

## TRIPLE BOTTOM LINE REPORTING: THE 3D VIEW OF GROWTH

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### ABSTRACT

*From many times, growth has been referred to the financial performance of any organisation, but as the world has changed the, view of assessing the growth has also changed, today the growth is seen as more holistically, the all round performance is seen and appreciate these days. There is a need to compare your organization with other organizations of the world in all the aspects of growth which now included social and environmental impact along with financial growth. The importance of businesses in improving the quality of life is well recognized. As we all know that environmental awareness as well as other awareness is going on and increasing day by day but still necessity of improving out life and people will also affected by these types of things. Hence the need is arising for a new standard, assessment and certifying authority for the same.*

**KEYWORDS:** Triple Bottom Line, Reporting, 3D View, Framework, Growth.

### Introduction

Triple Bottom Line

Today's scenario follow three dimensions of performance and that is social, financial and environmental. But commonly, we can say this as people, planet and profits. For measuring performance in corporate America, Strove used to measure sustainability during 1990s.

Triple bottom line plays an important role. Environmental and social dimensions included in traditional measures. These are reporting of profits, return on investment and shareholding value.

According to Elkington, economic, social and environmental parameters are generally used in triple bottom line. TBL generally used for economic, social and environmental value. The contribution of the term is in conveying a strategic idea in a simple way: a company enhances short and long term value through successfully managing its economic, environmental and social performance and impact, so as to create greater opportunities and reduce risks. Not only does the company derive value but the company's wider influence also delivers community benefits.

TBL is a kind of approach to management and performance assessment. That is inter-related to economic, environmental and social performance. However, the relevant dimensions of corporate performance are not always neatly divided into these three categories, with some companies already talking about a fourth pillar in corporate governance and ethics.

TBL is best seen as managing task, measuring reporting multi-dimensional corporate performance.

TBL can also understand by relationship with other concept and role of responsibility. Many other situation face another business related concepts.

### Measures Used in Triple Bottom Line Approach

Universally accepted standards comprise each of the three TBL. This is strength of project and policies. Community building project measured by TBL. TBL can also apply to infrastructure projects at

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the state level or energy policy at the national level. Stake holders and subject matter experts are determined. Traditional sustainability is measuring by academic disclosure.

### **Economic Measures**

Economic variables ought to be variables that deal with the bottom line and the flow of money. It could look at income or expenditures, taxes, business climate factors, employment, and business diversity factors. Specific examples include:

- Personal income
- Cost of underemployment
- Establishment churn
- Establishment sizes
- Job growth
- Employment distribution by sector
- Percentage of firms in each sector
- Revenue by sector contributing to gross state product

### **Environmental Measures**

Natural resources measured by environmental variables. Taxes, climate factors and employment factors should be focused.

Specific examples include:

- Sulfur dioxide concentration
- Concentration of nitrogen oxides
- Selected priority pollutants
- Excessive nutrients
- Electricity consumption
- Fossil fuel consumption
- Solid waste management
- Hazardous waste management
- Change in land use/land cover

### **Social Measures**

Social variables refer to social dimensions of a community or region and could include measurements of education, equity and access to social resources, health and well-being, quality of life, and social capital. The examples listed here are a small snippet of potential variables:

- Unemployment rate
- Female labour force participation rate
- Median household income
- Relative poverty
- Percentage of population with a post-secondary degree or certificate
- Average commute time
- Violent crimes per capita
- Health-adjusted life expectancy

Data for many of these measures are collected at the state and national levels, but are also available at the local or community level. Geographic scope and the nature of the project are measures factors.

Community priorities say that solicit shareholders participation and comprehensive project evaluation and having stakeholders rank and weigh components.

### **Costs and Benefits of Implementing Triple Bottom Line**

Shifting from traditional accounting and reporting methods to implementing triple bottom line reporting, organizations have to bear some additional costs and barriers which are as follows:

- Initial staff time to develop a coherent TBL framework (likely to be at the commencement of the project and for a relatively few staff involved intensively)

- Resistance to change – there is a perception that Council's existing planning and reporting framework is superior to those previously used in the organization and therefore shouldn't be altered significantly. Building buying could be both time and resource intensive.

- Perception that TBL is another fad.

Benefits of implementing TBL can be summarized as:

- Reduced staff time in dealing with multiple systems, reducing duplication (an ongoing issue for staff across the organization on a monthly, and quarterly basis)
- Business advantages as the system becomes effective- Improved policy advice function (both quality and integration aspects)
- Improved decision making (based on improved information on all aspects of an activity or initiative)
- Efficiency and effectiveness improvements over a longer planning timeframe.
- Greater accountability to the public (better information in a more useable form)

### **Conclusion**

The world is shifting its focus to more holistic approach for reporting the impacts on society, environment. Businesses supported by Government Policies encourage systematic movement towards decision-making.

TBL like practical approach that is duly supported by the Government, when will become the part of every business globally, it has capacity to secure future of people and planet (Earth); together with businesses continue to make surpluses that can be re-invested for the growth of the economy.

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