

## GREEN MANAGEMENT: NEED OF THE TIMES

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### ABSTRACT

*Green management consists of green building, green energy and green waste. One of the major aim of the green management is to ensure a future healthy generation. With increased population and enhanced technological uses in our lives, many facets of our modern lives have started backfiring. It is now invariably said that if you are looking for a solution for environmental issues, look back, find out what our ancestors did. Increased global warming, receding glaciers, unpredicted weather changes and various health issues despite strict diet regime and exercises are pressing us to go for green management in our offices, business houses and every establishment. In this paper, the concept and importance of green management is emphasised as a way for sustainable development.*

**Keywords:** *Sustainable Development, Green Management, Waste Management, Triple Bottomline.*

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### Introduction

Traditional business establishments carried out business without paying any attention to environmental damages. In recent years, global warming, occurrence of many new diseases, unusual birth defects, diminishing biodiversity, deterioration of mental and physical health are some of many reasons which, amongst others, led business houses too, take a route which is environment friendly. We know that business and profit making come with community social responsibility and latest in this trend is acquiring green management techniques. Media, along with education system and various campaigns, have made people aware of importance of protecting the environment, air, water, soil and rejuvenating the green cover of the earth and encouraging biodiversity. Green management, which is use of environmental friendly technologies and environment conscious business, will ultimately, hopefully reverses the environmental damages and lead to sustainable development. The concept of green management focuses on decreasing the wreckage of ecosystem and environmental pristinely by human power in the world and exploitation of natural resources together with sustainable development.

### The Idea of Green Management

Businesses affect their environment by their profit making ventures and at the same time get affected by their environment too. Business organizations are blamed for much of the environmental ills plaguing the world and they are also held responsible to find solutions to these problems, in view of this scenario, organizations had little choice but to attempt to incorporate green management initiatives into all their business functions. Economic development should go hand in hand with environment protection. Business which switch to green management ideology, focus on environment from traditional management methods. The management understanding which adopts businesses' protecting natural resources, productive usage of energy resources within the institutional concept and applications which are purified with sense of environment are called as green management.

According to Peng & Lin, practices that produce environment friendly products and minimize the impact on the environment through green production, green research and development and green marketing are called as green management. As the concept of green management is still in its fast evolving stage, newer definitions and ideas are getting added to it continuously. Green management is also defined as a strategy which is applied to increase general productivity and socio – economic development environment performance.

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Green management focuses on the recruiting of, the management of and utilization of competent and talented employees to produce profits on behalf of the business and so it is a couture method of producing profits. The green management is designed to reduce the impact of polluted environment on human health, on animal and plant life, by efficiently using energy, water and natural resources, proper waste management, reducing pollution and environment degradation.

### **Common Characteristics of Green Companies**

Generally green companies use minimum plastic material, use recyclable packaging materials, use e- documentation, use recyclable papers, keep green environment, use less air-conditioning, go for waste segregation and proper waste management. Developing of healing forests, or healing gardens, land conservation and preservation outdoor room, organic mulch, recyclables in landscapes (trees for mulch, glass for walkways and fire pits, plastics for play ground underlayment) are also some of the criteria. Google Company demonstrates its green commitment through initiatives like powering its facilities with renewable energy sources, hosting farmers' markets, bringing goats to trim grasses etc.

Starbucks coffee purchases only certified organic coffee and creates green stores and reduces water wastages. E Bay company also focuses on environmental sustainability by making people exchange or reuse goods instead of throwing them away, thus keeping them away from landfills , they also use environmental friendly packaging. Nike uses green initiatives through its advertising and makes its product using environment friendly materials like, recycled polyester, in addition to that it has pressed most of its suppliers to develop and implement written environmental policies. Johnson and Johnson have reduced their wastes, use sustainable packaging where possible and use hybrid vehicles for transportation. Disney has a zero waste policy, which means that nothing would end up in landfills; it also has zero net direct greenhouse gas emissions. Ford owns world's largest green roof, has geothermal cooling, the paint fumes in company's plant are recycled as fuels and it uses sustainable fabrics. In the same fashion, many companies are using different methods for green businesses.

### **Principle of Green Management**

The basic principle of green management is to operate in such a way so as to solve the social and environmental problems rather than cause these. The green management businesses adopt principles and practices that improve the quality of life for their customers, employees and environment. It pushes the businesses towards sustainable business, which is the careful and efficient usage of resources by business, communities and citizens. Green business is part of long term strategy of becoming sustainable through the process of being able to achieve business tasks in the way that does not develop any threat- economic, socio or environmental- for both current and future generations.

### **Triple Bottom Line (TBL)**

Green management businesses follow triple bottom line, which are three elements of the sustainability to help society achieve the interlinked goals of environmental protection and social equality:

- Social: Respecting human rights and fulfilling social responsibility,
- Financial: Enjoying financial success without harming the community,
- Environmental: Reducing waste and to go green for a safer and better environment

### **ISO 14000 Environment Management Standards**

ISO 14000 environment management standards are the principle and standard series which were made for standardization of all world industries environment management programs in 1996 by international standards organization (ISO). This document contains various systems and fields such as quality management, education and communication which can be used by the organization for minimizing the effect of direct or indirect activities of the organization on the environment.

### **Classification of Green Business Organizations**

The ten point strategy:

- Ostrich- Companies that assume that environment challenge is a passing fad.
- Resistant- Companies that hinder the passing of environmental laws and regulations
- Why Mes- Companies in which some well-planned publicized event or accident acts as a catalyst
- Indifferent/non-compliance/stable/passive/laggards/ignored- Companies having low environmental risks, low environmental returns, cost restraints etc.
- Thinkers- Companies waiting for others to take the lead.

- Offensive/ smart movers- Companies having high environmental returns.
- Defensive/compliance/reactive/localised action- Companies having high environmental risks.
- Compliance plus/anticipatory/doers/corporate action-Companies that is proactive.
- Commercial and environmental excellence/entrepreneurial- Companies where there is clean technology and organizational reform.
- Innovative/enthusiasts/leading edge/business scope action- Companies having high environmental risks and also high return.

### **Encouragement to Green Management**

Various rules and regulations implemented by governments encourage businesses to go for green management. In addition to this governments provide some privileges, subsidies and grants for businesses which adopt green management. Businesses not only adopt various strategies for green management, but they also create environment consciousness for their customer and workers and provide a competitive edge over their competitors due to their environment friendly productions, offices, efficient waste management etc.

### **Cost Effective Benefits of Green Management**

Green management is not financially advantageous; however it has many advantages, namely, increasing the image and familiarity of the organization, minimizing the negative effects of the organization to the environment, decreasing energy usages, providing competition superiority against the other organizations and answering demands of the other pressure groups, which ultimately provides profit to the business in the long term. Green management by companies doesn't only save the environment, but also increase the profit and business of the companies. There are many indirect benefits of green management which include team building programs that improves the performance of the company and rethinking long held practices that can improve company performances. It is also advisable to market company's green strategies, which will boost brand recognition and helps gain an edge over other competitors.

### **Conclusion**

Green management leads to a green business, which is an enterprise that has minimal negative impact on the global or local environment, community, society or economy. It is a business that strives to meet the triple bottom line. Such businesses have progressive environmental and human right policies, has environmental products and support green causes. Environment is a complex, interrelated, variable and extensive system, so keeping a sustainable balance and protecting the environment is a hard and enduring task. Resolving environmental problems and achieving quality environment can be achieved by various government rules regulations and encouraging policies, continuous planning, awareness programs, efforts of companies and public participation.

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