

Environmentally friendly measures are being taken in the supply chain of the factory as well. The purchasing orders are done to obtain raw materials in a well-planned manner. As a result the frequency of deliveries can be reduced also the packing materials supplied by the suppliers are re-used. Another important rule of green marketing is focusing on customer benefits. Always the company considering about the primary reason why do consumers buy certain products in the first place, and what are the reasons to motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also, if the green products are priced very high, then again it will lose its market acceptability. Samson international PLC has been provided careful attention regarding Green marketing myopia as well.

In addition to the above information, Samson PLC has been following a unique green marketing and forest conservation approach. It is named as FSC approach. Under the FSC approach DSI group is following the below mentioned principles.

- 1). Compliance with all applicable laws and international treaties,
- 2). Demonstrated and uncontested, clearly defined, long-term land tenure and use rights,
- 3). Recognition and respect of indigenous people's rights,
- 4). Maintenance or enhancement of long-term social and economic well-being of forest workers and local communities and respect of worker's rights in compliance with International Labor Organization (ILO) conventions,
- 5). Equitable use and sharing of benefits derived from the forest,
- 6). Reduction of environmental impact of logging activities and maintenance of the ecological functions and integrity of the forest,
- 7). Appropriate and continuously updated management plan,
- 8). Appropriate monitoring and assessment activities to assess the condition of the forest, management activities and their social and environmental impacts,
- 9). Maintenance of High Conservation Value Forests (HCVFs) defined as forests containing environmental and social values that are considered to be of outstanding significance or critical importance,
- 10). In addition to compliance with all of the above, plantations must contribute to reduce the pressures on and promote the restoration and conservation of natural forests.