**Abstract**

Nowadays the world is facing a lot of environmental risk and ecological scarcities. These risks are faced due to development in science, technology and also due to some development in the economy of the nation. The one aspect which aims at sustainable development without affecting the environment is known as Green Economy. Green Economy is more related to ecological economics. Green products are those products that are recyclable and do not cause any harm to the environment and human health. The promotion of green products is necessary for sustainable development and the salvation of natural resources. Many global players in the business are outstandingly implementing green product marketing practices. This paper is an attempt to find the level of awareness and opinion of Green Products among college students. A study was conducted among 100 college students in Coimbatore city regarding the usage of Green products. A high level of awareness was found among them. A Likert five-point scale was used as a tool for analysis**.**