

## A MANAGERIAL APPROACH TO PROBLEMS AND FUTURE OF E-COMMERCE IN INDIA

---

Dr. Suresh Kumar Sharma\*  
Dr. S.K. Saxena\*\*

### ABSTRACT

*The time has come that environmental performance of companies will be a decreasingly important factor in determining the competitive success of the companies. The demands of the environment challenge will bear considerable changes in the companies, as the companies have to respond to an ever- tensing environmental legislation and also cleave to the requirements of the environmentally apprehensive consumers, investors and workers too. A proper operation perpetration is demanded ahead for the globe and specifically India needs it too. operation to bring in sustainable development which is harmonious for the profitable and social consideration are incorporated in the decision timber and skillful operation shows a lot about the environmental commitment of Indian companies. Sustainable development approaches to everything in the world as being connected through space, time and quality of life. Sustainable development constantly seeks to achieve social and profitable progress in ways that won't exhaust the earth's finite natural resources. This study makes efforts to estimate the Environmental Reporting system in artificial units in general and artificial units working in public sector in particular. Besides efforts are made to assess the reporting pattern and control measures espoused by the public and private sector, identification of structures which are generally involved in environmental reporting. To fantasize how companies are making Environmental programs like Policy primers, conducting and training in respect to Environmental Reports. Provocations given by companies in organizing and staffing in regard to track waste, prepare permit operations, communicate environmental programs and programs to fulfill the environmental reporting. This study will also help the society to suppose about reduction and efforts on whole to reduce deadly greenhouse feasts. Approaches made by companies on how environmental planning is done to ameliorate capability to anticipate and apply unborn environmental conditions and respond snappily to environmental hazards.*

---

**Keywords:** Environment, Reporting, Performance, Implementation, Commitment, Development.

---

### Introduction

Business can have great part in bridling the environmental pollution by playing three different places as preventative, restorative and mindfulness. Preventative part, then it means that now in the present period business should take all way so that farther damage is done to the environment. For this business must follow the regulations laid down by the government. In addition, if it possible to help pollution also contemporaneously restorative measures should be taken and a possible reporting has to be obligatory. Restorative part, then it means business should amend whatever damage has been done to environment, planting numerous trees not just one as part of afforestation to reduce air pollution near the artificial unit. mindfulness part, then emphasis lies on making people apprehensive about the causes

---

\* Associate Professor, Department of ABST, Faculty of Commerce, Seth R. N. Ruia Govt college, Ramgarh Shekhawati, Sikar, Rajasthan, India.

\*\* Associate Professor, Department of Business Administration, Faculty of Commerce, Seth RN Ruia Government College, Ramgarh Shekhawati, Sikar, Rajasthan, India.

and consequences of environmental pollution so that people to try to cover it and not damage it for illustration some business houses taking responsibility of maintaining premises and big auditoriums in metropolises and municipalities, which predicts the care for the environment. Further now day's Indian companies face strong transnational competition over the last three decades as transnational challengers tried to establish their bases in India. These transnational enterprises are telling non-financial information including environmental information leading to an enhanced anticipation from Indian companies to act responsibly towards the environment and be responsible to the society beyond the traditional part of furnishing fiscal account to the shareholders. They can make their periodic reports more instructional by furnishing environmental information. Reporting for the environment is important for the reasons similar as Take an intertwined approach to energy conservation and relinquishment of renewable energy technologies, including hydropower, by meetly linking efforts to ameliorate conversion, transmission, distribution, and end- use effectiveness, and exploration and developments in, and dispersion of renewable energy technologies. Junking of policy, legal, and nonsupervisory walls to setting up decentralized generation and distribution systems for power and other secondary energy forms, grounded on original primary energy resource accelerate the public programmes of dispersion of bettered energy wood ranges, and solar cookers, suited to original cuisine practices and biomass resources. Strengthen the monitoring and enforcement of emigration norms for both point and non-point sources.

### **Environment Account**

It's relatively a recent entrant of account. Environmental account is a veritably important tool for understanding the part which it covers policy statements that are being converted into measurable performance targets, which are set, measured, checked and intimately reported openly. Generally, they're two important ingredients of environmental account there are environmental reporting and environmental inspection. It tells us the responsibility between environmental protection and development of a nation. A coherent set of pointers and descriptive statistics can be deduced from the accounts that inform a wide range of programs, including, but not limited to, green frugality green growth, natural resource operation and sustainable development. The system of Environmental Economic Accounting (SEEA) contains the internationally agreed standard generalities, delineations, groups, counting rules and tables for producing internationally similar statistics on the environment and its relationship with the frugality. The SEEA (system of Environmental Economic Accounting) is a flexible system in the sense that its perpetration can be acclimated to countries' specific situations and precedence's. Elliot has defined Social Accounting as, "a methodical assessment of and reporting on that corridor of a company's conditioning that have a social impact. It describes the impact of commercial decision on environmental pollution, the consumption of nonrenewable resources and ecological factors on the rights of individual and groups, on the conservation of public services, on public safety, on health and education and numerous other similar social enterprises. This kind of social account has specific appeal in them for perfecting the prevailing condition of environmental pollution that has to be made preventative at any cost to save the environment in which we live, thus methodical parameters demanded to be defined for its proper perpetration. ESRI Environmental Accounts for the Republic of Ireland has defined environmental account as "Environmental accounts give information on emigrations and resource use. Environmental accounts are so-called satellite accounts to the public accounts, which give a comprehensive framework to present profitable data in a coherent, harmonious, and internationally similar manner.

### **Benefits of Environmental Reporting**

Environmental Reporting is principally covering a company done trouble in the areas of pollution control which may be air pollution, water pollution, nuclear Pollution and other types of pollution therefore it also measures the ways and efforts taken by companies in reducing the goods of pollution further seeing to the reduction in greenhouse feasts and looking towards new ways to find lower pollution styles aiming in reducing of desertification overall caring and regenerating the natural environment by planting trees, controlling artificial processes, exploration and developing conditioning and habits which should be encouraged to explore styles of product which may reduce artificial dangerous being. The major benefits of Environmental reporting are that's an identification of lesser mindfulness of environment related cost and finds ways to reduce or avoid these costs on the other hand perfecting environmental performance. Environmental Reporting is a great tool in an establishment for a better cost-effective operation. The Environmental Protection Agency (EPA) adds the following benefits. Numerous environmental problems can be significantly reduced or excluded as result of effective opinions. Environmental cost and implicit saving may be obscured in charges or else over looked.

Account for environmental costs and performance can support a company's development and operation of overall environmental operation system. Understanding the environmental costs can promote more accurate going and pricing of products. Environmental costs can be neutralizing by generating earnings through trade of waste by products or recovering them. Competitive advantage with guests can affect from processes, products and services which can be demonstrated to be environment friendly. Reporting will beneficially show that declination of the environment can be stopped to bring in a asked change for sustainable environment.

### **Essential of Environmental Reporting Structure**

An environmental report is made of two corridors Commentary (which contains qualitative information). Secondly a contribution of the most important numbers regarding the connections between company and the environment (quantitative information). Such a structure is veritably analogous to the standard company periodic report where the balance distance itself is accompanied by a description of commercial policy, programmes and objects. Considering this structure, the forum's suggestions can be divided into qualitative (notes to the balance distance) and quantitative information (balance distance). This structure improves report impenetrability and it's useful for companies to maintain the distinction between the two types of information. For each section, they're linked certain issues that should be addressed in an environmental report. For these areas, the minimal demand identifies a point that should inescapably be included in a dependable and comprehensive environmental report; when the demand is recommended the addition of the affiliated information is desirable indeed if its elision doesn't affect environmental report value. The company description gives us information about the company conditioning is necessary to establish a dialogue with all the groups interested in the product exertion and its environmental impacts. Now those environmental reports substantially contain the CEO's or President's description of the company at the morning of the document. This underlines the strategic significance of environmental protection. In this section, the description of product processes and their environmental impact has to be a simple preface to the most important environmental issues similar as Company size and conditioning, Number and position of product spots, General description of product processes. The environmental policy section states the company gospel concerning and approach to environmental protection. Its preface, although simply a protestation of general objects, outlines the company's efforts towards strategic operation of environmental issues. The environmental report could also contain the objects and the capability of the company to achieve them. There are only many exemplifications of companies that have based their medium-term targets and indeed in these many cases, during the posterior times, there has been no critical analysis about success and failures.

### **Legal Framework for Environment Reporting in India**

The right to live in a clean and healthy environment isn't a recent invention of the advanced bar in India. The right has been honored by the legal system and the bar in particular for over a century or so. The only difference in the enjoyment of the right to live in a clean and healthy environment moment is that it has attained the status of an abecedarian right the violation of which, the Constitution of India won't permit. It was only from the late eighties and later, colorful High Courts and the Supreme Court of India have designated this right as an abecedarian right. Prior to this period, as refocused out before, people had enjoyed this right not as a naturally guaranteed fundament alright but as a right honored and executed by the courts under different laws like Law of Torts, Indian Penal Code, Civil Procedure Code, Criminal Procedure Code etc. In moment's arising justice, environmental rights which encompass a group of collaborative rights are described as third generation rights. Among the aspects that have come under the broadened outlook of Composition 21 is the protection and enhancement of the ecology and environment. Principle 1, 1972 Stockholm Declaration affirms that" Man has the abecedarian right to freedom, equivalency and acceptable conditions of life, in an environment of quality that permits a life of quality and well- being, and he bears a solemn responsibility to cover and ameliorate the environment for present and unborn generations." This shows that it has been internationally honored that man's abecedarian rights embrace the need to live in a polluted environment but it also puts forth man's obligation to cover the environment for offspring. The Supreme Court has laid down that the Preventative principle and the Polluter Pays Principle are essential features of sustainable development". These generalities are part of Environment Law of the country.

### **International Norms for Environmental Reporting**

Environmental laws are the norms that governments establish to manage natural resources and environmental quality. The broad orders of "natural resources" and "environmental quality" include similar areas as air and water pollution, timbers and wildlife, dangerous waste, agrarian practices, washes, and

land use planning. In the United States, some of the further extensively known environmental laws are the Clean Air Act, the Clean Water Act, the National Environmental Policy Act, and the Exposed Species Act. The body of environmental law includes not only the textbook of these laws but also the regulations that apply and the judicial opinions that interpret this legislation. In general, the norms set forth in environmental laws can apply to either private parties or the government. The Clean Air and Clean Water Acts, for illustration, are constantly used to regulate the contaminating conditioning of private enterprises. These laws dictate certain pollution- reducing technology or limit the situations of pollution for power shops and manufactories. The National Environmental Policy Act (NEPA) applies only to the conduct of the United States government. NEPA (National Environmental Policy Act) requires that the civil government take over a comprehensive environmental impact assessment before it can do with systems that are likely to harm the environment. Law is civil and state legislation and judicial opinions. Agency regulations and superintendent orders would also fall within this order. Although these public laws are espoused by an individual country, they may have transnational impacts. The roster of achievements in such a short time is a truly emotional bone. And especially emotional when one recognises that utmost of the progress has been made through voluntary enterprise, persuasion, invention and leadership from the commercial and counting sectors. To know further about these achievements at the conference and especially, we come to know about how current enterprise around the world and individual companies are continuing to develop and advance the docket on environment. The rate of change and advancement shows little sign of decelerating down. A foreign manufacturer whose imperfect product injures a person living in the United States may be held liable for performing damages under United States law. The United States Corrupt Practices Act prevents a United States Commercial superintendent from buying a foreign government functionary. While these laws affect transnational conditioning and non-national parties, they're generally not considered transnational law. Rather, they're considered extraterritorial operations of public law.

### **Conclusion**

Environmental Reporting or Sustainability Reporting as the terms may be used and it relates to the reporting of companies for social responsibility to the external parties like shareholders, creditors, suppliers, government, investors, community and also to the workers. Environmental reporting practices are now being extensively used for enhancing commercial responsibility towards the different stakeholders and also erecting confidence in its business practices with an angle of safe guarding of the environment which at present moment is at the stake of perishability still, then the study on the reporting practices of Indian tobacco company and Bharat Petroleum Corporation Limited it has been set up that the companies are espousing practices that are functionally restoring the environment previous to its declination. The companies; Indian Tobacco Company and Bharat Petroleum Corporation Limited which are taken under study is being kindly a perfect model of reporting as seen in the vast study done across the times of their reporting practices. If business enterprises decide to give information about their conditioning this would really produce a good image and product value also bringing in further of stakeholder's involvement too. As part of recommendations, it's advised that Companies in India should work on acceptable exploration and development conditioning, training and education programme on environmental matters for achieving cleaner environment. They should borrow cleaner product technology for reducing pollution. The operation of business realities should be encouraged to take over environmental protection measures and environmental account at all situations by giving profitable impulses like duty concessions etc. Companies in India have to now give the loftiest precedence to environmental performance as an essential part of their public commitment for environmental protection and conservation with effective collaboration with competent authorities.

### **References**

1. A.P Asthony, Global earth and its conservation, 4 th edition 2001, Glory publication, p.83
2. Banerjee, Udayan, Environmental Management System (EMS) A Business Tool for increased Profitability, The Management Accountant, ICWAI, Calcutta, June, 2000, Vol. 35, No. 6.
3. Badanl, K.N. and Saksena, R.M., Corporate Social Disclosure in Public Enterprises, in Saeed, M. (Ed.), Corporate Financial Reporting.
4. Chander, Subash, Corporate Reporting Practices in Public and Private Sector, Deep and Deep Publications, New Delhi, 2004.
5. Dlerj M and Antal, A.B., The Usefulness and Use of Social Reporting Information, Accounting, Organisations and Society, 2006, Vol.16, No.1.

6. Gupta, R.H., Thakar, H.M., and Surayya, Teki, Environmental Accounting,' Indian Management, 2009.
7. Kothari, C.R, Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi, 2002
8. Krishnamoorthy. B, Environmental Management –Text and Cases, PHL learning private Limited, 2010, 2nd edition. p .95.
9. Lal, Jawahar, Corporate Annual Reports, Theory and Practice, Sterling, Delhi, 2011.
10. Mahapatra, S., Investor Reaction to Corporate Social Accounting, Journal of Business Finance and Accounting, 2004. Vol.4.
11. Sahay. A, Environmental Reporting by Indian Corporations, CSR & Environmental Management journal (2004), Retrieved June 12, from <http://interscience.wiley.com>
12. Pramanik K.A, Shil C.N, Das Bhagban, Environmental Accounting and Reporting with special reference to India, Munich Personal RePEc Archive (MPRA) Paper No. 7712, posted 12. March 2008, p. 2, 3.
13. Tiwari S B, Kulshreshtha D, Quershi Z N, Asian Journal of research in Banking and Finance, Vol.2 issue 4, Apr' 2012, ISSN 2249 7323 P. 85.

