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DEMYSTIFYING GREENWASHING LITIGATION AND THE FUTURE CHALLENGES WITH AN INDIAN PERSPECTIVE

- Aishwarya Jain¹

ABSTRACT

Greenwashing is a forthcoming issue in India and the Global scenario. It refers to the misleading practice of conveying a false impression or supplying deceptive facts about how a business enterprise's products are more environmentally friendly than they clearly are. Greenwashing, the exercise of deceptive customers approximately the environmental advantages of a product or business enterprise, poses several demanding situations as efforts to fight climate change and promote sustainability intensify. In India, as consciousness and awareness about environmental issues and sustainability grows among consumers, so does scrutiny, apprehensions and challenges about greenwashing practices with the aid of agencies and business concerns. With growing number of consumers awareness about sustainability and environmental issues, there is an increasing call for transparency and accountability from organizations and business concerns. Greenwashing litigation in India emphasizes the importance of moral advertising and marketing practices and sincere commitment to sustainability. It empowers consumers and public at large to make informed choices while incentivizing companies to adopt extra transparent and responsible environmental practices. As awareness continues to spread, the impact of greenwashing litigation on consumerism is expected to further drive affirmative changes and possibilities toward sustainable development in India and across the globe. Addressing greenwashing requires a multifaceted approach regarding regulatory reforms, purchaser training, corporate accountability, and worldwide co-operation. As awareness grows and stakeholders collaborate, there is an opportunity to bolster efforts to promote proper sustainability and fight misleading environmental claims successfully.

¹ Assistant Professor, S.S. Jain Subodh Law College, Jaipur.

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Acronyms: ESG, ASCI, CPA, EPA, BIS.

INTRODUCTION

Endorsing environmental, social, and governance (“ESG”) funding and enterprise practices has led agencies and corporate entities to publicly claim their products and services to be “eco-friendly,” “sustainable,” and “carbon-neutral,” among other socially conscious descriptors. Greenwashing litigation is a term used in India to describe the legal proceedings that may be instituted against a company or an entity or a corporation for green claims or statements regarding the environmental performance of their products or services. Greenwashing is a situation where a company overemphasizes or provides misleading information on its environmental responsibility in a bid to attract consumers who are concerned with the environment or to deceive them.

There have been cases in India, where the Organizations or Companies have been legally prosecuted for greenwashing. For instance, a firm may say that it has manufactured its products from environmentally friendly material while in the real sense, they are not. Litigation against such practices can be executed under consumer protection laws, environmental laws or via class action suits by other consumers or groups or through Public Interest Litigation pleas. In India legal systems like the Consumer Protection Act, Environment Protection Act, and regulatory bodies like Advertising Standards Council of India (ASCI) offer judicial ways to fight greenwashing.

Consequently, with the general awareness of the environment and legal regulatory bodies putting pressure on companies, one can expect that there would be more law suits involving greenwash practices in India and across the globe in the days to come.

In other words, Greenwashing means labelling something as environmentally friendly or sustainable while ignoring the overall impact of the actions or product to climate change or Sustainable Development Goals. Greenwashing is a term used to describe an attempt to convince consumers or other stakeholders that an organization’s operation, product, or service is more environmentally friendly or sustainable than is the case. It covers a practice where an individual mimics to be more environmentally friendly than he or she truly is with intention of making a sale or gaining approval from the general public. In 1986, the term “Greenwashing” was used by, an activist Jay Westerveld after observing that while hotels insisted on saving water for guests by doing the laudable deed of reusing towelsⁱ, the claims of being a company environmental conservation measure with regard to water, lacked any serious environmental concerns with more lucrative and serious environmental affection issues. Greenwashing can take various forms, including:

1. **Selective Disclosure:** This happens when a firm creates awareness about favourable results of products' performance in the environment while concealing the other negative impacts. For instance, it is common to see so called "green" papers with fully listed claims based on a particular feature (for example, the sources of the purchased forests but ignoring such critical factors as emissions of greenhouse gases or the use of chlorine for pulp bleaching).
2. **Misleading Advertising:** Making exaggerated or fallacious appeals or unsubstantiated claims such as informing the consumer that a product or a company supports the environment, but failing to offer proof to back up the claim. This may involve overstating the product's environmental impact or suggesting that it has no negative consequences for the environment.
3. **Exaggerated Claims:** Using misleading types of product or service advertisements that seem to exaggerate the environmental gains achievable by using the particular product or exercising the particular service. This can be done in a number of ways including exaggerating the product's environmental footprint or implying that it is outside the environmental equation.
4. **Tokenism:** The practice implementing superficial or cosmetic changes to appear more environmentally friendly without making meaningful improvements to sustainability practices. For example, a company might launch a limited-edition "green" product or engage in a one-off environmental initiative to create the appearance of environmental stewardship.
5. **Symbolic Actions:** These claims bring focus on petty things that people notice yet they take little measures to address the same. For instance, a bank may improve its own consumption but at the same time fail to consider the external emissions, meaning the emissions of its investment portfolio. Likewise, a fashion brand might donate to a charity while still not taking action regarding child labour that is used in the making of clothes.
6. **Cherry-Picking Data:** Excluding or overemphasizing the negative aspects of the positives ones. This might mean concentrating on one particular phase of the product's life cycle while disregarding others, at the cost of the environment.
7. **Green Labelling:** Having labels, logos or certificates that suggest that the product is eco-friendly when it has not complied with the necessities or standards. Some companies may develop their own green logos or a green stamping system so they can appear to be green when in fact they are not.
8. **Greenlighting:** This includes the process of highlighting a small green aspect to conceal large scale unsustainable activities.
9. **Greenhushing:** Credible evidence that firms understate sustainability performance to avoid the stigma of greenwashing.

It is significant to learn how to approach the environmental centric standards and promotions with caution and not be merely influenced by the flashy marketing campaigns. Greenwashing is matter of a huge concern because it might mislead customers, undermine the credibility of environmental claims, and distract from meaningful environmental initiatives. They also interfere with measures put in place to promote environmental accountability such as regulation and industry standards. Therefore, more effort needs to be put in so that consumers, regulators, and advocacy groups can continue to be on the lookout for signs of green washing and call for truthfulness and substantiation of environmental claims from various businesses and organizations.

GREENWASHING GUIDELINES IN INDIA

Currently, there are no specific laws or guidelines or any Act of India aimed exclusively at addressing greenwashing unlike USA. However, to this end, there are many existing laws in India that may be used in preventing and penalizing deceptive business environmental claims.

1. **The Consumer Protection Act (referred to as “CPA”):** The CPA also outlaws unfair trade practices and this extends to any false or misleading advertisements. Any business organization that makes any green claims which are misleading or false will be prosecuted under this act.
2. **The Environment Protection Act (referred to as “EPA”):** The Act enables the government to implement measures for the protection and enhancement of the quality of the environment. It may extend to cover passing off of misleading environmental statements if they lead to environmental degradation or cause the public to be misled on the effects on the environment of certain products or services.
3. **The Competition Act, 2002:** According to the Competition Act it is unlawful to engage in any practice that is likely to mislead or create an impression that it will improve the consumer’s position while in fact it hinders competition in the market. Companies indulging in acts of greenwashing could face investigation and penalties under this act for/participation in anti-competitive activities.
4. **The Bureau of Indian Standards (referred to as “BIS”):** The BIS involves itself in establishing standard for products and services that are associated with the environment such as labelling and certification of environmental products. While the element of greenwashing is not directly expressed, compliance with the mentioned BIS standards will contribute to an accurate representation of environmental claims accompanied by proper certification and examination.
5. **Advertising Standards Council of India (referred to as “ASCI”):** ASCI is the advertising self-regulatory Body that deals with the advertisement content approval in India. Despite the fact that

is main concern lies in aspects such as decency and honesty in advertising, environmental claims fall within the jurisdiction of the act.ⁱⁱ

6. **ISO 14021:** Though, it is not mandatory to implement in India and ISO 14021 is used to offer guidance to businesses with regards to environmental claims. By following these guidelines, businesses would be in a position to avoid cases where they give out information that may be seen as misleading to the public on issues to do with the environment.

However, even with these regulations and frameworks, it must be noted that the enforcement of laws against greenwashing is not without its complications and complications even with the key challenges stem from lack of adequate resources, lack of clear definitions and the general need for more awareness among the consumers. Due to the inadequacies of tackling greenwashing, efforts to tackle this issue should be focused on improving the regulation of such products, improving consumer awareness, and encouraging industries to regulate themselves.

GREENWASHING CHALLENGES IN INDIA

Greenwashing has been identified as having various challenges in India, especially given the country's emerging economy, rising effectiveness of green appeals to Asian consumers, and growing use of green marketing strategies by firms. Some key challenges include:

1. **Lack of Clear Regulations:** It has been understood that there are laws and regulation in India that protect environment, but when it comes to green claims made by companies there might be lacunae or uncertainty. This is due to the fact that there are no strict legal codes that one can use to press charges against these companies regarding greenwashing.
2. **Enforcement Issues:** Sometimes even when there are regulations in place the authorities may face problems in enforcing them because of constraints in resources, problems in bureaucracy and, in some cases, lack of willingness. This might lead to a situation where firms are in a stand that makes them issue overly optimistic or even misleading information without bearing the repercussions.
3. **Complexity in deliver Chains:** Many merchandises offered in India are manufactured or sourced from various components of the arena, making it tough for clients to verify the authenticity of green claims. Greenwashing can arise at any stage of the deliver chain, from raw cloth extraction to production and distribution.
4. **Restrained Consumer Awareness:** Even as customer attention about environmental troubles is developing in India, many purchasers may still lack the knowledge or assets to distinguish accurate

products from the ones that are greenwashed. This could make it less complicated for organizations to deceive customers with green advertising techniques. Furthermore, complete information with respect to greenwashing needs to be disseminated and spread amongst customers on local stage.

5. **Greenwashing in Key Sectors:** Certain sectors in India, together with style, meals and drinks, and personal care products, are especially prone to greenwashing because of the high demand for sustainable alternatives and the complexity of supply chains. Companies operating in these sectors might also face greater scrutiny and demanding situations in making sure the authenticity in their inexperienced claims.

Addressing these demanding situations calls for a multi-stakeholder technique related to authorities regulators, agencies, civil society businesses, and clients. Clearer guidelines, improved enforcement mechanisms, accelerated purchaser education, and extra transparency in supply chains are a number of the measures which can assist mitigate the effect of greenwashing in India. Additionally, groups those who want to undertake extra accountable and obvious practices to build trust with consumers and avoid reputational damage associated with greenwashing allegations.

GREENWASHING JUDICIAL PRONOUNCEMENTS IN INDIA

Recently, till January 2022, there are not precise greenwashing case legal guidelines; in India. but, there had been occasions wherein companies have faced felony action or regulatory scrutiny for misleading environmental claims. There are some superb beneath noted exceptional instances:

1. **Amway India establishments Pvt. Ltd. v. State of Kerala, Crl.MC No.6115/2013:** In this situation, the Kerala High court ruled against Amway for deceptive commercials associated with the environmental benefits of its products. The court held that the employer's claims have been deceptive and violated consumer safety laws.
2. **The Coca-Cola Case:** Coca-Cola has faced criticism and legal action in India over allegations of greenwashing, especially regarding its water usage and environmental impact. The organisation has been accused of overstating its environmental initiatives whilst ignoring issues along with water depletion and pollution in communities in which it operates.
3. **Pepsi Co India Holdings Pvt. Ltd.:** PepsiCo has additionally faced scrutiny for its environmental claims in India. In 2003, the Corporation become fined by way of the Kerala State Pollution Control Board for violating pollutants control norms at its plant in Palakkad; at the same time no

longer directly related to greenwashing, such incidents raise questions on companies; environmental practices and the credibility of their sustainability claims.

4. **Advertising Standards Council of India (ASCI) instances:** The ASCI is a self-regulatory body for advertising content in India. even as no longer a prison authority, it has adjudicated numerous proceedings associated with misleading environmental claims in classified ads. groups located responsible of greenwashing by ASCI may be asked to withdraw or alter their commercials.ⁱⁱⁱ

These cases highlight the importance of regulatory oversight and purchaser vigilance in addressing greenwashing in India. While there may not be precise laws or case precedents completely focused on greenwashing, existing Consumer protection and environmental policies may be implemented to maintain corporations responsible for deceptive environmental claims.

FUTURE OF GREENWASHING LITIGATION IN INDIA

The future of greenwashing litigation in India is probable to be formed by numerous key factors. The destiny of greenwashing litigation in India holds several capability developments in India and across the globe that can be addressed factors:

1. **Growing Attention and Activism:** As environmental recognition maintains to increase among clients, civil society agencies, and regulatory our bodies, there may be likely to be greater scrutiny of inexperienced claims made by means of corporations. This can result in greater litigation as stakeholders become extra vigilant about maintaining groups chargeable for greenwashing.
2. **Regulatory Strengthening and Developments:** There may be efforts to reinforce existing regulations or introduce new laws specifically targeting greenwashing practices. Clearer guidelines and stricter enforcement mechanisms ought to make it less complicated to pursue criminal action in opposition to agencies engaged in deceptive inexperienced advertising.

With growing recognition approximately environmental troubles and patron rights, there could be a push for stricter guidelines governing inexperienced claims made by means of businesses. Regulatory our bodies might also introduce clearer pointers and requirements, making it less complicated to perceive and penalize times of greenwashing.

3. **Evolving methods:** As customer cognizance grows, agencies may additionally adapt their greenwashing techniques to end up more sophisticated and harder to detect. This will encompass the usage of ambiguous or misleading language, greenwashing thru omission (no longer disclosing dangerous practices), or exploiting loopholes in rules.

4. **Regulatory Gaps:** In spite of efforts to strengthen guidelines, there can also nonetheless be gaps that allow businesses to have interaction in greenwashing with impunity. Speedy improvements in technology and enterprise practices could outpace regulatory frameworks, creating challenges in successfully tracking and enforcing compliance.
5. **Globalization:** With globalization, agencies function throughout borders, making it challenging to adjust green claims constantly. Variations in regulatory standards and enforcement mechanisms among nations can create loopholes that businesses exploit for greenwashing functions.^{iv}
6. **Incorrect information:** The proliferation of incorrect information and disinformation on line should exacerbate greenwashing challenges. Fake or misleading facts about environmental practices and products can confuse consumers and make it tougher for them to make knowledgeable alternatives.
7. **Green Fatigue:** There is a chance of “green fatigue” among purchasers, wherein the sheer volume of green claims and certifications results in scepticism or apathy. This can make it less difficult for agencies to engage in greenwashing without going through vast backlash.
8. **Resource Constraints:** Authorities agencies answerable for monitoring and implementing guidelines can also face resource constraints, proscribing their capability to efficiently combat greenwashing. This may bring about a lack of oversight and enforcement, allowing greenwashing practices to persist.
9. **Legal Precedents:** As greater instances of greenwashing come to mild and are litigated, criminal precedents can be installed. These precedents will offer clarity on the legal standards for green advertising and marketing and help manual future litigation, making it easier for purchasers and advocacy agencies to pursue criminal motion towards agencies conducting deceptive practices.
10. **Class-Action Lawsuits:** The rise of sophistication-motion complaints in India, wherein agencies of customers together are seeking for criminal action against groups, might be a enormous fashion in addressing greenwashing. Such lawsuits can extend the effect of character court cases and keep organizations responsible on a larger scale.
11. **International Tendencies and Standards:** India is having an increasing number of interconnected with international markets that can appearance to global standards and first-rate practices in addressing greenwashing. Aligning with worldwide tasks together with the UN Sustainable Development Goals (referred to as “SDGs”) or adopting pointers set by means of organizations just like the International Organization for Standardization (ISO) may want to have an effect on how greenwashing is addressed locally.
12. **Technological Solutions:** Advancement in technology, such as blockchain and deliver chain transparency tools, could assist to verify the authenticity of green claims and tune the

environmental effect of products during their lifecycle. This could provide valuable evidence in greenwashing litigation cases.

13. **Consumer Empowerment:** Empowering consumers with know-how and equipment to perceive greenwashing should cause extra class-action lawsuits or consumer-driven legal movements against businesses. Social media and online platforms also offer avenues for purchasers to voice their concerns and hold companies liable for misleading advertising practices.
14. **Industry initiatives:** Some industries can also take proactive steps to self-regulating and address greenwashing inside their sectors. Collaborative efforts amongst groups, industry associations, and NGOs could assist establish industry-particular standards and certification packages to verify green claims and sell transparency.

While greenwashing litigation in India might also face challenges together with regulatory gaps and enforcement problems, there are also possibilities for development through increased awareness, regulatory reforms, technological improvements, and collaborative efforts amongst stakeholders.

Greenwashing instances or cases, however, are in their initial stage, and to prove these claims is enormously hard. By using their nature, plaintiffs or consumers have the issue of discovering proof that a commercial enterprise is greenwashing and that burden has led many plaintiffs or consumers to depend upon wide-ranging studies or media reviews — fodder for withering cross-examination. This evidentiary problem compounds the trouble of defining the particular greenwashing claims on the merits^v. As sustainability turns into an extra pressing issue globally, addressing greenwashing will probably continue to be a priority for policymakers, organizations, and purchasers alike. Addressing these demanding situations will require a multi-faceted method involving collaboration among governments, regulatory our bodies, business enterprises, civil society and consumers. Strengthening regulations, enhancing transparency and duty in deliver chains, enhancing consumer schooling, and leveraging technology for verification and tracking are a few strategies that may help mitigate the effect of greenwashing in the future.

Lately, there haven't been specific instances associated with greenwashing that have reached the Supreme Court of India; however, the Supreme Court of India has addressed broader environmental problems and company obligation in numerous cases, which indirectly comment on the ideas related to greenwashing.

The Supreme Court of India has been active in addressing environmental concerns and upholding environmental laws for betterment of society It has taken up instances associated with pollution, deforestation, waste control, and conservation of herbal resources. While these cases might not

immediately involve greenwashing, they show the judiciary's commitment to environmental safety and sustainability.

Additionally, the Consumer Protection Act, which falls below the jurisdiction of the Apex Court, provides a legal framework to address deceptive advertising practices, inclusive of greenwashing. Consumers can document complaints against organizations that have interaction in deceptive environmental claims, and the courts can adjudicate these instances based totally on current consumer protection legal guidelines. While there may not were precise cases focused totally on greenwashing within the Supreme Court of India, the judiciary performs a significant and crucial role in deciphering and enforcing legal guidelines related to environmental protection, customer rights, and corporate accountability. As awareness of greenwashing grows and regulatory frameworks evolve; it is viable that the Apex court may additionally manage with instances related to misleading environmental claims within the destiny, in addition strengthening efforts to fight greenwashing in India^{vi}.

HOW TO COMBAT WITH AND KEEP A CHECK ON GREENWASHING IN INDIA - RECOMMENDATIONS

Curbing greenwashing in India requires a multi-pronged approach involving government regulation, industry self-regulation, consumer education, and civil society engagement. Facing greenwashing in India requires a combination of individual and collective efforts from various stakeholders. Below mentioned are a few propositions and strategies for addressing greenwashing efficaciously:

1. **Strengthen Regulatory Frameworks:** Expand and enforce clean and stringent guidelines particularly concentrated on greenwashing practices. This may contain various aspects for environmental claims in marketing, establishing penalties for misleading practices, and empowering regulatory companies to display and put in force compliance correctly.
2. **Enhance and Demand Transparency and Responsibility:** Inspire consumers and society at large to be obvious approximately their environmental practices and offer verifiable evidence to assist their green claims. Enforcement mechanisms for impartial verification and certification of environmental claims to decorate credibility and responsibility. Preserve companies chargeable for their environmental claims via annoying transparency and proof to assist their inexperienced tasks. It is viable to ask questions on their sourcing practices, manufacturing techniques, and environmental effect tests.

3. **Promote Industry Self-Regulation:** Work with enterprise associations and groups to broaden voluntary codes of behaviour and first-class practices for environmental marketing. Encourage agencies to adopt obvious and accountable advertising practices and keep each different accountable via self-regulatory mechanisms.
4. **Promote Consumer Education and awareness and Empowerment:** Increase consciousness among consumers and society at large approximately greenwashing processes and the way to pick out proper environmental claims also provide assets and equipment to assist clients make informed selections and distinguish between true authentic eco-friendly merchandise or products and greenwashed ones. It is important to stay informed approximately environmental problems and make yourself familiar with commonplace greenwashing tactics. One must learn how to significantly evaluate environmental claims made via organizations and apprehend the significance of certifications and labels.
5. **Encourage and educate Stakeholder Collaboration:** Foster collaboration between government organizations, industry stakeholders, customer advocacy companies, and civil society corporations to cope with greenwashing together. Trade information and collaboration on projects are important to combat deceptive environmental advertising and marketing practices. It is significant to teach and informed customers and various organization with respect to tentative greenwashing procedures and empower them to recognize and avoid misleading claims.
6. **Enforce present legal guidelines:** Make sure effective enforcement of present consumer protection, competition, and environmental laws to discourage greenwashing practices. Allocate enough sources to regulatory corporations and empower them to investigate and take action against groups engaged in misleading marketing.
7. **Strengthen Research and Innovation:** Invest in research and innovation to broaden new technologies and methodologies for verifying environmental claims and assessing the environmental effect of products and services. Leverage advancements in records analytics, blockchain, and different technology to enhance transparency and accountability in deliver chains.
8. **Support Ethical Brands:** Choose to aid manufacturers that exhibit genuine environmental commitment and transparency in their operations. search for certifications from official research businesses; sustainability practices before making purchasing selections.
9. **Report Greenwashing:** If you stumble upon instances of greenwashing, report them to applicable government, such as purchaser protection companies, advertising requirements our bodies, or environmental regulatory agencies. Provide proof and details to guide your grievance and suggest for stricter enforcement of rules.

10. **Engage in Advocacy:** Join forces with like-minded people and businesses to endorse for more potent policies towards greenwashing. Write to policymakers, participate in public consultations, and assist campaigns calling for extra transparency and accountability in environmental marketing.
11. **Assist Legislative Initiatives:** Promote legislative tasks geared toward addressing greenwashing and selling authentic environmental sustainability. Advise for the adoption of clearer hints, stricter enforcement measures, and consequences for businesses determined responsible of greenwashing.
12. **Stay Vigilant:** One should stay vigilant towards new and evolving greenwashing procedures, as organizations may also adapt their strategies to keep away from detection of instances of greenwashing. Society at large should be made aware with respect to increasing developments and developments in environmental advertising to better understand misleading practices.
13. **Encourage Industry Accountability:** Encourage companies to adopt voluntary codes of conduct, commit to transparent reporting and have interaction in enterprise-wide tasks to fight greenwashing, reward businesses that show true environmental stewardship and keep responsible those who interact in deceptive advertising and marketing.^{vii}
14. **Lead by Examples:** Include sustainable practices into one's own life-style and encourage others to do the identical through lowering one's environmental footprint and supporting ethical and sustainable services and products, one may make contributions to growing a culture of real environmental obligation.
15. **Spreading Public recognition and Campaigns locally:** Launch public cognizance campaigns to educate purchasers, businesses, and other stakeholders approximately the importance of environmental integrity and the risks of greenwashing. Use of media, social networks, and academic packages to reach a huge audience and foster a way of life of environmental obligation.
16. **Create a Transition Plan:** Setting a goal is important, but companies must also outline how they plan to achieve it. A clean transition plan demonstrates a commitment to actual action and transparency.
17. **Avoid Vague Language:** Steer clear of ambiguous terms like or "green." rather, provide specific statistics approximately sustainability practices and benefits.
18. **Be honest with your target audience:** In case your organisation remains operating on environmental desires, communicate openly with clients. Transparency builds trust and credibility.

India can efficaciously reduce instances of greenwashing and trade genuine environmental sustainability, by means of enforcing these strategies in a coordinated manner, throughout numerous sectors of the economic system.

By taking a proactive approach and operating collectively, individuals, agencies, and policymakers can efficaciously and effectively deal with greenwashing and promote true environmental sustainability in India.

CONCLUSION

The panorama of greenwashing litigation in India exhibits a complex interaction of corporate responsibility and environmental cognizance. As organizations increasingly tend to adopt sustainability as an advertising and marketing device, the want for strong guidelines and laws turns into blatant need to make sure genuine environmental stewardship. The evolving judicial interpretations and regulatory responses symbolize a growing awareness of inexperienced greenwashing's misleading impact on consumers and the surroundings. Shifting forward, concerted efforts in implementing stringent policies, promoting transparency, and fostering purchaser schooling could be pivotal in mitigating greenwashing practices and fostering a in^{viii}reality sustainable destiny for India.^{ix}

Greenwashing litigation in India represents an important frontier inside the pursuit of environmental integrity and customer safety. As cases emerge and legal precedents evolve, it turns into increasingly clear that strong enforcement of current policies and the improvement of new frameworks is crucial. The judiciary's position in decoding and making use of legal guidelines towards deceptive environmental claims will form proper company behaviour. Moving forward, sustained efforts in awareness, transparency, and accountability could be important and extensive in order to combat greenwashing efficaciously and fostering proper sustainability practices throughout industries and companies in India.

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