

## GUEST EDITORIAL



### SUSTAINABLE MARKETING – A PATH TO FOLLOW

As the world sees a depletion of its rare and scarce natural resources, it is of utmost importance not to neglect the various calamities occurring almost simultaneously around different parts of the world, namely the fire in Australia/Queensland, the floods in Mumbai and other parts of India, Dorian and its damaging effects in the Bahamas. During a short visit in Mauritius and Madagascar last week, the Holy Pope placed emphasis on deforestation and its influence on the global climate. These calls for our close attention and such messages coming from several corners and spheres cannot be ignored. Sustainability Marketing has emerged as an important roadmap and framework to follow to help the world and its population in its global village.

**Sustainable marketing** is the adoption of marketing processes to create customer's satisfaction and generate returns by taking into consideration the ecological and societal needs. Sustainability marketing is about the triple bottom line that includes along with profits the benefits to society and the environment in a holistic manner.

Accordingly, Sustainable Marketing serves as an immediate solution to contain the consumption of goods and services while taking into consideration the sustainable use of resources and controlled consumption levels that have another set of implications including waste handling plus ecological and environmental concerns.

It is noteworthy that some measures are already in place to combat negative consequences of consumptions that arise out of greed instead of need. For example, drastic diminution of fish in our oceans is being addressed through increasing application of aquaculture to raise production of fish and other aquatic resources. Solar, wind and other forms of energy are used to complement the use of oils and petrol. Increasing contribution of the hybrid and electric vehicles and engines in turn helps to reduce emissions drastically in urban areas as those experienced in for example New Delhi in India. Such initiatives are to be commended and sustained over time and relentlessly.

The contribution of everyone in these endeavors is to be tapped without exceptions. If properly educated and led, poorer areas may be put to contribution as they are resources that are left untapped mostly as a result of little education and poverty. For instance, why not promote agriculture and farming though individual householders like it used to be back in the years – if everyone brings in something the shortage of food and fruits is likely to be bridged. For instance, the government of Mauritius have taken the decision to plant 100000 plants around the island following the visit of the Holy Pope. Such examples need to be taken seriously and adopted by every parts of a country that has the capacity to do so one way or the other. Initiatives must come from the top in numerous cases and through transformational leadership, the population is very likely to contribute to the cause of sustainable development that by now has convinced many if not all.

Transformational leaders are no longer rare as many are attending University education in Sustainable Marketing and related courses, thereby building capacity in areas of priority and they must be tapped to contribute effectively and efficiently.

If adopted worldwide and consumption becomes more modest such as increasing use of bicycles and other more efficient modes of transportation, low energy bulbs, hybrid cars, increasing use of solar panels, increasing contribution towards production of food, farm products and fruits, elimination of plastics that cause several harms to the environment, increasing adoption of recycling and use of recycled products, less wastage of clothing and food etc. we can be more confident about the future of the next and future generations towards healthy living and cheerfulness. Under these conditions that clearly emerge from sustainable marketing practice, we can expect Nature to give something back to us in return and sustain the welfare of every citizen.

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