

GREEN MANAGEMENT AND SUSTAINABLE GROWTH

Dr. Sulaxmi Toshniwal*

ABSTRACT

Our planet the Earth is most precious for us. Every one's duty and responsibility is to use it very wisely. So green business adopt green management principle's policies and practices that they improve the quality of life of their customers, employees, the communities in which they operate. Green business must follow a green approach and green standards in their operational management and in the production.

Object of this Study

In this article we study that why green management matters in our organization and what it really means to be "green" and how our some small efforts can save the earth and enjoy the sustainable growth and development.

Meaning of Green Management

Green management is exploring about our behavior, working practices, production methods which influence the environment and see how it escape the environment from pollution. Help to become greener the company first assess environmental impact and identify areas for improvement. Adopt some practices like:

- *Reducing waste*
- *Recycling more*
- *Using less energy*

Set realistic goals for green initiatives and then do efforts towards achieving them, raise, awareness, towards green practices. There are so many direct and indirect benefits that are part of green management like - post reducing that result by reducing waste, reducing energy consumption, rain water harvesting, waste management and incorporates sustainability to change corporate norms. Industries also adopt green management in its conceptual phase, preparation phase in this time they taking the decision - should have a complete picture of how the projected process would affect the environment and they also appoint fully qualified team and then in production phase - in this phase a green mechanism of green management should be established and also developed a model to prevent and control the amount of waste and pollution and in final process the main role plays the smart use of energy and resources and its more efficient use. In conclusion - Leave the world better than you found it, take no more than you need, try not to harm life or the environment.

KEYWORDS: *Green Management, Sustainable Growth, Recycling, Realistic Goals, Water Harvesting.*

Introduction

Green Management approaches a new management strategy which helps to company to achieve a target of sustainable business growth, which influence by the environmental, financial and social conditions. In simple way green management reduces the harmful effects on environment, society and economy. Green management is a path towards sustainable development. Before the industrialisation the product, process all is in green form. Due to industrialisation we gain the business growth and development but we also suffer from polluted environment. So we again need of green management with industrialisation and sustainability also.

Green Management

Green Management is a business function, where no harmful or negative impact is made on the environment. Green management is forward looking process where manager's thinking evolves around human rights, who affected the human being activities. Simple meaning of green management is do the all activities

* Assistant Professor, Department of Business Management, S.D. Government College, Beawar, Rajasthan, India.

that are eco – friendly. It is the personal liability of all civilians, to save earth from pollution. Responsibility of all institutions to modify their policies, practices and organisational management system innovate the green products and service and upgrade eco – friendly infrastructure and to perform waste management practices. All practices and activities are improved with Eco – Friendly system. Term green management is applied in commerce and industry, agriculture society, environment and even in personal life also.

Sustainable Growth

Sustainable development is development of meeting the needs of the present generation to satisfying their needs. It is a development that meets the present but not compromising with future needs.

Object of this Study

The main objectives of this paper are:

- To analyze the need of green management
- To study the impact of green management on sustainable growth.
- How overcome the challenges in green management
- To study why green management is a need of today.

Research Methodology

The study on green management and sustainable growth is basically descriptive and analytical in nature. The study includes the case study.

Green Management and Sustainability

Due to industrialization and by selfish human activities environment is influent by its harmful effects. Today need to save the planet earth from selfish human activities. So the word “GREEN” is becoming a new phenomenon that try to save the earth by their practices. To overcome on the difficulties arises by the industrialization and satisfying the unlimited human needs, that the term “GREEN” applied for raw – material, production, technical process, packaging and selling also, this mean all aspect become environment friendly. Thus corporate and all areas of consumption also need to be managed by methods of green ideas, initiatives and innovations. It enhances the quality of work and natural environment. It includes the environment protection with economic growth and also provides social equality to fulfill corporate social responsibility.

Corporate sustainability provides a formula of 3 P's for growth, which are:

- **People:** All activities of business is for the people (customers, shareholders etc.) and by the people (employee, suppliers etc.). So the activity of people in any kind of stakeholder is green and sustainable growth for business.
- **Planet Earth:** All activities are performed on earth. So all stakeholder's moral duty to save the by pollution.
- **Profit:** Profit is main and charming objective for doing commercial activities. So it is necessary to gain profit for survive the business, but it gain by the fulfilling the code of ethics. Corporate policy being balanced for above mentioned 3P's for sustainable growth. Now - a - day green campaign is combined with “3R's” like :
- **Recycle:** Waste material of business and domestic is use again with some processing that term is called recycle. We promote recycle items in our use.
- **Reduces:** By new greener strategies business concerns adopt such process that reduces the use of natural resources and save it for future generations.
- **Reuse:** Production and packaging is such type of designed that is reused. This effort save money of customers and also prevent garbage / waste.

Above mentioned activities reduces burden on the shoulders of earth. The R & D department of corporate such upgrade and modified the technology with eco – friendly. Such green policies followed by companies in managing the sustainable growth of organization.

Why Green Management

Worldwide corporations are extensively switching to adopt green philosophy in management functions. Going towards green indicates impressive and smart business sense. Today business need to adopt eco – friendly policies for survive, because the customers are become aware about their health and environment. Here we describe some reasons/ forces are as under the green movement:

- **For Growth and Opportunity:** Due to awareness of customer companies are innovative some new products that are eco - friendly. Industries are searching for new and green raw – material, technologies which are reduces the wastage and being pollution free, and such type of process that is not polluted the environment. All type of these efforts open the new way of opportunity and growth and helps corporate in sustainability.
- **To Overcome on Competition:** To gain the competitive position in market the corporate sector enters in green campaign for creating good will and better position in eye of society and create better brand image they adopt green strategy which help them to remain sustain for long period of time. The product for consumer welfare and the result is being positively, sustainability of the concern and managerial risk become minimum.
- **Statutory Law:** Many Acts are passed and amended by the government to protection and prevention of natural environment. It is the protection and safe guard for the society. So duty of all managers to follow the norms of govt. rules & regulation and corporation has adopted the green management.

Members of international organizational for standardization are bound to follow rules and regulations which reduces more pollution emissions. EMS 14001 certification provided in order to improve the compliance with environment regulations. Such new products are produced by environment safety technology, process, raw - material and all activities are having green aspects. The new strategy of almost companies are adopt with the technology of “green & clean.”

- **Social Responsibility:** Today world is facing the major problem of polluted environment which is in form of air, land and water. Every businesses get input from society and give output to the society and also work with external environmental factors, so moral and ethical social responsibility of business towards society must be arises. According to Corporate Social Responsibility (CSR) all companies are bound to fulfil their responsibility towards society. Due to concept of CSR all companies are must bound for social welfare activities. The term also solves the environmental issues. Thus this is the accurate time for awareness of industries and managers to opt green programmes and fulfil their social responsibility and satisfied the social needs. This is the path of sustainable development and growth.

Benefits of Green Management

Green management's aim to make the life of all stakeholders easy and safe by adopting green strategies. Some of the possible reasons that are liable for adopting the green – campaign are as follows:

- Green campaign flourishes the product and its image in market which built goodwill of firm.
- Corporate enjoy the sustainability benefit by the increasing of goodwill and value of shares in market.
- Customers are getting the benefit of better quality and reasonable cost.
- Corporation evolve around the customer welfare and they fulfil their social responsibilities by adopting green activities in their business.
- All activities of corporation run in sustainable manner. They also promote and organised environmental learning programme for their employees.
- Managers do work for employee like – healthy working conditions and eco – friendly industrial instruments that are keeps the employees healthy (physically and mentally) that are enhance the productivity, efficiency and loyalty towards business.
- Green managers do work to control the carbon emission activity to its operations.
- Green management may heavy cost in its initiation but in long run is sustainability for the concern.
- Green management take action about waste management. It helps in cost reduction and also save environment.
- R & D department of company play a vital role in innovation of green technologies.
- Safety norms are also influenced by green aspect that makes the healthy industrial relations between employer & employee.
- Workers turnover is become minimum because they are satisfied about work place environment.

So going green campaign enhance the socio - economic environment enrich by creating green effort for employee like - work place environment, result employee become healthy, wealthy, prosperous, self motivated and they do optimum use of resources and left pollution free environment for future generation.

Challenges in Path of Green Management

Green Management concept is not for any narrow geographical area but it is a global term. Green practices are popular as a strategy or a concept that established the accountability and transparency of business practices about natural environment. This concept has so many benefits and survival for business but it will take some time to adopt with business environment. It has some challenges:

- It needs too much innovation initiatives for formation in green / eco – friendly strategy.
- In implementation of corporate green plan is requires high level of managerial skill and advanced technology of eco – friendly.
- Management and investors must understand that green management strategy is a major long term investment. Corporations need to look at the long term benefits and there no result immediately so work with patience.
- It's a new strategy so it requires much attention and supervision and cost in ground level of plan.
- Awareness is must for all type of stakeholders.
- Undeveloped and developing countries have no more knowledge and awareness for such green initiative in their nation. So they face difficulties to implement such green movement.

Conclusion

Green Management do the promise for sustainable growth and development. It's a revolution to save the earth from polluted environment. Green campaign play a vital role in making awareness of corporations about concern for the preservation of natural resources and control on pollution. It makes balance between human and physical resources and save valuable physical resources for future generation. Gradually consumers are getting more aware about the goodness of the green products. But still it is new concept for mass. The consumer and manufacturer require more knowledge and education regarding environmental threats. Lot of time requires for acceptance of this concept. In conclusion and comparative study it can be analyzed that the green management is best option for growth and sustainability of concern. This is the right time to adopt the green campaign. There are too much scope for future innovations, study and application of it. Green management is the root of the sustainable growth. It is the key of achieving goals of the organisation.

Case – Study

- **ITC Launched Green Paper:** The ITC has launched a new multipurpose “green paper” which is manufactured without the toxic effluents being released in to the environment. ITC named it “paper craft premium business paper.” Paper is manufactured by using novel tech – ozone treated elemental chlorine free technology. The paper craft is manufacture by a bye - product and it is the traditional way and this is one of the worst water and soil polluters. The company claims the paper craft is whitest and brightest 75 GSM business paper produced in India and has a higher archival life. ITC manufactures registers with brand name of “classmate” have a unique brand image by its users. Classmate would introduced the green paper in registers.
- **Ministry of Corporate Affairs (MCA):** Govt of India has announced green initiative in corporate governance by allowing companies to send notices / documents / annual reports and other communication to its share holder by electronic mode i.e. – by e-mail. Due to this initiative paper and trees are saved and this movement also save environment.

References

- ✓ Journal, Magazines and Websites.
- ✓ Malcolm Dowden Climate Change and Sustainable Development, Law Policy and Practices, Routledge London, 2014
- ✓ Prof. M.B. shukla, Business Environment, New Delhi, Taemann's Publications 2012
- ✓ Shelda Debowski, Knowledge Management, New Delhi, Wiley Publications 2009
- ✓ Singh jayhir: environment & Development challenges & opportunities, New Delhi, I.K. International pvt. Ltd. 2005

