**Abstract**

Digital Green Marketing has emerged as a vital concept in India as in other parts of the developing and developed countries. It is a new revolution in India in late 1990’s

.There is a radical modify in consumer preferences and life styles. There has been a change in consumer attitudes towards a Digital green lifestyle. The companies are actively trying to increase their crash on the environment. Due to this shift from traditional marketing to Digital Green marketing, companies these days are facing many new challenges. Organizations and business though have seen this change in consumer attitudes and are tiresome to gain an edge in the competitive market by exploiting the potential in the Digital green market industry. This conceptual study discusses the initiatives of few selected corporate towards Digital green marketing in India and abroad also. However their initiatives are different but the goals are similar and the initiatives have resulted in competitive advantage for these organizations. This paper describes the various initiatives introduced by selected companies for promoting Digital green marketing-revolution.