

## Study of Green Movement in Indian Corporate Houses For Sustainable Growth

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### Abstract

*The Green Management is the requirement of 21st century because of over consumption of non-renewable resources as raw material by the organizations. Industrialization and urbanization has put tremendous pressure on non-renewable resources alarming the ecological and environment imbalances in the world .Green management is the organization-wide process of creating and implementing innovative techniques and initiatives to achieve long run sustainability, social responsibility, waste reduction and to build competitive advantage on the basis of green products, services .It also include integrating environmental sustainable goals and strategies with objectives of organization .This research paper tries to explore the ways how Indian Corporate organisations of modern times are taking initiatives to become green organizations.Setting green goals and actions make a responsible ,good business sense .Data has been collected for Twenty four Indian companies from journals, websites, research papers and newspapers. The paper describes the current scenario of the green movement initiatives taken by Indian corporate houses in various industries.*

**Key words :** Sustainability, Green initiatives ,Competitive advantage

### Introduction

Green Movement has become green management philosophy in today's business world which is simply rethinking ,becoming more aware,exploring practices, process, products that are environmentally friendly.It is a balanced approach between human development and natural environment which aims to replace the traditional management practices that ignore environmental issues. Green management help the organizations to

direct their efforts towards sustainable development for long run .It improve long term performance of business . Green movement initiatives requires willingness on the part of corporate houses to operate in an environmentally responsible manner and it's process, products should have minimum environment footprint .All the developed and developing nations of the world are becoming serious about environmental issues and

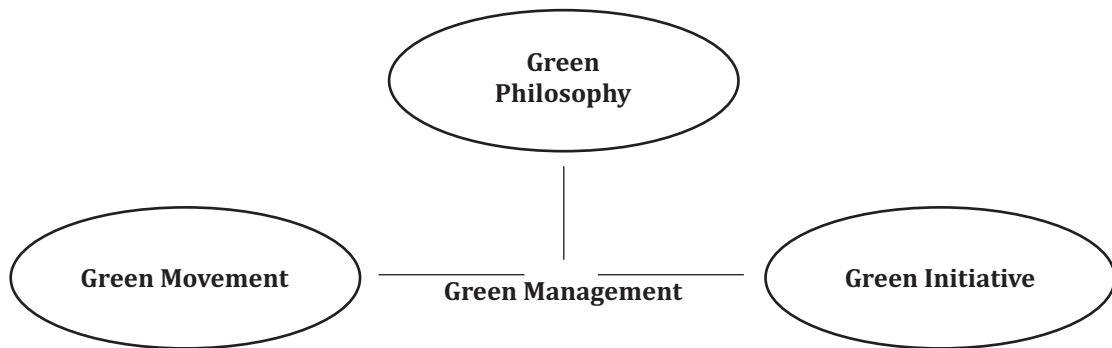
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sustainable development. There is high need concern towards environmental issues because if there is no change in the way organisations are managing the business then there can be serious threat to the future and survival of coming generations and society's resources.

**Understanding Green Movement initiatives from Corporate point of view**

Green movement refers to organisations

initiative, approach which aims at continuous improvement of foundation of environmental management, such as making the people aware, responsible for environmental issues, thinking, designing and implementing environmental friendly process, products. For many corporate houses, reducing harmful impact on nature has become way of managing ,running their business activities.



**Green Philosophy** – Assurance to a healthy future generation adopting green system for business without compromising the future needs

**Green Movement** –A revolutionary movement promoting sustainability to human existence complimented with development

**Green Initiative** – Adopting green management practices in business operations with new innovative ideas.

**Review of Literature**

Goyal (2013) observes green management has become the way of doing business by today's responsible organisation but there is also need to acknowledge the challenges related to its implementation to adopt it on larger scale.

It also observes there is need to establish a relationship between philosophy and practices of green management to increase organisation performance and productivity in the long run.

Pillania (2014) in his research paper studied the green management practices, teaching ,training, consulting in the Indian business schools .The research indicated results are not so encouraging and it is the need of current time that green management is seriously considered both in theory and practice as these management institutes have the responsibility to create future managers of business.

Tiwari ,J (2014 ) in study of green marketing practices in India studied the main issues involved in adoption of green marketing

practices with respect to four P'S of green marketing. It is observed that consumer need to be shown the difference they will experience with respect to merits of green products and must be motivated to switch to green products brands.

Tam And Trauna (2016) concluded going green plays a significant role in making employees aware of conservation and preservation of natural resources

Kumar Neeraj S (2016) in study of industry initiative for green marketing in India has observed that the Organization's that focus on developing new improved products with safe environment inputs are in a better position to enhance their sustainability, profitability and competitive edge over other companies in the long run.

Janakiraman and Karthikayan (2016) in their study of Green banking practices in various banks in India highlighted green initiative of green banking such as green financial products, paperless banking, green building, green credit cards taken to have minimal impact on environment and it provide opportunities for new banking product differentiation.

Pradeep, Akhil & Akhilesh (2017) based on their research concluded green consumerism encourages sustainable environment in spite of changing lifestyles and green business, green energy should be practised with more vigour for sustainable development. Government and aware consumers can compel organisation to integrate environmental concern into corporate culture to minimise detrimental effects upon environment.

Singhal, Deepak & Marwaha (2018) in their research paper of green initiative practices in Indian hotels studied the green values in the

business model of Indian hotel industry. It has been observed that eco-friendly hotels in India are becoming preferred among environmental sensitive tourists and the government has also monitoring tourism practices of hotel industries.

### **Principles of Green Movement Practices**

**Principle 1** - Organization should assess their current position

Management should audit organization's current working practices, and should assess their positive and negative impact on the environment.

**Principle 2** - Managers should set Green Goals

After assessing the environmental impact set realistic and achievable green goals for to make their companies operations, products, services environmental friendly

**Principle 3** - Managers need to Think Twice Before They Buy

Practice and follow "Reduce, Reuse, Recycle" – in that order!

**Principle 4** - Recycling should be made easy in organizations

Recycling points should be placed at prominent spots and places around the office, and there should be clear signpost for the items which people can and cannot recycle.

**Principle 5** - Everyone should watch their Power Use

Every one should get into the habit of turning off the lights once they leave the rooms. Automatic motion sensors should be installed that turn off lights in work rooms and conference areas.

**Principle 6** - Switch to green energy suppliers

Switch to renewable energy sources suppliers for energy saving initiatives

**Principle 7-** Go Green Plant Trees to enhance green coverage Planting more and more trees, saplings can help to save energy and making work environment more greener, healthier and more attractive.

**Principle -8-** Encourage Carpooling and usage of public transport Organization can allow people to work from home on week days to save on commuting time, to reduce fuel consumption and carbon footprints

Carpooling is another great option. Organization can set up an information board or intranet page to which can help the people to connect with each other who travel similar routes to work. Encourage usage of public transportation, by posting transit schedules and bike routes, and by arranging cycle-to-work schemes.

**Principle 9-** Adopt latest Technology

Use environment friendly technology to conduct training, catch-ups, conferences, or even job interviews

**Principle 10-** Keep an eye on the latest developments.

Consider how an environmentally friendly approach can be applied to your office and your organization, now and in the future.

**Principle 11 -** Inspiring others to join green movement

Green initiatives have the biggest impact when they are a group effort. And, regardless of your role or position, you can inspire others to join in. For example, you can share your passion and inspire others to make work organization greener. Have discussions, share your knowledge and raise awareness

**Principle 12-** Celebrate your wins.

If you've made a difference, celebrate it! One should acknowledge success as it is a great way to encourage long-term change.

## **Green Movement in India- Green Management Practices & initiatives**

Going green makes strong business sense as said by management expert Michael Porter. In India concept of green management is getting lot of attention in business management. Few Indian corporate have taken steps towards new going green initiative and are prepared to accept the challenges to bring about radical changes in Indian business scenario. There is a huge potential for green business in India. Eco-friendliness is gradually finding its relevance and acceptance into the Indian corporate business. The CII has developed the 'GreenCo' rating for companies for the environmental performance on the basis of nine parameters, including energy efficiency, water conservation, use of renewable energy and waste management. Many Indian companies are taking initiatives to switch over to eco-friendly processes & operations. Indian corporate houses have come to believe that co-existence and responsible usage of natural resources are the only way to achieve sustainability. Indian corporate houses have shown leadership in combating climate changes and meeting sustainable development goals. Sustainability has always been a core component of Indian culture.

Below discussed are Twenty four eco-friendly companies of India who have set the examples in their process, products, services making them more nature friendly and contributing to the cause of sustainability, greener and cleaner environment.

### **Wipro**

Wipro, an IT enabled company has been top ranked company based on environmental scores. The company has been ranked number 1 in the 18th edition of the 'Green peace's Guide to Greener Electronics' scoring high

points (7.1) .The company has got high score rating for reducing greenhouse gas emissions, increased usage of renewable energy. Company uses only Energy Star certified computers for energy saving and most of its business operations are carried out in LEED (Leadership in Energy and Environmental Design )energy certified buildings Business-ethics also focus on safer, environmentally conscious operations .To recycle post-consumer e-waste Company has started on effective take back policy.

### **Suzlon Energy One Earth**

Suzlon Energy Company is in business of providing renewable energy solutions with its focus on sustainable energy sources. Its headquarters - The Suzlon One Earth campus is a unique corporate headquarter setting an example of positive environment is spread over 10 acres of land in Hadapsar, Pune, India. Its corporate building has been declared as one of greenest corporate campuses is the most energy-efficient building .The campus is named One Earth as Suzlon's business believes in caring for the planet the Earth.

### **ITC Ltd.**

ITC Ltd, a diversified company with its presence in FMCG, hotels, Papers, & agribusiness adopted a Low Carbon Growth Path and a Cleaner Environment Approach. ITC is the first company to introduce 'ozone-treated elemental chlorine free' bleaching technology for the first time in India and has strengthen it's commitment for greener technologies . The company has introduced new range of top green products and solutions for it's customers

### **HCL**

Company has taken lead and initiated an eco friendly revolution in IT segment. The Company has taken "Go Green" steps to solve the problem of toxics and e-waste in the electronics industry. HCL has taken steps to phase out the hazardous vinyl plastic and Brominated Flame Retardants from it's various products. and has also called for Restriction on Hazardous Substances (RoHS) legislation in India.

### **Tata Consultancy Services**

Tata Consultancy Services, a global leader in technology and consultancy has been ranked 11th as "World's Greenest Companies" with a Green Score of 80 for it's green efforts. The company has adopted sustainability practices for the betterment of agricultural and community needs of the region, where its offices are located which makes it India's most environmentally proactive companies.It focuses on energy optimization to reduces it's carbon footprint and has adopted certified green infrastructure.

### **IDEA**

IDEA,a cellularcompany started its India green movement campaign of " 'Use Mobile, Save Paper' . Green Pledge campaigns were initiated all over India where thousands of individuals came forward and pledged to save paper and trees. IDEA has also constructed green bus shelters with potted plants and green climbers to convey the green message.

### **Airtel**

Airtel ,telecommunication company has taken "Green Initiative" for reducing the diesel

usage at its tower sites to run generators. The company has set up Hybrid Energy Banks and initiated the idea to remodel its sites.

### **TNPL- Tamil Nadu Newsprint and Papers Limited**

TNPL has been honoured as Green Business Leadership Award in the Pulp and Paper Sector. Green initiatives undertaken by this top green firm in India includes two Clean Development Mechanism projects and a wind farm project that has helped the company to reduce its carbon emission to the greater extent.

### **IndusInd Bank**

The bank started the country's first solar-powered ATM and initiated green banking change in the Indian banking sector. The bank has started with more green initiatives to address the challenges of climate change. The bank launched Green Champions program, Kill Bill campaign, Adopt-a-plant campaign to reduce paper wastage, to promote energy conservation.

### **Oil and Natural Gas Company (ONGC)**

ONGC, the India's largest oil producer, is all set to lead the list of top 10 green Indian companies with its energy-efficient initiative reducing carbon footprints, green crematoriums to replace the traditional wooden pyre. The company has started ONGC's Mokshada Green Cremation initiative to save 60 to 70% of wood and it is on crusade to save trees.

### **Tata Metaliks Limited**

"Every day is Environment Day" at Tata Metaliks Limited, a iron manufacturing

concern, is one of the top green firms which follows a definite roadmap to address environmental issues. Its sustainability vision focusses on areas of energy consumption, water management, waste management and reduction in carbon emissions. Lights are also switched off during the day with the entire office depending on sunlight. To reduce production cost, fossil fuel consumption, diesel consumption energy efficient operating practices are implemented.

### **SAMSUNG.**

SAMSUNG India, an electronics company have developed its worksites as environmentally conscious and practices Eco-management. It also offers economy-friendly solutions and products to its customers. The company is also involved in biodiversity conservation projects to preserve and promote ecosystem.

### **MRF TYRES**

MRF, India's largest tyre company launched the eco friendly tubeless tyre to offer fuel efficiency to its customers. Its products have been found efficient and environmental friendly on Indian road conditions.

### **SBI**

A public sector bank had introduced green services "Green Channel Counter" and "Green Rewards points" program to promote sustainability. SBI Green fund has been set up to plant trees, to construct bio toilets, and to preserve water.

### **Taj Hotels Resorts and Palaces:**

Taj Groups is one of the most prestigious hotels has started its environment friendly initiative named the EARTH( Environment Awareness and Renewal Program.)

The program EARTH has been started with the initiative conscious to save energy and develop environment friendly sustainable business strategies like using CFL lights, usage of solar water heating systems, energy audits, reduced consumption of freshwater and more focus on wastage management .Green hotel practices are now been formally adopted across all its properties all over India

### **The Raintree Hotels, Chennai**

The hotels have kept environment friendly practice in mind while construction of the hotel. The hotel building has been built using medium density fiber, bamboo and rubber wood. Moreover the cement used in construction of the hotel has been replaced with off fly ash. The hotel has installed an innovative flushing system called George Fisher Concealed Cistern to reduce fresh water consumption. The water consumed in building is recycled and reused in air conditioning. Also the heat generated through air conditioning is again used to warm water for bathrooms and kitchen.

### **Punjab National Bank (PNB)**

PNB, a public sector bank regularly conducts Electricity Audit of offices as an energy conversation initiative . It has adopted green building practices such as energy efficient lights, immediate repair of water leakage, printing on both sides of paper, auto sensors for electrical appliances.

'Green Pledge' has been signed by bank with Ministry of Renewable Energy for the

conservation of biodiversity . The organization had sanctioned nine wind energy projects with an aggregation limit of 185.81 crore and they were also honoured with a second prize for 'Best Wind Energy Power Financer' by wind power India 2011.

### **Infrastructure Development Finance Company (IDFC)**

IDFC was the first Indian financial institution to adopt the Equator Principles on 3rd June 2013 .Equator Principles are a credit risk management framework to identify assess, and manage environmental and social risk in project finance. IDFC has become the largest investor in low-carbon businesses in India. IDFC has also assisted the Municipal Corporation of Delhi (MCD) to ensure private sector participation in the city's municipal waste management.

### **Go Green Initiatives in Indian Railways**

Indian Railways have already installed about 71.19 MW of Solar plants over rooftops at Railways stations and service buildings. Railway stations and service buildings been electrified with LED lights and there is more usage of solar plants, wind energy plants over rooftops. .Tree plantation has been done to increase green cover in Railway Premises. Bio-toilets have been installed by the railways in nearly 44,500 train coaches. Indian railways have launched solar-powered diesel-electric train.

### **Maruti Suzuki**

The India 's largest car maker company rightly understand the need of green technology in current scenario and it is making investments in environment friendly technologies in its



manufacturing, products, and supply chain.. The Green initiatives undertaken by the company are broadly classified under the following verticals: Material use and weight reduction, Energy conservation, Water conservation Air emissions reduction, Waste management.

### **Honda India**

Company is working tirelessly to keep environment clean and safe with its adopted vision of "Blue skies for our Children ". All its plants are equipped with Zero Discharge facilities to reduce waste management and to conserve water, rain water harvesting practices are followed at its plants. It has launched first hybrid car with less environmental impact and green technology. It focussed on developing automobiles having eco-friendly features like fuel-efficient, less noisy, more mileage, less carbon emission and recyclable body.

### **Care Institute of Medical Sciences (CIMS)**

A hospital venture set up by group of doctors in Ahmadabad, has been titled as one of India's 'Green hospital'. Right from the bricks, air conditioning, lighting & heating systems to harvesting rain water, the hospital has spent Rs 50 crore extra on its 150-crore project. "We not only save money in the long run but also make our contribution to save the planet," said Dr Milan Chag, managing director, CIMS. In the construction of building the usual clay bricks has been replaced with fly-ash bricks thus it re-cycle the fly-ash that is either dumped by power generation companies or goes as land-filing which creates land pollution. . Making use of maximum sunlight it has been able to reduce the power expenditure

and usage of solar heaters for supply of hot water.

### **Infinity Benchmark, Salt Lake City, Kolkata. (Green Architect)**

Infinity Benchmark is a perfect example Green architect is a huge 20 storeyed, 71.64 metre high building covering a floor area 5,60,000 Square feet. which offers infrastructural solutions to IT and ITES industries. The entire building has environment-friendly built surroundings to change the mindset of the city dwellers and to replace the traditional building methods. It became Kolkata's first platinum rated structure by renowned US Green building Council on its completion. The building is perfect example of indoor environmental quality with 100 percent site, energy and water efficiency.

### **Indira Gandhi International Airport – Delhi (Green Airport)**

It has become the first airport in the Asia-Pacific region to attain carbon neutral status. This Indian airport had been the first airport in the world to be listed under Clean Development Mechanism of United Nations Framework Convention on Climate Change (UNFCCC). A large number of energy-efficient technologies have been installed at airport terminals .Green initiatives such as carbon neutrality, Energy efficient chillers, green infrastructure Solar boundary light system, ban on single plastic usage, Solar water heating system solid and hazardous waste Management has been taken by airport authorities . To naturally beautify and clean the indoor air 35000 plants have been used.

### **Conclusion**



With passage of time, many Indian corporate houses have realized the need of adopting green practices. "Being Green" has become the norm and the future belongs to a green economy. A growing number of organizations are now focussing on sustainable economic objectives. There are multiple reasons for Indian Corporate houses to Go Green. Going Green is the perfect answer for sustainable development. Making improvement in the quality of life for customers, employees, communities and the environment is the reason for joining green movement by business houses. Above discussion of few selected Indian companies reveal that environment issues has become an opportunity for new ideas, initiatives, and innovations. Even the world wide communities, consumer groups have understood the the need of green business and it has changed the dimensions of global market. Indian companies are now in lot of research and development to make difference by coming up with innovative green concepts, products, slogans and promotional strategies.

Green ideas, concepts and initiatives deliver tangible benefits to the business and society. But at the same time there is a need to acknowledge the challenges related to implementing Green Management so that can be adopted at a larger scale. To conclude future of green management appears to be promising which can promote sustainability complimented with economic development.

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