of 'going green', the industry is now primarily focusing on making green crackers since 2019. Further, in the year 2021, Supreme Court of India banned the use of harmful chemicals in crackers [27]. The council of Scientific and Industrial Research Institute (CSIR-NEERI) introduced green crackers named SWAS, SAFAL and STAR with 30% reduction in particulate matter using Potassium Nitrate (KNO_3) as oxidant [28]. With the minimal environmental consequences which they have, they are highly demanded and their increased sale is also contributing towards the economic growth of India.

Recyclable dresses introduced by the company Zara during Diwali, Thaley company of Haryana making recyclable packets for packaging out of used plastic bottles and Paaduk.com using old tyres for making shoes are the real examples of sustainable festive marketing strategies used by the companies in India which are not only meeting the high demands during the festivals but also reaping huge profits.

Sahara rolled out electric vehicle "*Sahara Evols*" during festive season as means of green transport [29]. Indian Railway introduced eco-friendly disposable hand towels and pillow covers to meet the increasing demand of passengers during festivals. In 2024 festive season, Ultratech announced its ground breaking plan of producing green cement from industrial wastes. Various platforms like "*Amazon Karigar*" and "*Flipkart Samarth*" are promoting local eco-friendly vendors to make the festive experience fantastic by taking alternate, sustainable, and eco-friendly initiatives [32].

Today festive marketing is used sustainably by the companies to attract the consumers. This is positively impacting the economic growth of our nation. Thus, with the above facts and analysis, it is proved that "There is significant relationship between the ecological strategies of festive marketing and the sustainable economic development of India."

4. Societal Benefits

Sustainable festive marketing goes beyond just promoting eco-friendly products. It helps in enhancing the image of a brand by lifting a company's values, practices, and communications with long-term societal and environmental well-being. The key societal outcomes of sustainable festive marketing include environmental preservation, consumer awareness and education, improved public health, economic equity and job creation, long term business accountability, and contribution to global sustainability goals. Further, positive consumer perceptions may lead to increased customer loyalty and trust. Eco-friendly practices also lower marketing, distribution, and production expenses. Customers also search for these brands and support them, leading to increased businesses benefit and profits from higher sales. This in turn leads to increase in production to meet the demand which creates new jobs and supports India's economic expansion. This is a win-win situation that helps

everyone: first, customers benefit from green goods at discounts and offers knowing they are not harming the environment; second, businesses profit greatly from fulfilling their social obligations; third, the country experiences economic growth in sustainable way; and finally, it helps to save our environmentally protecting ecosystems, biodiversity, and ensures resources for future generations.

Significant festivals like Diwali, Navratri, Eid, and others are known to result in an apparent spike in demand for a range of products. To fulfil this surge in the demands, the industries then increase their output. These days, elegant apparel is taking the place of traditional women's festival wear. These players are employing designers to create pieces that reflect the ever-evolving fashion. Diwali, one of the most popular Indian festivals, which is celebrated in October or November each year hires more than 4 million employees to meet the increasing demand. Amazon alone employed more than one lakh people during the festive season of Diwali in the year 2024 [35], which increased to nearly 4 lakhs in year 2025. Amazon's commitment to create lakhs of seasonal employment opportunities across India is a commendable step towards bolstering the nation's workforce during the festive period. Giving the staffs e-bikes and e-vehicles also helped them become green with delivery and transportation. In addition, the businesses are also carrying out their corporate social responsibility to save the environment. Consumers today prefer sustainable, eco-friendly products for festivals. Celebrations that are environmentally conscious are being led by Clean Green Festivals. Many ventures focus the celebrations on environmental sustainability by adhering to the Reduce, Reuse, and Recycle rules i.e. the circular economy. Consumers desire to use green products, composting, recycling, and renewable energy sources to lessen their impact on the environment. As a result, there is a greater demand for eco-friendly products during festivals, and because of ecological festive marketing, our festivals are quickly transforming into Swachh Utsav.

5. Limitations

Cleaner technologies and sustainable marketing rely on the reduced use of harmful substances, thereby contributing towards cleaner air and water, safer food products and healthier lifestyles. On the one hand sustainable marketing support and promote economic development to build a more informed and conscious society, on the other hand there are many companies who follows wrong tactics in the name of 'green' during the festivals like green spinning, green selling, and green washing. Some companies create their own version of "green" to promote their goods during the festive season. Various companies sell their old hazardous products by unnecessarily adding a green advantage to it. They even do not put effort to create any genuine product. Some make misleading claims that their goods are environmentally friendly, although they are not. This helps the companies to harvest false green profits from their non green products. Such activities create confusion, breaks the consumers' trust, lowers the integrity of genuine green products in the market and have also been considered as the 'Dark Patters' of sales [33], which is a punishable offence in India.

To stop such false propaganda, Government has taken hard steps against these companies and their practices. Government has identified 13 dark patterns [34], followed by such companies which have been considered as punishable offence. The punishment decided for the same is fine and prison, which can be extended to life imprisonment. Ecological Festive Marketing should be taken as part of Corporate Social responsibility by the companies resulting into profits. It should not be taken as a means of generating profit at any cause, otherwise the main cause will be compromised.

6. Future prospects

In the National Geographic Society's Greendex research, India stood first place for the fourth consecutive year. "The Indian environmental technologies market, valued at around \$23 billion, is expected to grow at a compound annual growth rate of 7.5% from 2023 to 2028. India ranks as the sixth-largest global market for environmental technologies" and the main contribution comes during festive season [36]. This shows the mood of Indians that they are ready to make their festivals green and help in the sustainable development of nation. This is the reason that today companies are attracting the consumers by adding the benefits of festive marketing as well as green marketing.

India has set an ambitious target of Net Zero by 2070. To achieve the targets, set at COP27, the Government has undertaken the Panchamrita Strategy and has identified green growth as one of the focus areas in the Union Budget. Government is taking many initiatives to go green and clean. But some steps should also be taken at ground level, like, government should make green indexes to define green products so that companies cannot cheat the buyers. Some products offer barcodes as a proof that they are green. Along with it warranty certificates, and recycling certificates should also be provided for the green products, especially during festivals. Government should make proper norms for the production of green goods and should promote ecological marketing as an important component for the sustainable economic development of nation. Ecological festive marketing of those products should be promoted which meet the environmental standards. This will help the consumers, the business companies, and the government to work in the direction of sustainable economic development of India through ecological festive marketing.

7. Conclusion

Government of India is committed to reduce India's total projected carbon emission by 1 Bn tonnes by 2030, reduce the carbon intensity of the nation's economy by less than 45% by the end of the decade, and achieve net-zero carbon emissions by 2070. This is possible with the help of the industries and companies in our country. Companies that implement CSR initiatives are greatly influenced by the public's choice to support brands that are committed to limiting their environmental impact in order to protect the ecosystem. Green festive marketing is a tactic that businesses employ to effectively communicate their CSR commitments. This is not only benefiting the businesses, but also the entire nation's economy.

As green products affect society and the environment, they should not be seen as merely another festival marketing tactic. Sustainable development is vital for the next generation, and the green product and its relevance should be promoted to bring to raise awareness among customers so that they extend support for it. Although it might not be easy in the short run, the organization will definitely gain from adopting ecological festive marketing in the long run. Green festive marketing is one approach to protect the environment for future generations.

As India gets closer to a sustainable future, eco-friendly festivals are paving the way for safer, more environmentally friendly, and more environmentally conscious celebrations. These festivities signify not only a shift in perspective but also a shift toward a clean, waste-free, and ecologically sensitive environment. It is time to commemorate "Parv Swachhata Ka," the cleanliness and responsibility festival. This is possible only through ecological festive marketing. It is marketing for both the present and the future, balancing environmental preservation with festivals and accelerating the nation's economic growth. This is the need of time.

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