

GREEN MANAGEMENT: PRACTICES AND POLICY

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ABSTRACT

Presently, there is a very strong scientific consensus that human -induced climate change is affecting the earth's biodiversity and ecological systems. Green Management is an eye opener and an initiative aiming at continuously improving the foundation of environmental management, such as the development of personnel responsibility for environmental activities and environmental management systems and environmental communication along with conservation of biodiversity. The paper attempts to provide an introductory overview of the concept of green management and various green management strategies adopted by various organizations. Efforts have been made which would not only contribute to the emerging concept of green management and but also, policies for sustainable development.

Keywords: *Green Management, Environmental Degradation, Sustainable Development, Biodiversity.*

Introduction

Industrialization and environmental degradation go hand in hand and have always been a part of human history forever specifically from business operations. The Industrial Revolution in 18th and 19th century, along with development, is also responsible for degradation of our natural environment to a large extent and at a fast rate. The cause of each of the hazardous environmental events has been largely due to anthropogenic activity and our present modern industrial arrangement. In this background, Green management is an emerging concept and aims to support ecological/pro-ecological/environmental management provided by companies and to support environment management for sustainable development.

Green management can be defined as the practices that not only produce environmentally-friendly products with least impact on the environment by green production, green research and development but also green marketing. Business management styles mainly focus on the appointing of, the management of and the experience of enthusiastic and talented employees to profit production along with green management. Environmental management focuses on continuous improvement of green management systems by large organizations, policy makers, consultants and researchers as an effective approach for proactively dealing with environmental issues.²

Benefits of Adopting Green Management

- **Ecosystem Conservation:** There is a need to reduce the use of natural resources and also planting trees is very important for a good quality of life and a less polluted world. Trees are not only collectors of carbon dioxide but also help in preventing global warming effect. Trees play a very important role in reducing soil erosion and water pollution. Forest management is a sustainable source of wood.
- **Reduces dependency on technology:** Nature conservation and afforestation would reduce cost occurred on air conditioning in residential and commercial buildings between 15 and 50 percent. Trees are the source of natural 'cooling' which tremendously reduces the need to build dams, hydro and nuclear. The shade from trees cools the streets and parking areas. Cities are 'heat islands' which have as high as 5 and 9 degrees over temperature around them.

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Trees act as natural barriers that may be planted around homes which have many advantages such as, reduction on expenditure on heating and cooling, safeguard against the snow and wind, the aesthetic effect and also part of the creation of a new habitat for wildlife. Tropical forests are an extraordinary value as raw material for medicines the trees growing along the river side, streams and lakes helps in lowering the water temperature with the shadow prevents or reduce erosion and helps in the formation of mudflats and improves fish habitat.

- **Cost Savings:** It provides competitive advantage against the competitors to act proactively to upcoming new environment legislation.
- **Increase Profitability:** The Green Management increases profitability by adoption of Recycle, Reuse and Reduce components and thus helps nature to replenish itself.
- **Brand Image:** It helps to improve the image of an organization by adopting environment friendly product and services.
- **Energy Conservation:** It reduces the need of energy requirement and also adds to environmental quality, national security and better savings. There is also reduction in energy costs as it would prevent future resource depletion.
- **Risk Mitigation:** Green Management helps in making strategy for future by looking into the pros and cons and, thus, mitigates risk by forecasting future environment regulation by the government.
- **Global Market:** It helps to make the Global market healthier by adopting green/organic products like green tea, green concrete etc.

Types of Green Management

Different views have been laid down by different people. The concept of 'Green Management' has been interpreted in a varied manner. According to Simpson (1991), corporate responses to environmental pressures can be categorized into three groups; the 'Why Mes', the 'Smart Movers' and the 'Enthusiasts'. Organizations coming under the 'Why Mes' category are those which have been basically forced to improve their environmental performance due to some well-publicized event. In such cases, some external environmental accident behaves like a catalyst and initiates to take some action in this field. 'Smart Movers' take the lead and are able to use the opportunity which has been created by the arrival of the green consumer to gain some competitive advantage. The 'Enthusiasts' include companies that have made efforts to move beyond compliance and have environmental strategy as a part of their overall business strategy.

Similarly, Steger's⁴ conceptual model (1994) categorizes corporate strategies into four categories: indifference, offensive, defensive and innovative. Topfer (1992) also divided companies in four categories: resistant, passive, reactive and innovative. Resistant companies are the ones who believe that concern for the environment would act as a hindrance to their growth and do their level best to hinder the passing of environmental laws. Passive companies are like Steger's indifferent companies, who ignore the issue altogether.

Obstacles in the way of Green Management:

- Profit earning comes before nature conservation. This static thinking causes company to fight Environmental Standards.
- The current system of environment regulation is also the reason which prevents companies for going Green.
- There are not strict rules made by the government to apply Green Lens and defaulting companies are not punished accordingly.
- Every business house cannot apply green management because it requires investment.

Remedial Policy

Stakeholders respecting environmental values and understanding its importance have to be optimistic for effective organizations' environmental actions. They should promote, develop and implement environmental strategies and action plans that ensure corporate sustainable development.

This can be done by adopting following ways:

- Taking the lead on sustainable procurement for all goods and services and co-ordinating accordingly, all aspects of pollution control, waste management, recycling, environmental health, conservation and renewable energy.

- By Implementing environmental policies and practices and ensuring the compliance with environmental legislation.
- Auditing, critically analyzing and reporting the environmental performance to the clients and regulatory bodies.
- Carrying out Environmental Impact Assessments (EIA) to identify, analyse and mitigate environmental risks and financial costs.
- To construct green buildings which are made environmentally responsible and resource efficient throughout the building's life cycle.
- Promoting and raising awareness with the help of media about the importance of current environmental issues, whether by law or as best practice on industries as ethical and social responsibility.
- To manage the development and implementation of an environmental management system and also the training staff at all levels in respect of environmental issues and liabilities.
- Participation in environmental education and research and to fulfill corporate social responsibility.

Enactments, Rules & Legislative Changes

Green management requires legislative control which bounds the organizations to incorporate green statistics in their business. Defaulting companies are to be penalized as per law. At present, most environmental actions in India are brought under Articles 32 and 226 of the Constitution. The writ procedure in higher courts is preferred over the conventional suit because the procedure is not only speedy, relatively inexpensive but also offers direct access to the highest courts of the country. Nevertheless, class action suits also have their own advantages. The Supreme Court has the power to issue directions under Article 32 and High Courts under Article 226 which has attained higher weightage in environmental litigation.

Parliament enacts the environment related Laws under Articles 252 and 253 of the Constitution of India. In 1989, under the exercise of the powers conferred by sections 6,8 and 25 of the Environment Protection Act, 1986 (EPA), the Government of India formed specific Acts for environment conservation. Accordingly, The Water (Prevention and Control of Pollution) Act, 1974 was promulgated under Article 252 of the Constitution by central legislation. Physical parameter "water" is listed under the State list so, a resolution from more than two State Assemblies empower the Parliament to enact the Legislation on the State List. Therefore, The Water (Prevention and Control of Pollution) Act, 1974 became effective at the State level only when it was adopted by the concerned State Assemblies. Likewise, The Air (Prevention and Control of Pollution) Act, 1981 and The Environment (Protection) Act, 1986 were also promulgated under Article 253 of the Constitution of India. This empowered the Parliament to enact legislations on all important matters which are essential for compliance of international agreements to which India has been a party.

Parliament has taken a step further, since 1974, and passed some of the major environmental enactments for sustainable development which are as follow:

- The Water (Prevention and Control of Pollution) Act, 1974
- The Water(Prevention and Control of Pollution) Cess Act, 1977
- The Air (Prevention and Control of Pollution) Act, 1981
- The Environment (Protection) Act, 1986
- The Public Liability Insurance Act, 1991
- The National Environment Tribunal Act, 1995
- The National Environment Appellate Authority Act, 1997

In addition to above Acts, there has been incorporation of several Rules under Environment (Protection) Act, 1986 which behave as important guidelines to sort out the environmental problems. Some of the major Rules are as follows:

- The Hazardous Wastes (Management and Handling) Rules, 1989
- The Manufacture, Use, Import, Export and Storage of Hazardous Micro-Organism Genetically Engineered or Cells Rules, 1989
- The Manufacture, Storage and Import of Hazardous Chemicals Rules, 1989

- The Chemical Accidents (Emergency Planning, Preparedness and Response) Rules, 1996
- The Bio-Medical Waste (Management and Handling) Rules, 1998
- The Recycled Plastics Manufacture and Usage Rules, 1999
- The Municipal Solid Wastes (Management and Handling) Rules, 2000
- The Ozone Depleting Substances (Regulation) Rules, 2000
- The Noise Pollution (Regulation and Control) Rules, 2000
- The Batteries (Management and Handling) Rules, 2001

The power of judicial review by the Supreme Court is a primary feature of our Constitution. Part III of the Constitution guarantees fundamental rights to the people and it is mentioned in Part IV that the State is under obligation to implement the Directive Principles. "Right of Access to Courts" to the citizens of India is provided under Article 39-A of the Constitution. Courts can enforce the constitutional and legal rights for underprivileged category by transforming the 'Right to life' under Article 21 of the Constitution and also by judicially interpreting the Articles 48-A and 51 A (g) of the Constitution. The Hon'ble Supreme Court of India has given new dimensions to the environmental jurisprudence in India in order to meet the problems in the environmental field.

Conclusion

Becoming greener would definitely help in improving relationships with customers, suppliers, government agencies and the media. The mindset of the people and institutions is that the organizations should take a strong step to reduce their impact on the environment and hence, behave as a "good corporate citizen". So, observing green measures would surely, in the long run, would pay off the tax incentives and also the values of green management implementations.⁷The concept of green management mainly consists of three components: green building, green energy and green waste. Green management is the assurance to a healthy future generation. Everyone has to contribute to achieve 'GO GREEN' system and it's the need of the hour to start with numerous campaign awareness programmes.

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