An eco-friendly consumer is the key for the success of the sustainable clothing in today’s market. A study into the entire life cycle of the cotton shows that Consumer Use characteristics have the largest share of impact on the environment and resources. Figure 1 show the impact of the cotton on environment and resources over its entire life cycle.

Our study therefore, mainly focuses on the following three aspects to minimize the impact of cotton clothing on environment and resources:

1. **Green Marketing though Green Zones:**
   The concept of Green Zones is aimed at affecting the consumer behavior thereby minimizing impact on Environment and resources such as energy and water. The proposal includes allocation of floor space within existing retail stores for creation of green zones. The suggested Green Zone occupies the most highly visible and accessible floor area for display of Eco friendly clothing. A specially decorated Green Zone within the retail store is envisaged to create an appeal to all the customers especially eco friendly customer. The creation of Green Zones would well position the ecofriendly products within the minds of the Customers.
The primary aim Green zone would be to extend the life of clothing and promoting the best practices in clothes cleaning. The proposed Green zone would bring about the extending the life of clothing by leasing clothes instead of buying them, repairing clothes and promoting second hand clothing.

Leasing of clothes would be an attractive option to the customer, as cost per outing would be reduced. This will also lead to a simple cloth maintenance arrangement, as the clothes would be returned after use. Provision of cloth repair facilities within green zones would help consumers in extending the life of the clothing. In addition, availability of second hand clothing through green zones would help remove the barrier for customer from using second hand clothing.

One of the main objectives of Green Zones would be to promote best practices in clothes cleaning. The customer would be educated on minimizing the impact on the environment and resources adopting sustainable practices such as reducing number of washes, using ecofriendly detergents and air drying clothes rather than tumble drying etc. A consistent long-term effort would bring the much-needed change in the prevalent consumer behavior.

2. Use of Bamboo
The use of Bamboo is a practical alternative to Cotton. Viscose yarn is obtained by processing cellulose from Bamboo, grown in sustainable bamboo plantations. Bamboo fibers are 100% biodegradable and made by a clean manufacturing process. A closed-loop eco friendly manufacturing process makes Bamboo fiber production viable option in terms of health and environment.

Bamboo is the one of fastest growing wood in the world. Bamboo could be grown in diverse climates with no damage to the surrounding environment. It can cut and harvested without the need to replant. Bamboo could be grown through commercial bamboo plantations that can be selectively harvested in a scheduled manner preventing the exploitation of native forests. Bamboo is far more water efficient specially compared to cotton.

Bamboo contains a natural substance called bamboo-kun, an antimicrobial agent that gives natural resistance against pests and fungi thereby minimizing the need for use of herbicides and fertilizers. Ongoing research would enable built-in smart functions in Bamboo fibers. The use of bamboo fiber entails higher production cost. However, a survey conducted among the European consumer’s shows that customers would be willing to pay this additional price towards eco friendly clothing for benefit of the society and environment.

3. Greening Supply Chain
In order to enhance the efficiency of the supply chain, we propose the implementation of Greening Supply Chain (management and operations) strategy, which involves the application of green supply chain concept throughout value chain.
A recent survey of upstream stakeholders including retailers across Europe has highlighted many important issues in developing green supply management. The factors considered most important include waste reduction, saving in packaging, achieving ISO14001, lean management, eco-design and production facilities. Other factors such as cleaner programs, controlling carbon footprints, product lifecycle management, green transportation channels and reverse logistics are considered less important and treated as environmental issues & social responsibility.

It is envisaged that, in order to tackle these major green issues collaboration is needed between supply chain partners. A direct and joint involvement of suppliers in the development of environmental management and solutions, from their products, processes and the supply chain material flows is considered essential. The collaboration would enable exchange of mutual information and strong willingness to learn from each other. It would also foster a good understanding of each other’s responsibilities and capabilities in regard to environment management thereby creating a collaborative context and improve environmental performance.

The companies would also be able to benefit from technological advancements such use of seamless production technologies and use of ERP systems with integrated inventory planning and control. The companies should therefore develop environmental collaboration with their suppliers in order to get better greening supply chains.

<table>
<thead>
<tr>
<th>Product\Lifecycle</th>
<th>Customer Use</th>
<th>Production</th>
<th>Supply chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Scenario</td>
<td>Currently High but could be minimized through Green Marketing</td>
<td>High due to excessive usage of water during production</td>
<td>High due to use of traditional and less efficient products and processes.</td>
</tr>
<tr>
<td>Proposed Scenario</td>
<td>Potentially low through Green Marketing</td>
<td>Low as Bamboo obtained from sustainable bamboo plantations</td>
<td>Low due to implementation of Greening Supply Chain.</td>
</tr>
</tbody>
</table>

Table 1 Matrix - Impact on Environment and Resources

**Conclusions:**
Green marketing is an effective tool for retailer to make consumers aware of the effect of there choices on the environment and the society. The use of innovative and environment friendly materials like Bamboo Fiber would reduce water usage and use of toxic materials during production. Implementation of Green Supply chain management and operations strategy would enable supply chain partners to improve efficiency and enhance overall environmental & social performance.
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