

Basically, the company has been moving to green designing concept. At the stage of conceptualization, company considered about sustainable material and environmental friendly production processes. Processes were planned with the consideration of waste recycling procedures. Next they are using “green positioning” to establish an attractive environment friendly brand image in the customer’s mind about the product which they are offering to the market. At the phase of “green logistics” the company concentrates another few critical factors. Value chain has been considered about the environment friendly packaging other than production and distribution process elements.

When it comes to Green disposal phrase, company has been taken into consideration in various stages of product life cycle (from production to disposal), to dispose the wastage without any harm to the environment or human health. Now the organization is being implemented 3R method (Reduce – Reuse –Recycle) which is identified as a very practical and useful model Company adopt the 3R method of Reduce- Reuse- Recycle since 2005. This method covers in waste rubber and water management. Waste rubber is being recycled. Energy consumption has been minimized by eliminating energy waste, installing capacity banks, using transparent roof sheets and energy saving bulbs. Company monitor electricity consumption on a daily basis with sub-meters and energy audits are carried out from time to time.

The Samson PLC has been adopted the environmentally friendly production method. The company uses electricity, paper and other power sources conserving approach and reinvest the saved resources for the benefit of the production value chain. One of the mainly concerned facts of the organization is the measuring of the timely impacts on the environment. Through these institutional protocols, inefficiencies are being corrected. To use this advantageous green marketing technique, The Samson International PLC uses the contribution of everybody in the group. The company often set up the “Green discussions” on the methods in production and marketing tactics with the employees and its main focus is based on the environment friendliness. Through this method the employees can suggest ideas to protect the environment. This boosts morale and generates goodwill as every person in DSI can contribute to the organizational environmental goals.