

Green management and Sustainable development**Priyanka Kamboj (Assistant Professor, CGC Landran, Mohali)****Email id- priyankakamboj24@gmail.com Mobile no. - 88048-00004**

Abstract

Prevailing industrial activities are posing threat to the survival of business. The awareness of this alarming situation has led to debate of concept of sustainable development. Green management is a similar concept, which focuses on improving relationships, building reputation, goodwill and supports ecology. Economic planning of India has always worked upon industrialization, removing inequalities of income and wealth, agricultural development etc. But none had talked about the sustainable development yet. As environment degradation has affected the natural environment vastly, its resources, similarly, degradation in business environment has led down the opportunities and flourishing of viable business. This research paper focuses on the urgent need of green and sustainable management. The management of business should focus on formulating and carrying on green goals. This research paper also puts light on the needs, challenges and suggestions in regard to corporate sector. It needs to be creative and innovative with economic use of resources bringing in sustainability to business environment.

Key WordsGreen management
Environment

Sustainable development

Renewable resources

Objectives

- To apprehend the basic concept of green management
- To acknowledge non-renewable resources and challenges for management
- To study core values of business for sustainable use of resources
- To enlighten the future of management with green initiatives
- To understand the urgency of supporting ecological balance

Research Methodology

Research methodology used in the research is the exploratory study as; it aims to explore the use of resources in business to study the issues and challenges. The research paper is based on the review of literature and the use of secondary data only. The paper aims to enlighten the future scope of sustainable resources in management as it studies the need and challenges faced by the management and help them to understand the need of green management in the system to lead to sustainable development.

DEFINITION-

Green management in light of sustainable development is an evolving concept. It is a response to the ever changing and progressing priorities of the business and society. Green management means when a company does its best to carry out its activities without harming the environment i.e. Enacting in a sustainable way. It is an effort to improve the status of environment through eco-friendly ventures. It can be brought into existence by modifying the core values of an organization i.e. vision, mission and objectives. It would help to maintain ecological balance and bring in innovations.

Core values: There are three major core values to be studied in business operations. Below are the three core values:

1. Vision means the objectives and goals we tend to achieve i.e. 'What'. It will help us to focus on achieving our major tasks, in this research the vision would be sustainable development and balance between corporate and natural environment.
2. Mission means reason i.e. 'why' the organization's purpose of existence. The purpose of existence would be profits, employment generation, fulfilling moral responsibilities and social ethics.
3. Values means 'how' the ways or alternatives of achieving our vision. Values are the majors of an organization' which differentiate them from the other organization, as every organization have different values.

Literature Review

The concept of "sustainable development" was introduced and discussed in "Earth summit in Rio" held in 1992. All the participants decided to take useful and mandatory measures to protect and save environment for prolonged economic development and sustainable use.

Ben Tran(2009) states green management is not about repackaging approach to business and it does not discuss new management style but a simple innovative thinking, re thinking of how accurately are we using the resources in respect to environment. From the prospective of corporate sector, it will increase the brand value and goodwill and attracts more potential candidate towards the sector.

John R.Rathgeber(2007) in his research paper John stated that green management is now embraced by the corporate sector as it paves way towards the improvement of the management and enhance its competitiveness.

Fineman (1997:37) stated that environment is same for individual as well as society. Harm to environment is a major concern and needs to be resolved urgently. It focuses on shaping employee behavior in the organization in lieu of green move. Corporate must take in responsibility of environmental issues as well as incidents and communicate the concerns of environment and frame policy for the betterment of company along with upgrading the environment.

NEED: of Green management

There is an essential need of green management as the resources are depleting, polluting the surroundings altogether. Green management is the need of hour. The benefits are:

1. **Facilitating health:** Switching to green management will help to boost the health of the management as it improves the air quality and clean the air supplies which pose threat to working environment as well as the earth's environment. Green environment will altogether bring in ecological balance and organization will switch to more innovative techniques which will facilitate health and attract more employees and it will fulfill the social responsibilities of the organization.
2. **Reduce, reuse and recycle:** Green management follows the concept of sustainable development i.e. reduces the wastage, reuse the things and recycle so that we can save the environment. This gives birth to conventional resources. When we reduce the wastage for example: when we reduce the wastage of resources we tend to save them, thus we can use it for later purpose. Reuse means to put in use for multiple times, rather than using once, this will lead to sustainable use. Recycle means we are producing bio-degradable goods which will prevent our environment from any kind of threat.
3. **Improves brand image and goodwill:** People will often fall for the products which are bio-degradable and not posing any harm to the environment. They will have a sense of belongingness with the organization improving the brand image and loyalty of the customers' altogether.
4. **Refined Relationships:** when an organization focuses on the sustainable development, it has the motive of uplifting the society. Society consists of customers. Hence it tends to improve the relationship of the organization among the society, customers as the organization values the community ties.
5. **Accomplishing moral responsibilities:** In this world of cut throat competition, green management is a whole new branding strategy which not only accomplishes the profit motives of business but also fulfills the moral responsibilities of the business organization. By fulfilling the moral responsibilities it builds the strengths and overcomes its weakness, it also helps them to grab new opportunities and avoid threats posed from the external environment.

CHALLENGES –faced by environment

There are various challenges faced by the environment as the corporate sector pose threat to green management:

1. **Perishing of core values:** the core values includes mission, vision and objectives are losing its values as organizations primary focus is earning profits, increasing value of their share, establishing sound financial position etc.they hardly focus on the environment and social responsibilities. It high time to focus on building new strategies that focuses on giving back to the society.
2. **Non-transparency:** when the organizations in lieu of earning more profits misuse the resources, it may bring them more returns but will certainly pose a negative impact on the environment; hence they hide such activities as they would be exposed if everyone was enlightened of these working ways.
3. **Wastage and non-economic use of resources:** there is lot of wastage of resources going on due to non-economic use of resources. We need to follow the concept of reduce, reuse and recycle as soon as possible as soon the resources will be depleted.
4. **Non-renewable resources:** as said by President Theodre Roosevelt in 1910 “ I recognize the right and duty of this generation to develop and use the natural resources of our land; but I do not recognize the right to waste them, or to rob ,by wasteful use, the generations that come after us.” Thus, we need to use renewable resources.
5. **Non-electronic methods:** it’s the need of hour to use electronic methods in order to avoid wastage and for more economic use. It is concept of innovative management that will assist the management for accomplishment of goals.
6. **Release of harmful gases:** with the motives of earning larger share in profits, the business organizations hardly pay attention to their production methods, regarding how much are they responsible in polluting the environment, they need to recall their ways and redefine their agendas.
7. **Illiterate behavior towards environment:** humans have always been so ungrateful to th environment. They have a destructive nature and selfish attitude. Similarly nature is showing its gratitude. This illiterate behavior of human is a major challenge.
8. **Unwillingness of consumers to pay for green products:** consumer is always hesitant to pay extra for the same facility even in the name green or organic products. As the consumer is unwilling to buy, the producer is hesitant to produce and spend more on production as it is a risky situation.

SUGGESTIONS: in regard to corporate sector

For the sustainable development of the business one need’s to establish and follow core values, these core values will enact as base for achieving our goals. These values can be personal or company’s core values.

1. **values:** these are the characteristics and behavior of the person that tends to motivate, self-directs and acts as a guiding principle to a being. A **Personal** person’s viewpoint towards the ecology is the major guiding principle, if person is taught ‘conservation’; he/she will utilize the resources accordingly. A person tends to follow the culture he/she is born and brought up in.
2. **Company values:** company tends to set up its values in form of vision and mission. Vision answers the question ‘what’ i.e. what a company desires to achieve in few years. Mission focuses on ‘why’ i.e. why does the company exist, purpose of existence. This way company lays down its goal and objectives which it inclines to achieve in present and sets its future bars too. The company should set up goals towards the sustainable development, green goals i.e. how they can work at producing, operating green.
3. **Using renewable resources:** using the renewable resources will help the organization to take a step further for sustainable development. It is a onetime investment scenario as it will benefit in building a positive brand image of the organization in the society and thus it can fulfill its responsibilities towards the environment.
4. **Enhancement of recycling efforts:** there is an urgent need of refining the recycling efforts as we are on the verge of depleting the non-renewable resources and soon will be left with no alternatives. Hence, we need to focus on our strategies and facilitate them in recycling of the resources as it will reduce our costs.

5. **Usage of sensory electronics in corporate sector:** It is an extract from innovation management that explains sensory substitution as replacement information flow to another sense. This will reduce the chances of human errors and facilitate in improvised flow of information. This will help to accomplish the goals quickly.
6. **Measure before you manage:** before starting managing the tasks, functions or activities, we need to have the accomplished information of about everything of whether we have enough resources to fulfill the task, for that we need to measure. This will help us to know the true scenario of the resources and urgency of sustainable development and green management.

CONCLUSION

We have started to bridge the gap between the theoretical and practical use of green management and the sustainable use of resources. Several experiments are in use to identify this casual impact. Awareness needs to be raised and realistic goals need to be established to achieve green initiatives. Organizations need to identify their areas of improvement and assess their environmental impact. This way we can lead to sustainable development. The future seems to be promising as it adds into the utility and is a rebellious movement. It will add to the conservation of natural resources and pave in way for employee awareness as well as organizations. It will bring much needed balance in corporate sector and natural environment.

References

1. Azeem B. (2017). *Green management-concept and strategies*.
2. Mathews J. (2019). *Implementing Green Management in Business Organizations*.
3. Kurland N. (2010). *Green Management: principles and examples*.
4. Tam H., & Taruna D. (2016). *Green management: Road to sustainability & corporate efficiency*.
5. Fineman S. (1997). *Construct the green manager*.
6. Daily BF, Huang S. (2001). *Achieving sustainability through attention to human resource factors in a environmental management*.
7. Philips L. (2007). *Go green to gain edge over rivals people management*.