ABSTRACT

The unique growth of the 20th century has brought along the growth of the earth’s population created need for mass market and mass production to satisfy their ever-growing needs. Eco marketing is the practice of improving ecology and economy of marketing through eco marketing and green back-end business practices, paperless, interactive social media eco marketing techniques, and formation of partnerships with eco-conscious vendors. There is a universal reverence to water in among all religions of the world who beliefs involve some ceremonial use of “holy” water. The purity of such water, the belief in its known historical, unknown mythological origins and the inaccessibility of remote sources, elevate its importance even further. Courtallam water is treated with such reverence. Pollution seems to be affecting rainfall in mountainous areas, there have been many reports of this over the last few years but now there is some hard evidence for this effect. In effect, the amount of rain the mountain gets compared to the plain has decreased. Hence environmental protection has become a continuous crisis of the nation.

KEY WORDS

Eco marketing, Environment, Polythene bags, Pollution, Eco Park, Courtallam hills, Tourists and Ecology.
INTRODUCTION

The unique growth of the 20th century has brought along the growth of the earth’s population and has created the need for mass market and mass production so as to satisfy the ever-growing population’s needs. Some of the most well-known and devastating consequences are the increased gas levels in the atmosphere, the ozone layer depletion and the widespread destruction of the rain forests, all of which leads various species and ecosystems to extinction, showing that it’s high time we took some action.

The green movement has created a wave of eco-conscious consumers and new challenges for eco-savvy businesses to raise the bar on their efforts to green up their business practices. Whether a business is walking its eco-friendly talk is as important as the product.

Hence environmental protection has become a continuous crisis of the nation.

The complex growth of environmental pressures due to the rapid population growth, mush rooming growth of industrialization and the unprecedented rate of urbanization insists upon the urgent need to pursue economic development at any cost. As sustainable development is the need of the hour, which is possible only by promoting awareness about the need to protect environment the Government has taken several initiatives.

Government of Tamil Nadu set the following objectives to be achieved during the Tenth Five Year Plan by the Ecology and Environment sector.

- Environmental protection and reduction of wastes at source;
- Conservation and enhancement of high support systems like land, water, forests, bio-diversity, ocean and the atmosphere;
- Promotion of suitable measures and technologies for the recycling of pollutants;
- Emphasizing the environmentally safe waste disposal options;
- To prevent environmental degradation and ensure genetic diversity; and
- Promotion of environmental awareness at all levels.

Ecology and Environment Sector – Tenth plan performance:

Department of Environment and Tamil Nadu Pollution Control Board are entrusted with the task of achieving the plan objectives of the State. While the Department of Environment was involved in the task of abatement of pollution in rivers and lakes besides promoting environmental consciousness, Tamil Nadu Pollution Control Board was involved in monitoring, pollution and abatement of pollution of all kinds in the State.

The Department of Environment was entrusted with the task of implementing the major schemes such as providing green cover for clean air, abatement of river pollution under National River
Conservation Programme, National Lake Conservation Programme etc., which had been carried over from the Ninth Five Year Plan. In addition to the above, the following schemes had been proposed and implemented during the Tenth Five Year Plan.

- Conservation of Coastal Eco-system;
- Land management;
- Preparation of Status of environment report;
- Conservation of Wet land eco-system;
- Eco-cities programme;
- Bio-diversity conservation Network;
- Environment Research and Development;
- Agency for Environmental Projects; and
- Environment education and awareness.
- Conservation Project

An outlay of Rs.197.20 crores was allocated to the Ecology and Environment sector during the Tenth Plan period. The Department of environment received a major share of Rs.113.05 crores as State's contribution and Rs.27.73 crores as Central fund thereby making it to a total of Rs.140.78 crores. From the balance of Rs.56.42 crores, the Tamil Nadu Pollution Control Board was allotted Rs.42.02 crores as central assistance and mobilized Rs.14.40 crores by itself.

ECO MARKETING

Eco marketing, otherwise known as green marketing or sustainable marketing, is the practice of improving the ecology and economy of marketing through eco marketing and green back-end practices, paperless, interactive and social media eco marketing techniques, and the formation of partnerships with environmentally responsible, eco-conscious vendors.

The main objective of this manual is to examine the degree of influence of various factors in the formulation of a green marketing plan in order to plan and implement a successful one.

ECO MARKETING MEASURES

Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government force the firm to adopt policy which protects the interests of the consumers. It does so in following ways:

- Reduce production of harmful goods or byproducts.
- Modify consumer and industry's use and /or consumption of harmful goods; or
- Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

There is a universal reverence to water in almost all of the major religions of the world. Most religious beliefs involve some ceremonal use of “holy” water. The purity of such water, the belief in its known historical and unknown mythological origins and the inaccessibility of remote sources,
Eco Marketing In Courtallam Of Tirunelveli District Tamilnadu
- Mr. N. Pradeep Kumar and Dr. M. Arumugam

Today in almost all parts of the world, there is a heightened commercial investment in water that runs alongside a heightened concern with risk, irreversible loss of water resource quality, which threatens future economic prospects for all societies, rich and poor.

- Educate consumers with marketing messages that connect environmental product attributes with desired consumer value (for example, “pesticide-free produce is healthier,” “energy-efficiency saves money,” or “solar power is convenient”).
- Frame environmental product attributes as “solutions” for consumer needs, for example, “rechargeable batteries offer longer performance.”
- Create engaging and educational Web sites about environmental products’ desired value.
- Make sure that environmental product and consumer claims are specific, meaningful, and qualified.
- Encourage positive word of mouth via consumers’ social and internet communication networks with compelling, interesting, or entertaining information about environmental products.

ECO-SPONSORING

Another way to promote its ecological identity is to affiliate the products or services with groups or projects that are engaged in environmental improvements. In its simplest form, we could contribute funds directly to an environmental organization so as to further the organization’s objectives and actions. Another approach is to adopt a particular environmental cause, for example a community recycling program, demonstrating the company’s willingness to put its money and its reputation on the line, for the greater social and environmental good. Eco-sponsoring should not be used as an alibi for your day-to-day actions, but as a willing implementation of a green marketing strategy and as a good example, for other enterprises, to follow.

EFFECTS ON FORESTED AND MOUNTAINOUS REGIONS

A 1993 survey in 27 European countries revealed air pollution damage or mortality in 23 percent of the 100,000 trees surveyed. It is likely that the dieback was the result of many factors, including acid deposition (e.g., soil acidification and loss of buffering capacity, mobilization of toxic aluminum, direct effects of acid on foliage), exposure to ground-level ozone, possible excess fertilization from the deposition of nitrogen compounds (such as nitrates, ammonium, and ammonia compounds), and general stress caused by a combination of these factors.

Once a tree is in a weakened condition, it is more likely to succumb to other environmental stressors such as drought, insect infestation, and infection by pathogens. The areas of
forest dieback were often found to be associated with regions with low buffering capacity where damage to aquatic ecosystems due to acid deposition was also occurring.

**POLLUTION, MOUNTAINS AND RAINFALL**

Pollution seems to be affecting rainfall in mountainous areas, there have been many reports of this over the last few years but now there is some hard evidence for this effect.

As the pollution has increased the amount of rain the mountain gets compared to the plain has decreased.

Rain is produced on mountains (orthographic rainfall) is produced when humid air is blown into the mountain, so it has to rise, this causes it to cool, and the moisture condenses onto bits of dust etc into small drops, then these collide and grow to the point they fall out of the cloud as rain.

If the air is clean, not very many drops form to start with, so they grow quite large and it doesn't take them long to grow big enough to fall as rain, however if the air is polluted, there is much more dust, so far more drops form to start with, so they are much smaller and it takes them many more collisions and much longer to grow large enough to fall as rain, by which point the air is often down the other side of the mountain.

This could be a big issue for many polluted areas that are dependent on mountain rains for their water.

ECO MARKETING IN COURTALLAM

**COURTALLAM**

Courtallam is situated at a mean elevation of 160 m (520 ft) on the Western Ghats in Tirunelveli District of Tamil Nadu, India. The numerous waterfalls and cascades along with the ubiquitous health resorts in the area have earned it the title the Spa of South India. The falls carry a good amount of water only when there is a rain on the hills. They are Main Falls, Five Falls, the Shenbhaga Falls, the Tiger Falls, old Courtallam Falls, Honey Falls, Orchard falls and Sitraruvi.

Courtallam Falls of the river Chittar in Tamil Nadu (India) is a place of tourist attraction during the southwest monsoon season. Particularly, in this season high input of detergents and other anthropogenic activities tend to bring in undesirable materials into the water body, whereby the pristine quality is altered.

Therefore, a study was undertaken in the peak southwest tourist season to assess the eco marketing measures. After carrying out analytical study of various water samples, it was found that although the river was not found highly polluted, biological quality was found significantly poor. Excluding sulphate, all the other physico-chemical parameters analyzed were found within the permissible limits. However, the total and faecal coliforms exceeded the permissible limits, indicating a poor status of the river.
The then Collector M. Jayaraman took another positive measure to save the water flowing in the Main Falls from being polluted. As the Main Falls is getting water from the Shenbagadevi Falls, situated about 3.5 km away from Courtallam, Mr. Jayaraman banned bathing in the falls, which checked pollution of water coming to the Main Falls. Only the devotees going to Shenbagadevi Amman Temple were allowed to go beyond Chittraruvi.

Though this ban is still in effect, thanks to the vigil by the Forest Department personnel, the ban on shampoo and soaps is not enforced with vigour as the Town Panchayat itself is not keen on it. It has neither deployed its personnel to enforce the ban nor instructed the policemen on duty to do so.

The lack of determination on the part of the local administration is obvious as the tourists liberally use toilet and detergent soaps, shampoo and shikakai powder at the Main Falls and the Five Falls throughout the “season” without any fear or compunction.

In Kerala, the Forest Department has banned the use of all these products in the Paalaruvi, situated just 35 km from Courtallam, and those found ignoring the ban are slapped a hefty fine. Since there is no such mechanism in place in Courtallam,” says Senthur Pandian, a Courtallam-based trader.

As the ‘season’ is all set to start in this “Spa of the South” within a week the public expect the authorities to enforce the ban strictly.

Courtallam Town Panchayat Chairperson Latha Ashok said she would discuss this issue with the officials and the councillors before enforcing the ban this season.

Despite Ban, Tourists Still Use Soap, Shampoo In Courtallam

A couple of years ago, Courtallam Town Panchayat banned the use of soap, shampoo, shikakai, etc, in all waterfalls to protect the purity of water and the environment from the accumulation of non-degradable plastic covers and wrappers, but showing scant respect for this order the tourists freely use these products under the “watchful” eyes of the police.

Despite Ban, Tourists Still Use Soap, Shampoo In Courtallam

Hydrochemical levels of Courtallam water increased from Year to Year. Sudden increase in all values and quality Deterioration has made the water quality further deteriorated in Courtallam. The main reason for such increased pollution load is due to entry of domestic sewage and anthropogenic activities in Courtallam and its adjacent areas.

Hardness of Courtallam was mainly due to calcium ions than magnesium.

The rainfall decreased in recent years compared to previous two years. Decrease in rainfall also contributed to the increase in pollution load in the latter period of study.

Enormous quantities of oils and detergents are used by the tourists and pilgrims. This causes eutrophication.
and threatens the living of aquatic species.

Bacterial densities and total coliforms increased at the falls and rivers in sampling site showing that the water is unsuitable for drinking purpose.

**The Adverse effect of Polythene Bags on Courtallam hills.**

Plastic bags are found everywhere. Every shop keeper eagerly hands over the goods people purchase in plastic bags. They are manufactured in various sizes and thickness and very convenient to carry being light. People are generally not bothered to know the amount of the damage to the environment these bags cause.

Plastic bags are made from non renewable natural source petroleum. These bags are also one of the major reasons for dwindling natural resources. They are called polyethylene or polythene bags.

These Polythene bags are agents of air pollution, cancer, skin diseases etc. and have made the world’s clean environment as a pile of garbage on earth. Its use is like a slow poison in daily life and seems more dangerous than an atom bomb.

They are not biodegradable. They last 1000 years on land and 450 years in water. The melting point for high density polythene is 120-130 degree centigrade and for low density polythene the melting point is 105-115 degree centigrade.

These bags are not degradable unless exposed to ultra violet rays from the Sun. Black colour polythene shopping bags emit chemicals (carcinogens) when burnt.

The plastic bags are available in various sizes and thickness. About 80 million tons of plastic bags are manufactured in the world.

Every day, people blissfully carry edible items in attractive polythene bags to home, totally unaware that these have harmful bacteria to find an easy way into the body with routine meals.

The society should become aware of the hazards of using polythene. In teastalls, restaurants, co-operative societies and Super markets etc., polythene cups, plates and bags are used in plenty.

Usage of poly cups can be a cause of ulcer. Plastic bags get accumulated in homes. These bags are thrown out in the garbage bin.

Polythene bags dumped near household provide a place for mosquitoes to breed, which cause dengue fever, filariasis and malaria.

Polythene wrapped fish, meat and vegetables get infected by anaerobic bacteria. They are light as such they get carried away by wind and get entangled in trees. They are strewn in beaches, on roads, on footpaths, in the ponds, rivers, fences etc.

They choke up the drainage.

It is said that around 100,000 marine mammals die each year in Pacific Ocean alone because of plastic bags. Many birds get entangled in plastic bags on trees and die.
The use of plastic bags is one of the reasons for the havoc caused during Mumbai floods on 26th July 2005. The drainage system completely failed resulting in the drowning of low lying areas of Mumbai. There was water everywhere. About 5000 people are believed to have died. Property worth hundreds of Crores of Rupees got damaged. Mumbai life came to a stand still for a few days.

Bangladesh faced the same situation much earlier in 1988 and 1998 when 2/3 of the country got submerged. Recently the big retailer Old Navy handed over the goods purchased in a cloth bag to the customers. This change in approach is most welcome.

Poly bags are the mother of pollution in every corridor of life. These must be banned in the interest of national health. Instead of poly bags, we must use paper, cloth or jute materials to create a “polythene-free environment”.

ECO PARK CREATION AT COURTALLAM IN TIRUNELVELI DISTRICT

<table>
<thead>
<tr>
<th>Name of the project</th>
<th>Cost (Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of ECO Park at Courtallam in Tirunelveli District</td>
<td>5.73</td>
</tr>
</tbody>
</table>

Courtallam gets Tamil Nadu’s biggest eco-park

Set up over an extent of 37.23 acres in Tirunelveli district at a cost of Rs.5.73 crore

The State’s biggest eco-park has come up in a picturesque spot at Courtallam, a popular destination of tourists, down South.

Established over an extent of 37.23 acres in Tirunelveli district at a cost of Rs.5.73 crore, the park, adjacent to the famous ‘Five Falls,’ is awaiting a formal inauguration. The farm belonging to the Tamil Nadu Horticulture Development Agency (TANHODA) has been converted to accommodate the park.

Some of the attractive features of the park are adventure-play area, sunken garden, fern garden, royal drive, bamboo avenue, rock garden, children play area, murals, butterfly garden, eco pond and stream walk.

The Agency is also setting up two gardens at Yercaud: a botanical garden and Kurinji genetic heritage Garden, besides Paalai genetic heritage garden at Achadipirambu in Ramnathapuram district on an investment of about Rs.24 crore. TANHODA maintains seven
Eco Marketing in Courtallam of Tirunelveli District Tamilnadu
- Mr. N. Pradeep Kumar and Dr. M. Arumugam

Parks and gardens in the State and 49 farms are under its control.

The botanical parks and gardens serve as study centres for students and attract large number of tourists, while these farms serve as model demonstration centres to the local growers. An official of The Hindu, “Courtallam Eco Park is the biggest part in the state. Civil works are over and it will be thrown open to public very soon. We have completed 60 per cent of work in the upcoming parks in Yercaud and 50 per cent in Paalai Genetic Park. The remaining work will be completed before September and the facilities will be made available to the public before the next flower show in May”.

Remedial Measures for Ecological Conservation in Courtallam

- Tourists must eliminate the use of plastic bags.
- They can carry cloth bags or recycled paper bags from our homes.
- Paper bags carry more quantity and weight. They are also convenient to carry.
- All provisional stores and shopping malls should only give recycled paper bags or cloth bags to their customers.

Conclusion

Courtallam occupies a unique position in Tamilnadu. The Implementation of Eco Marketing strategy in courtallam is necessary both for human survival and community welfare. This article studies and analyses the eco marketing adopted and to be adopted in courtallam for the purpose of environmental security and ecological conservation. Hence we tried to identify the ecological problems and suggested remedial measures for the conservation of courtallam forests and water. In the history of human conflicts environmental protection in the sense of food and water has necessitated the study on eco marketing in courtallam.

References:

www.tnenvis.nic.in

http://e-articles.info/e/a/title/Green-Marketing

http://en.wikipedia.org/wiki/Green_marketing retrieved on 20-08-10

http://www.greenmarketing.net/strategic.html

