

GREEN MANAGEMENT & TECHNOLOGY PRACTICES IN SELECT INDIAN COMPANIES IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

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ABSTRACT

An environmentally friendly company, or a "green" business, is one that has a minimum detrimental influence on both the environment and the local or global community, society, or economy. As public awareness about economic sustainability grew, the concept of 'green business' was born around the end of this century. An increasing number of people are becoming concerned about environmental issues, such as resource depletion and degradation. It took companies around 20 years to adopt the greening trends into their philosophy and practice, even though they started in the middle of the 1960s, when the phrase "green business" was first used. There are still numerous ways to describe "green business," as seen by the many different ways it is characterized. Many businesses throughout the globe have yet to adopt green business practices, with noticeable variances in the extent to which 'green' concepts have penetrated the business sector in different nations. For one thing, it's because "greening of company" is still mainly viewed as an additional burden (in terms of cost increases or revenue losses), and for another, it's because of cultural, political, and economic variations across different countries. There is an emphasis on the contemporary significance of green business practices and an examination of how well-known Indian organizations are carrying out these practices and the effect they have on their productivity and efficiency.

Keywords: Green Business, Sustainability, Environmental Quality, Greening of Business.

Introduction

Environmentally and socially conscious companies tend to have more liberal policies than their counterparts. In order to be labelled as "green," a company must fulfil the following four standards: Every business choice is guided by the company's commitment to environmental stewardship. Non-green goods and services are replaced with ecologically friendly alternatives. Traditional competition is more environmentally friendly. As a company, it has demonstrated a long-term commitment to environmental ideals. It is possible to have a profitable corporation while also addressing current environmental problems when a company engages in environmentally friendly or green operations. In other words, "meet the demands of today's [world] without compromising the capacity of future generations to fulfil their own needs." investigating how renewable resources are used in the production of a company's products, as well as the best ways to design new products to maximise the current environmental position.

Need of Green Business

If you're a company owner, becoming green may seem to be the newest craze, but it has a number of advantages for you. To establish a healthy work environment, decrease waste, and acknowledge the role that companies play in leading the way for social change, green procedures should be implemented. If your company is considering turning green, there are several benefits to consider.

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- **Reduced Waste:** A company's efficiency may be boosted by becoming green. The cost of managing a firm may be reduced through reducing waste.
- **Improved Workplace:** Providing green choices in the office may enhance productivity and morale. Employees with respiratory and other health issues may benefit from using green cleaning solutions since they include less chemicals that have been linked to health concerns, such as sodium hypochlorite and nitrobenzene.
- **Public Response:** Even if public opinion isn't the primary reason to become green, it might be a positive side effect. Economic studies have revealed that firms who use green technology and market green goods are enjoying a rise in earnings as the popularity of green efforts grows.

Importance of Green Business

Customers, workers, communities, and the earth benefit from green business practices, policies, and concepts. The Green Commercial Network's members are reshaping India's business landscape.

- **Green Businesses are Socially and Environmentally Responsible:** People and the environment are protected by green businesses. Aiming for social and economic equity, environmental responsibility, and community well-being are at the heart of all they do — from production and supply chain management to customer service.
- **Green Businesses care for their Workers:** Slave labour or child labour are not tolerated in green firms. Their direct employees and suppliers are paid a decent salary and work in hygienic environments. They develop employment that empower employees and treat them as human beings with dignity.
- **Green Businesses Protect their Customers and Clients:** Green businesses use only the safest items to ensure the health of their customers and clients as well as their families. Their products and services contribute to a number of other facets of green living as well. These include providing low-cost housing, promoting sustainable agriculture, improving educational opportunities, promoting environmentally friendly energy sources, as well as promoting fair trade. And they set a positive example by reusing, recycling, and repurposing.
- **Green Businesses Improve their Communities:** Green firms also work to make their surrounding areas better by making sure their facilities don't pollute them. In inner cities, rural areas, and indigenous groups, green enterprises tend to thrive.
- **Sustainability:** Maintaining environmental health is the overarching goal of turning green. Using sustainable approaches may help lessen the danger of long-term depletion of natural resources.

Objectives

- To study the importance and need of Green business practices in India.
- The paper studies and compares various Indian companies where green business practices are applied and performance of various companies on the scale of efficiency in relation with green business practices

Research Methodology

- This study relies on theoretical and exploratory research to better understand how five chosen organisations are implementing green business strategies.
- The majority of the data gathered is secondary in nature. Data for this thesis was gathered from a variety of sources, including articles and books written on the present state of green business practices in India and published online by different firms' websites, various acts, newspapers, and journals.

Limitations

To conduct the research, secondary data from diverse sources is used, which may have flaws in its accuracy or completeness.

Review of Literature

In context of green business, there are various guidelines and strategies available for corporate has been studied and analyzed in restricted sense by many Scholars, Researchers, Business person and Organizations etc.

Many initiatives are taken by Government of India and Systematic reviews of such available literature are stated as under:

John R. Rathgeber (2007) Corporate Sustainability and Green Business practices are being adopted by many CEOs in order to enhance company operations and raise their competitiveness, according to a recent survey.

According to Justin Victor (2008), A formal or informal environmental responsibility policy is either in place, according to the HR professionals he polled, in half of the firms they work for. Employees were encouraged to work more environmentally friendly, offered recycling programmes, and discounted or donated old furniture supplies were the top three green initiatives identified by HR experts.

According to José F. Molina Azorín, Enrique Claver Cortés, María D. López Gamero, Juan J. Tarí(2009) A complete literature review of quantitative studies on the link between green management and financial success is offered in the research paper, titled 'Green management and financial performance'. As a result, suggestions for further study in this area are also offered.

Chaturvedi (2010) It's been shown that growing green consciousness among Indian hotel enterprises not only increases the brand value, but also highlights the fundamental values. Hotels save money and boost their reputation by adopting green practices, which need less upkeep. Materials that can be recycled and a drip irrigation system may assist minimise the costs of fuel and electricity.

According to Douglas W.S. Renwick(2012) Green Human Resource Management: "A Review and Research Agenda" makes the argument that research in environmental management (EM) and human resource management (HRM) should be merged. Green human resource management (GHRM) procedures are shown to play an important part in people management practice in this research, which uses the Ability– Motivation– Opportunity (AMO) paradigm to organise the current literature.

Green Business Strategies

It is feasible to take advantage of sustainable income prospects while preserving the value of a firm from growing energy prices, the expenses of satisfying regulatory requirements, changes in the way consumers view brands, and the variable price of resources.

The Eco-portfolio of a corporation may not be able to instantly embrace all eco-strategies. There are a number of well-known methods, such as innovation, collaboration, process improvement, and reporting on sustainability.

Here we will study and analyze Green Business practices of companies such as:

- TCS
- ONGC
- ITC
- WIPRO
- MRF

Companies that Practices Green Business in INDIA

• Tata Consultancy Services

As the World's Greenest Company by Newsweek, TCS has an internationally recognised Sustainability approach. As a result of their efforts to develop agricultural and community-based technologies, they have an overall green score of 80.4%. TCS has taken the following steps:

- **Conservation of energy, technology absorption, foreign exchange earnings, and outgo Conservation of energy:** Green buildings, efficient operations, green IT, and the utilisation of renewable energy are just a few of the ways the company plans to cut down on its use. Because they are built with energy efficiency in mind, green buildings help us minimise our overall carbon footprint. As a result, more than half of the company's real estate holdings is environmentally friendly. Over 80% of TCS's offices are LEED/IGBC certified, and this number is expected to rise. Monitoring and optimising data centres has been made possible by the company's Remote Energy Monitoring & Control project. Solar photovoltaic power generating is installed on all of the company's owned campuses. The company's usage of renewable energy has grown dramatically during the last several years.

- **Energy Conservation:** TCS has totally automated the energy monitoring process for over 135 sites in India and 23 important data centres as part of its remote energy monitoring and control programme. The real-time analysis of use trends provided by a centralised Resource Operations Center in Kochi aids in the monitoring and streamlining of energy consumption.
- **Water Conservation:** All of their facilities are designed to save water in order to guarantee that sewage and rainwater harvesting are treated to 100% efficacy. Rainwater harvesting potential at TCS sites increased by 25 percent in FY17 due to the implementation of roof-top collecting systems, storage tanks, and recharge trenches and pits.
- **Waste Reduction and Reuse:** Reducing municipal solid trash as well as electronic and electrical waste is a top priority. Trash management procedures (Exhibit 3) at TCS are aimed at reducing landfill waste to less than 5% by 2020 via source segregation, reuse, and recycling.

- **Oil and Natural Gas Company**

There will soon be a new kind of cremation in India: one that is environmentally friendly and does not use up too much oxygen, thanks to the creation of the green crematoriums by the Indian Oil Corporation (ONGC). ONGC has implemented measures including a 'Paperless Office' and a 'Water Footprint Optimization' in order to become a 'Carbon-Neutral' company. A total of 2.1 million Certified Emission Reductions (CER) may be generated yearly from the 15 CDM projects the company has registered with UNFCCC. A total of 153 megawatts (MW) of wind power is presently being generated by two wind farms owned by the corporation. It is one of the few Indian companies to be included in the Newsweek Global 500 Green Energy Rankings. ONGC Following are the company's actions.

- **Measures taken for Carbon Management & Sustainable Development**

The Company's hydrocarbon exploration and production (E&P) operations cover a broad variety of climates and settings, from deserts to coastal regions, steep terrain to forests, shallow water to deep seas, and even ultra-deep oceans. In Commissions meeting number 2(1)/9 on May 16, 1983, the company approved an environmental policy and, in July 1988, recognised environmental protection as one of its primary goals. The process of doing environmental audits was outlined in a formal policy.

- **Measures taken for Mitigating Air Pollution**

In the process business, air pollution is not a serious concern. Air pollution is caused by a variety of sources, including the burning of natural gas, the exhaust from DG sets, heavy equipment, construction, and the movement of cars. Generators, which use low-pressure gas to generate energy for domestic use, have been placed on the ground to decrease gas flaring. The following steps have been taken:

- Gaseous Emissions Control through Box Flare
- Smokeless Flaring
- Real Time Monitoring Stations (RTMS)
- Turbines and DG Sets. Vapour Recovery System
- De-sulphurization of Sour Gas

- **Management and Conservation of Freshwater Resources: Water Pollution Mitigation.** In order to minimise further depletion and to keep the level of groundwater stable via aquifer replenishment, a vital natural resource known as "fresh water" is being maintained. There are now six wells on the KDMIPE site that are collecting discharge water. The following steps have been taken:

- Waste Water Management
- Rainwater Harvesting for Water Conservation
- Treatment Plants for effluent
- Response and Containment of Oil Spills

- **Measures taken for Soil Pollution control: Bio-remediation**

Efforts are made to collect as much oil as possible from the oily waste that is generated during drilling operations. Bioremediation is used to decrease the oil content of the residual trash and contaminated soil to less than 1% TPH.

- **Measures taken for Noise Pollution Control**

- In order to mitigate noise pollution, high noise locations are identified and measured on a regular basis as part of a comprehensive noise monitoring programme.
- Noise pollution is reduced by installing acoustic enclosures around gen sets. The use of ear muffs/plugs for PPE (Personal Protective Equipment) in noise-prone situations is encouraged.

- **ITC**

Low Carbon Growth Path and Cleaner Environment Approach: Ozone-treated elemental chlorine-free bleaching technique developed by ITC has had a profound impact on millions of people throughout the world. ITC has become a worldwide leader in the field of environmental responsibility. Six million individuals, many of them among society's most marginalised, now have secure jobs thanks to ITC's enterprises. The firm is the first in the world to be carbon-positive after 12 years, water-positive after 15 years, and solid-waste recycling-positive after 30 years (10 years). It is estimated that almost half of ITC's energy requirements are met by renewables. ITC has been in the forefront of India's green construction movement, constructing 22 green structures. There are just a handful of luxury hotels in the world that have been certified by LEED® Platinum. ITC's Afforestation Program helps marginal and tribal families turn their low-productivity lands into pulpwood plantations, making it an economically viable land use alternative. ITC is able to provide the greenest paper and paperboards goods because of the plantations established as part of this project, such as Classmate and Paperkraft. In addition, ITC's Paperboards and Specialty Paper Business may get wood pulp from these plantations at a reasonable price. Because of Sanjiv Puri, ITC's CEO, the company has grown to be India's biggest and most environmentally friendly manufacturer of paperboards and packaging, a pioneer in farmer empowerment via its extensive Agri Business, India's second largest hotel chain, and a pioneer in "green hoteling." With his leadership ITC has become one of India's leading hotel chains, as well as an early adopter of "green hoteling." India-based subsidiary ITC Infotech India Limited is likewise a potential player in the Information Technology sector. Thus, ITC stands out as a global sustainability pioneer and the only firm of its scale to have been "carbon positive" for more than a decade already. ITC Around 6 million people are employed by the company's companies, many of whom are among Rural India's poorest residents. As the biggest rural digital infrastructure in the world, ITC e-Choupal is a Harvard Business School case study and has won several international honours.

- **Wipro**

Wipro has made significant contributions to the development of energy-saving and waste-prevention technology, but its Pune headquarters is also the most ecologically friendly structure of its type in India. Conservation of the environment is emphasised in their natural capital stewardship charter. It is based on four pillars: Water efficiency and responsible water management, pollution and waste management, as well as biodiversity, are all important aspects of environmental sustainability. In the past several years, challenges like climate change and water scarcity have become more important, leading organisations to expand their scope. Corporate environmental programmes have traditionally focused on resource efficiency, waste management, and pollution reduction from inside the company, but businesses now recognise that in order to have a systemic effect, they must also consider the externalised costs of ecological degradation. Examples of these initiatives include Wipro's community activities on water and waste.

- **Scope of Reporting India:** 79% of the company's employees are spread throughout 55 sites, including 3 operating data centres. The company's 23 owned sites house the vast bulk of its activities.
- **Overseas:** Including seven client data centres, there are 163 sites. The vast bulk of the company's international office space is rented. As a cornerstone of our Environmental Management System, they have been adhering to the ISO 14001 standard for more than a decade now (EMS). ISO 14001:2004 certification is held by 18 of its campuses in India and two in Australia. They take the following steps to do this:
- **Energy efficiency & GHG mitigation:** To come up with ideas for goals, they went through a process called "goal setting." The World Resource Institute (WRI) created a science-based target setting framework with the objective of limiting global average surface temperature increases to no more than 2 degrees Celsius by the year 2050. Targets for 2025 and 2030 have also been established and they are expected to be addressed during the 2020 goal review exercise.

- **Energy Intensity:** At 195 units of energy per square metre per year for 2015, the EPI for office premises is unchanged from 2014. While the energy consumption of India's offices has reduced by 4% as a result of improved efficiency, the operational space has shrunk by 6.3 percent as of March 2017 as a result of business consolidation.
- **Emissions Intensity:** As a result of the company's decision to consolidate activities throughout the year, the emissions intensity of its India office space (Scope 1 and Scope 2) increased by 4.7% from the previous year to 128 Kg Co2 equivalent per Sq. Mt. per year.

- **MRF**

At MRF, energy conservation is a top priority, and the company has an ongoing initiative to minimise particular fuel and power use. Setting goals relies on comparing last year's results to the best in the industry and identifying any failures. Plants are beginning to use energy management systems of this kind. The use of renewable and non-traditional energy sources is being investigated. There have been a number of initiatives aimed at reducing use of electricity and gasoline. The following are a few of the more important ones:

- **Measures taken or their effect on energy conservation:** The following actions were taken to limit the usage of various fuels:
 - Identifying steam-consuming places where energy is being wasted and taking urgent action to fix it.
 - Energy management systems may be deployed simultaneously in several units to monitor & benchmark steam use at the sub plant and equipment level.
 - The simultaneous implementation of all successful energy saving programmes in all of the Company's units.
 - Assuring the boiler's steam quality.
 - Modifications to the process parameters resulted in a decrease in steam use.
 - Modifications to the current curing presses increase production.
 - Radiation losses may be reduced by using better insulation.
- **Steps done by the firm to use alternative energy sources:**

The company is always looking for ways to lower its carbon impact.

- Hydroelectric and wind electricity generated by renewable sources may be purchased from open access via power exchanges.
- The use of skylights in buildings reduces the amount of electricity used during the day.
- To save water, rainwater collecting ponds will be installed in all apartments.
- A second-pass reverse osmosis facility may minimise water use by recycling waste water for the process.
- **Capital investment on energy conservation project:** In order to implement energy conservation measures with long-term savings effect and losses reduction in the system, investments have been made

Evolution of Green Management

The green management movement may seem like a new development, but it has really been in the works for many decades. It's critical to know the history of corporate greening in order to grasp the current state of affairs. There was a growing concern in the 1960s about the prevalence and development of "Pollution," which was seen as filthy and unhealthy and a danger to our whole way of life. As a result, the concept of pollution control was born, which included preventing unlawful operations as well as the obnoxious spouting of smokestacks and drainpipes. The Environmental Protection Agency was established in 1970 to manage pollution of the air and water in the United States and other countries for the first time. In the 1980s, a few firms realised that if you don't pollute in the first place, you don't have to worry about regulating or cleaning it up. As a result, corporations started rearranging their operations and management systems in an effort to cut waste and expenses as part of pollution control efforts focused on waste reduction and energy efficiency. In the 1990s, businesses began to demand that environmental management systems and something called ISO 14001 be developed. ISO 14001 was promulgated by the International Organization for Standardization and established a baseline set of rules for how businesses should organise themselves environmentally and assess the full environmental

impacts associated with their products. Environmental managers were using new terms like life-cycle assessments, design for the environment, dematerialization, demanufacturing, and remanufacturing, as well as reverse logistics, product takeback, and extended producer responsibility. Throughput of raw materials was better measured and managed by companies, who counted how many units of finished goods could be produced from each unit of raw material used. We eventually received the message when William McDonough and Swiss scientist Michael Braungart teamed up to warn us that cradle-to-grave thinking shouldn't be our goal, and that we need mechanisms to build closed-loop, cradle-to-cradle products and processes — what they dubbed "recycling" —

As they analysed their products and processes, businesses began to realise how much their environmental repercussions were impacted by their suppliers, contractors, and business partners. As a result, the term became environmental supply-chain management, with companies striving to push the clean-and-green attitude farther upstream. Under the guidance of scientific writer Janine Benyus, biologists, engineers, and industrial designers collaborated to create new items and processes that were inspired by a variety of species, including insects, fungi, mammals, birds, and other animals. "How would nature construct this?" was the question posed by the researchers, and they discovered an extensive toolset based on more than three billion years of evolution. This led to the emergence of the 3R approach —reduce, reuse and recycle followed by notions like green chemistry, industrial ecology, zero waste, green technology and many more. When it came down to it, businesses needed to grasp the three-legged stool of sustainability: people, profit, and the environment. — sometimes known as "Green management."

Initiatives in Favour of Green Management

Environmental management methods have been bolstered by a number of government and private sector efforts. The following are a few noteworthy examples as per published news reports:

Wetlands w.r.t. Conservation and Management Rules, 2010 has been announced by the Ministry of Environment and Forests. In order to guarantee better conservation and management and avoid further degradation of existing wetlands in India, these rules have been created to put down legally enforceable measures for Wetlands conservation and management. - On February 18, 2011, India conducted a joint Indo-US workshop on Hydro Fluoro Carbons in Delhi (HFCs). Indian Minister Jairam Ramesh remarked that his country's participation in the Montreal Protocol had been responsible. In terms of ozone protection, HFCs are a "solution," but they are also a "problem" when it comes to climate change, and India intends to help handle this issue creatively. A Joint Indo-US Task Force has been established to examine the various alternatives for phasing out HFCs. - As of June 30, 2010, the World Bank has granted \$220 million for an Integrated Coastal Zone Management Project to assist India better manage and conserve its valuable coastal zones while also protecting the lives of people who rely on them. With the support of the Integrated Coastal Zone Management Project (ICZMP), a national coordination system for coastal zone management is being established across Gujarat, Orissa and West Bengal. - The World Bank has contributed \$65 million to the Industrial Pollution Management Project, which is aimed at rehabilitating selected industrially polluted sites and developing a national framework for the repair of polluted and orphaned contaminated sites. The elimination of ozone-depleting chemicals is also supported by a \$20 million energy saving initiative under underway. - With the help of the World Bank, India's government is implementing its ambitious plan to clean and preserve the Ganga river basin, which includes establishing the National Ganga River Basin Authority and other state-level organisations. A portion of the money will go for sewage collection and treatment, as well as municipal solid waste management. Pesticides and herbicides have been known to act as persistent environmental pollutants which are playing havoc with human and animal health after they become a part of the food chain. An important regulation aimed at achieving a sustainable and green development is the U.S. Environment Protection Act (EPA). Atrazine, a commonly used herbicide, has been linked to birth abnormalities, endocrine disruption, and cancer in people by SAVE THE FROGS! Because tall grass is better able to cope with weeds than short grass, EPA suggests watering thoroughly but rarely to allow soil to partly dry between waterings and not cutting the grass too short.

Future of Green Management in India

- **Strengthening the Capacity of CPCB/SPCBs:** As part of the planned initiative to improve the Pollution Control Boards, new monitoring and data management mechanisms will be established, as well as skills and infrastructure will be built and maintained.
- **Biodiversity Conservation:** As part of this biodiversity study, we'll look at different habitats and examine how conservation efforts might be successful. As part of this effort, the rich biodiversity

of India's hotspots will be catalogued, and the livelihoods of populations living in these places will be supported, so that they may reap the benefits of investments in these areas.

Challenges Faced by Green Management in India

The application of ethical and ideal norms may or will have an impact on earnings and the "bottom line" in order to establish sustainable business practices. Many CEOs shudder at the notion of this problem. In addition to the usual contextual difficulties, the shift in identity and the possibility for success should be noted. " Employees and other stakeholders are more likely to accept the idea of adopting green initiatives when environmental awareness is a hot topic. The negative association formed between environmental performance and economic success is one of the key issues addressed in this respect by the business sector. This is a big difficulty in the execution of sustainable development plans, especially because we are the ultimate beneficiaries of the natural ecosystems. 'Is each one of us dedicated towards result oriented implementation of EMSs even at the cost of personal profits and comforts or are we simply putting them in black and white? ', is the most important question to be answered.

Conclusion

- Keep in mind that sustainability is a long-term process that includes critical self-analysis, honesty, creativity, and risk; there is no simple one-step solution to sustainability. To put it another way, before going on the road to sustainability, a corporation must be willing to assess its own operations and environmental implications, be critical of them, and be open about it. It should also be willing to take chances and try new things, stepping outside of its customary comfort zone.
- It's important to remember that the operations of a company should be considered when it comes to green business sustainability. A firm will not be able to declare itself sustainable if it just makes one or a few improvements. All processes, activities, and functions of the organisation should be prepared to use the aforementioned critical self-analysis, honesty, innovation, and risk. A company-wide transformation in thinking, attitude, values, and practices relevant to how the organisation is run is referred to as sustainability.
- Finally, keep in mind that analysing a company's success in terms of its effect on the environment, society, and the economy is part of the triple bottom line of green business (also referred to as planet, people, and profit). The Indian economy is making progress toward becoming more environmentally friendly, but there is still a long way to go before it can match the rest of the globe.
- The obvious deterioration in environmental standards and a global concern for EMSs proves beyond doubt the requirement of GM for sustainability. Commendable work has been done to regain the lost natural heritage both at the government and corporate levels. At the same time many comprehensive studies have been conducted and reports published thereof to analyse the issue of GM which has loomed large since the last few decades. The emergent need of the hour is to make some constructive and practical resolutions regarding management of the environment rather than simply debating on the topic and publishing our findings. Perhaps, we still need to reset the way we think about "green," or address our environmental responsibility before we can hope to recoup our environment with its lost heritage in some measure. Only then can we move towards sustainable development and leave our planet habitable for the future generations.

Suggestions

The job of the marketer is critical because they must educate customers about the importance of and advantages of green goods over non-green ones. In emerging nations like India, green business has never been more relevant than it is now. There should be a concerted effort by the government to ensure the well-being of future generations, alongside private sector initiatives. Green business activities should be recognised and rewarded by companies. So the government should invest more money in eco-friendly technology research and development, as well as provide subsidies for people who use it. There is a strong correlation between green company practices and market success. Because of this, businesses should put more effort into developing environmentally friendly goods and modifying product design in a way that increases market share and gives them a competitive edge.

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