**Abstract**

We know that environmental issues influence all human activities; few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses quickly accept the concepts of environmental protection and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and

"Environmental Marketing" appears frequently in the popular press. Many governments are started concentrating towards green marketing activities also that they have attempted to regulate them. One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. This

paper will attempt about the importance, marketing techniques as well as the advertising methodologies of green marketing.