



## Green Blockchain Technology for Sustainable Smart Cities

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# Chapter 14 - Survey on impact of green blockchain in green marketing—Chennai city

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### Abstract

In this modern world, pollution and nonsustainable practices are deadly rust that erodes the core of this world. It needs to be handled efficiently and intellectually in order to spread peace and harmony among people and country. The deadly impact of pollution causes various health issues, psychological disorders, and other political related problems. All these will convert our habitual planet into the nonhabitual planet. Various initiatives have been taken worldwide in order to reduce pollution. The use of green blockchain in marketing field creates initiatives to reduce the carbon print from the production-distribution-reuse cycle—that initiative is called “green blockchain in marketing.”

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