

.A Study of Green Business Practices Adopted By Various Business Enterprises

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Abstract

Environment issues have become a crucial concern world-wide. In today's rapid economic growth the business enterprises need to go beyond the traditional concept of making profit and need to realize their responsibility towards environment and should behave in an environmentally responsible manner.

In this contest the concept of green business practices are followed by many business. Green business practices include environment friendly activities by which companies reduce their harmful impact on environment by reducing wastage, proper utilization of scarce resources, increasing resource efficiency and adopting environmental ethical practices.

The present paper studies the concept of green business practices, various environmental friendly practices adopted by business enterprises and the challenges faced by them in implementing these practices

Key words: *green business practices, environment protection, issues and challenges*

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I. INTRODUCTION

The quality of environment has been deteriorating steadily over the past few decades due to human actions and behavior.

From the date of establishment business depends on the nature to access different inputs, such as land, energy, or water. But daily business activities negatively affect the environment through air and water pollution, or the overuse of natural resources, among others.

The intention of getting quick money and more profit is the reason behind the tactics being adopted by the firms without considering the negative consequence on environment now it's high time to look beyond tradition business approach of profit making and move toward environment protection and sustainable growth approach.

By producing environmentally friendly products or offering environmentally friendly services or by following environment friendly practices businesses can participate in the protection of the environment while making a profit. Often, green practices also lead to other benefits such as cost savings and productivity increases; meaning going green makes good business sense.

II. GREEN BUSINESS CONCEPT

The business dictionary defines the concept "green business" as adoption of such principles and practices that protect people and the planet. This means entrepreneurs can enter into the "green" business sector by either providing eco-friendly products or services or may follow eco-friendly practices which reduce any negative effects of the business on the environment. They can challenge themselves to bring environment sustainability, along with profit in their business activities from production and supply chain management to customer service.

Companies that practice green business in India

LG	LG India produces eco-friendly electronic gadgets. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.
ONGC	ONGC, India's largest oil producer has invented green crematoriums that would serve as a perfect replacement for the funeral pyres that emit smoke and uses up excess oxygen.
IndusInd	One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.

MRF	MRF has launched the ZSLK series and this is all about creating eco- friendly tubeless tiers made from unique silica- based rubber and also offers extra fuel efficiency to those who drive their vehicles.
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Source: <https://fiinnovationblogs.wordpress.com/2016/02/29/top-10-green-companies-of-india/>

Government initiatives for environment protections

The Air (Prevention and Control of Pollution) Act, 1981	is an act for the prevention, control and abatement of air pollution
The National Green Tribunal Act, 2010	has been enacted with the objectives to provide for establishment of a National Green Tribunal (NGT) for the effective and expeditious disposal of cases relating to environment protection and conservation of forests and other natural resources
The Water (Prevention and Control of Pollution) Act, 1974	Has been enacted for the prevention and control of water pollution and to maintain or restore wholesomeness of water in the country. The Water Act prohibits the discharge of pollutants into water bodies beyond a given standard and lays down penalties for non-compliance..
The Environment Protection Act, 1986	The Environment Protection Act, 1986 (the "Environment Act") provides for the protection and improvement of the environment. The Environment Protection Act establishes the framework for studying, planning and implementing long-term requirements of environmental safety and laying down a system of speedy and adequate response to situations threatening the environment. It includes water, air and land as well as the interrelationship which exists between water, air and land, and human beings, other living creatures, plants, micro-organisms and property.
The Hazardous Waste Management Regulations, etc.	Hazardous waste means any waste which, by reason of any of its physical, chemical, reactive, toxic, flammable, explosive or corrosive characteristics, causes danger or is likely to cause danger to health or environment, whether alone or when in contact with other wastes or substances.
Environment tax	If the product degrade the environment, an green tax is imposed in order to decrease its production, and hold the manufacturer accountable

Source: <http://www.businessworld.in/article/Major-Environmental-Laws-Of-India/09-09-2017-125737/>

III. Review Of Literature

Pradeep M. D, &Akhilesh Suresh A Kuckian (2017) In his research paper, he studies the concept, need , importance of green marketing ,the current scenario of the Indian market and explores the challenges and opportunities businesses have with green marketing.

Chaturvedi (2010) reviewed that increasing green awareness among Indian hotel companies indicates that going green not only enhances the brand worth but also underlines the core values. Since following green practices does not need much maintenance, hotels reduce their expenses and improve the image of the hotel.

Objectives

- To study the concept of green business practices
- To study various green business practices adopted by business enterprises(food & beverages, retail, manufacturing, other sectors (include cybercafés, distributors, and wholesalers))

Hypothesis

- H₀ there is no significant difference between the number of green business practices adopted food & beverages, retail, manufacturing, other sectors (include cybercafés, distributors, and wholesalers)
- H_a there is significant difference between the number of green business practices adopted by food & beverages, retail, manufacturing, other sector (include cybercafés, distributors, and wholesalers)

Source of data

The primary data was collected by adopting the method of questionnaire, interview and informal discussions with respondents in order to know various green business practices adopted by them. The study also depends on the secondary data collected from newspaper, magazine, government websites journals etc.

Research Design

The descriptive and analytic form of research design is used in the study. The entire data has been analyzed and put in the form of tables, and interpretations are drawn for the clear and better understanding.

Samples design

The sample has been drawn on the basis of simple random sampling method of 30 business enterprise in Haldwani region

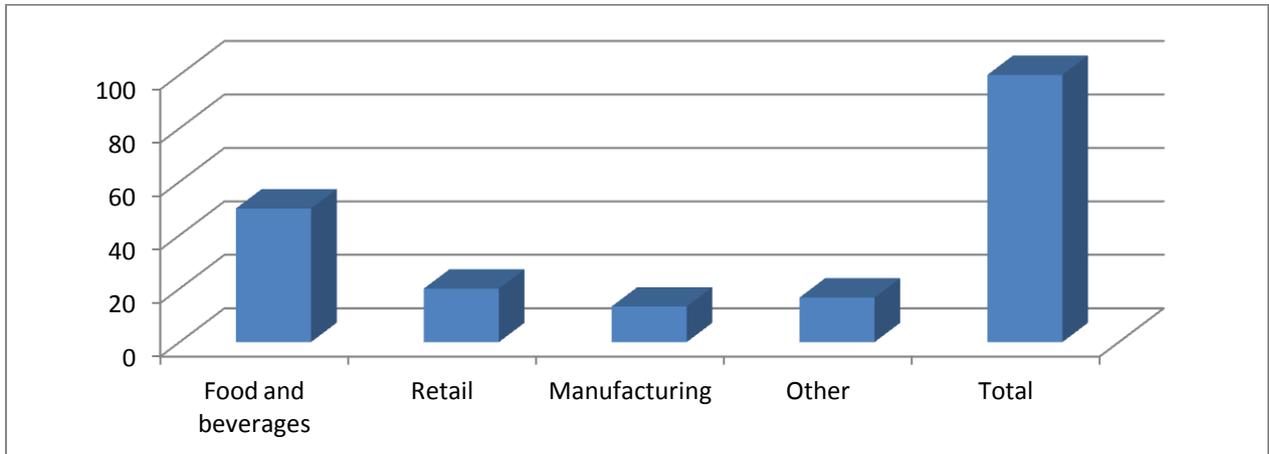
Limitations

- The study is limited to Haldwani region
- The respondents were hesitant to fill the questionnaire

Data analysis

Table1 Types of business enterprise

particulars	No	%
Food and beverages	15	50
Retail	6	20
Manufacturing	4	13
Other	5	16
Total	30	100

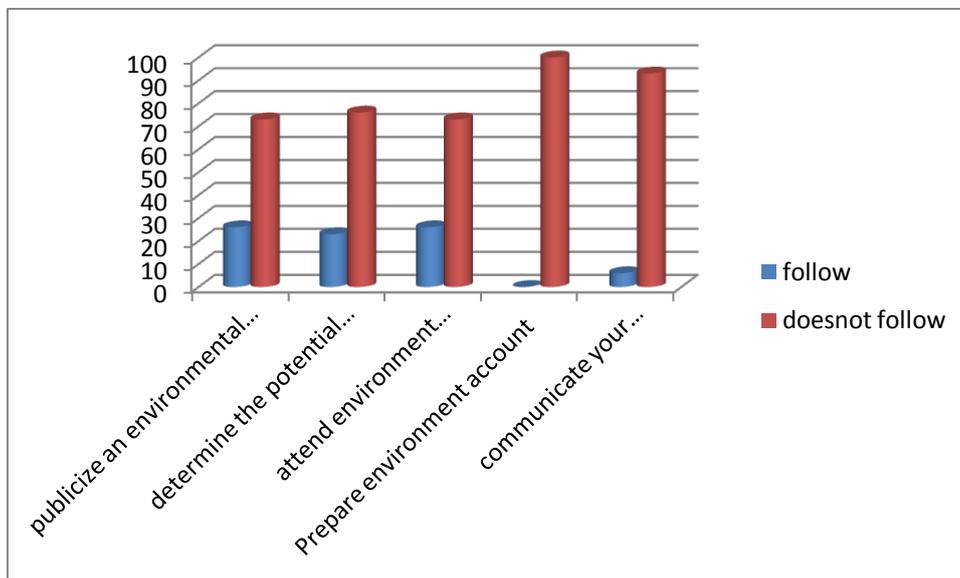


The above table shows that 50 % were food and beverage enterprise 20 % were retail enterprise 13% were manufacturing enterprise, 16 % belong to other sectors (include cybercafés, distributors, and wholesalers)

Green business practices adopted by business enterprises

Table2 General Practices

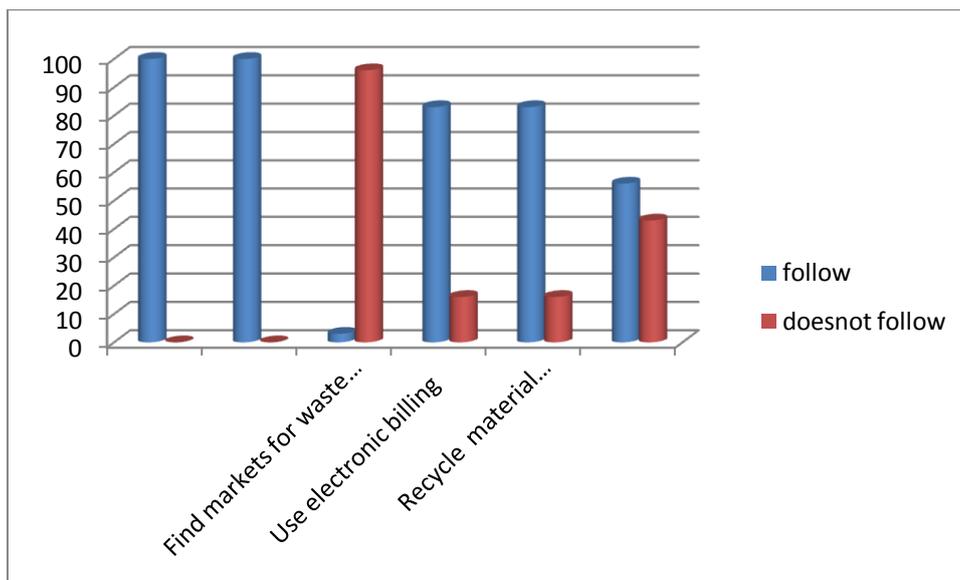
Particulars	Follow	%	Does not follow	%
publicize an environmental policy	8	26	22	73
determine the potential environmental impact of your goods and services	7	23	23	76
attend environment protection programmes	8	26	22	73
Prepare environment account	0	0	30	100
communicate your Environmental efforts to Customers	2	6	28	93



The above table shows that 8 % people publicize an environmental policy, 23% determine the potential environmental impact of your goods and services , 26% attend environment protection programmes, 0% Prepare environment account procedures and 6% communicate their Environmental efforts to Customers

Table3 Recycling and Waste management

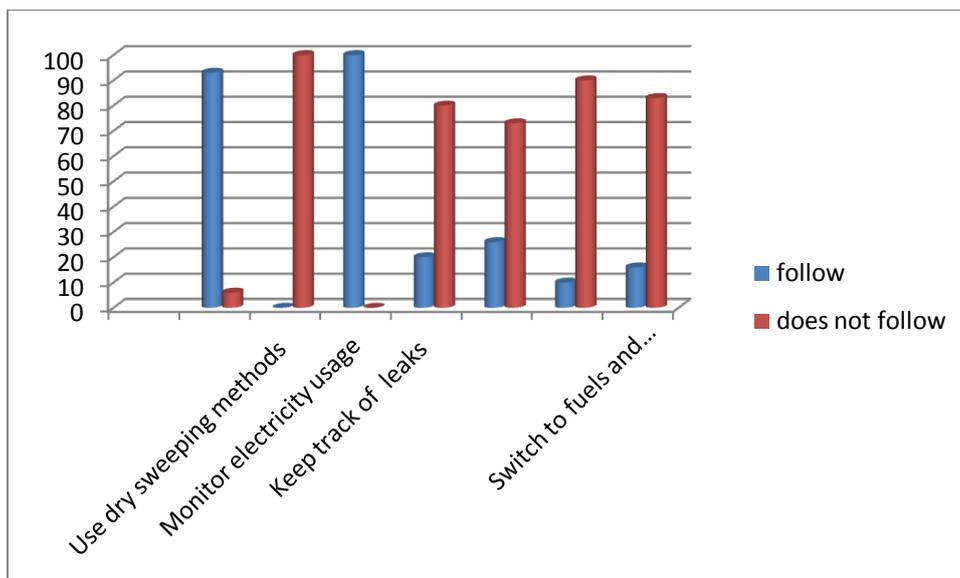
particulars	Follow	%	Does not follow	%
Minimize waste and re-use or recycle waste materials	30	100	0	0
Encourage the purchase of reusable and disposable bags	30	100	0	0
Find markets for waste management	1	3	29	96
Use electronic billing	25	83	5	16
Recycle material (newspaper, office paper, beverage containers, cardboard ,CDs, DVDs, toner cartridges, electronics)	25	83	5	16
Perform a solid waste management practice	17	56	13	43



The above table shows 100% tries to Minimize waste and re-use or recycle waste materials, 100 % Encourage the purchase of reusable and disposable bags , 3% Find markets for waste management, 83% Use electronic billing, 86%use recyclable material (newspaper, office paper, beverage containers, cardboard ,CDs, DVDs, toner cartridges, electronics), 56% Perform a solid waste management practice

Table4 Energy and Water management

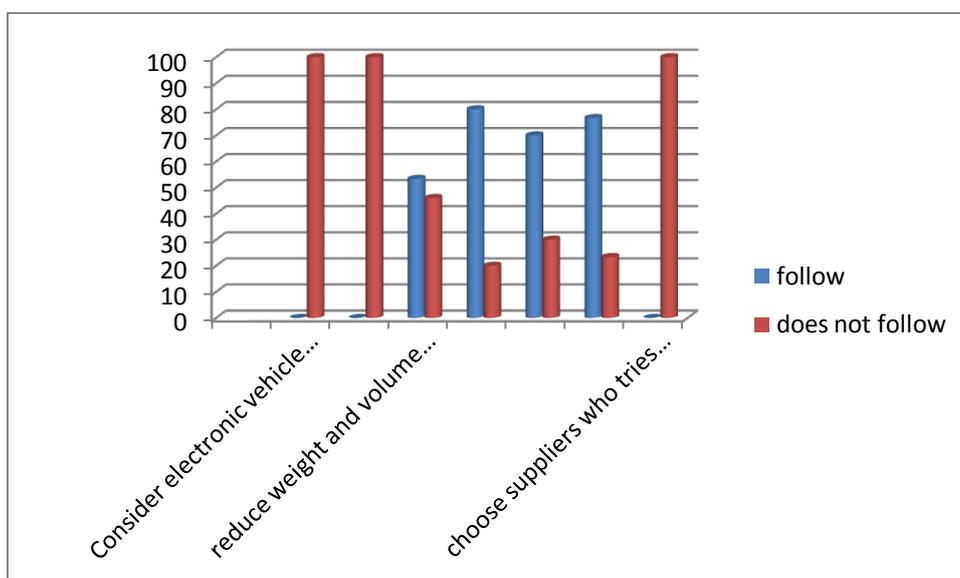
particulars	Follow	%	Does not follow	%
Reuse or recycle water wherever possible	28	93	2	6
Use dry sweeping methods	0	0	30	100
Monitor electricity usage	30	100	0	0
Keep track of leaks	6	20	24	80
Select renewable energy sources	8	26	22	73
encourage groundwater protection	3	10	27	90
Switch to fuels and equipment that are eco friendly	5	16	25	83



The above table shows that 93% Reuse or recycle water wherever possible, nil Use dry sweeping methods, 100 % Monitor electricity usage, 20% keep track of leaks , 26 %Select renewable energy sources, 10% encourage for groundwater protection , 16% Switch to fuels that are as green

Table5 Distribution and transport management

particulars	Follow	%	Does not follow	%
Consider electronic vehicle instead of fuel vehicles for purchasing/supplying goods and services	0	0	30	100
encourage employees to car pool	0	0	30	100
reduce weight and volume through efficient packaging options, avoid less than full loads	16	53.33	14	46
Minimize marketing materials to reduce paper content	24	80	6	20
Purchase in bulk to reduce packaging	21	70	9	30
Centralize purchasing to eliminate unnecessary or duplicate purchasing	23	76.66	7	23.33
choose suppliers who tries to be environmentally friendly	0	0	30	100

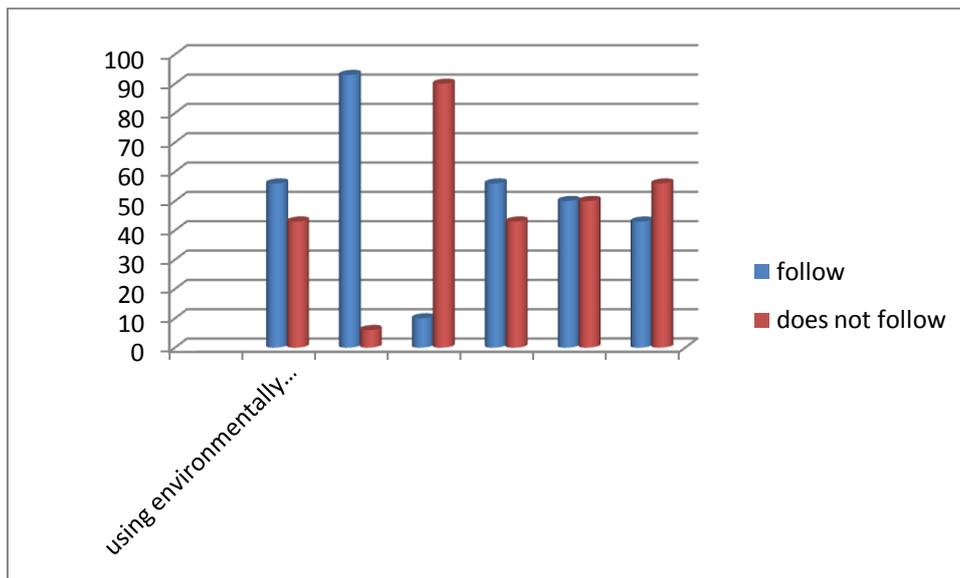


The above table shows that nil enterprise Consider electronic vehicle instead of fuel vehicles, and encourage employees to car pool, 53 % reduce weight and volume through efficient packaging options, avoid less than full loads, 80% Minimize marketing materials to reduce paper content , 70% Purchase in bulk to

reduce packaging , 76% Centralize purchasing to eliminate unnecessary or duplicate purchasing ,and nil choose suppliers which try to be environmentally friendly

Table6 Green procurement management

particulars	Follow	%	Does not follow	%
use environmentally friendly and locally available materials	17	56	13	43
Use recycled/recyclable packaging	28	93	2	6
Establish a “take back” policy, where the product or its parts can be returned to the supplier for reuse, recycling or recovery	3	10	27	90
Replace hazardous raw materials with non or less hazardous alternatives to the extent possible	17	56	13	43
Cover process tanks to prevent heat and evaporation losses	15	50	15	50
Modify equipment to make them more efficient	13	43	17	56



The above table shows that 56 % of the firm were using environmentally friendly and locally available materials, 93% Use recycled/recyclable packaging, 10% Establish a “take back” policy, where the product or its parts can be returned to the supplier for reuse, recycling or recovery , 56% Replace hazardous raw materials with non or less hazardous alternatives to the extent possible , 50% Cover process tanks to prevent heat and evaporation losses , 43% Modify equipment to make them more efficient, e.g., switch from standard to high volume low pressure spray guns

Hypothesis testing

- H_{01} there is no significant difference between the number of green business practices adopted by business enterprises in food & beverages, retail, manufacturing, other (include cybercafés, distributors, and wholesalers) enterprise
- H_{a1} there is significant difference between the number of green business practices adopted by business enterprises food & beverages, retail, manufacturing, other (include cybercafés, distributors, and wholesalers) enterprise

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Food and beverages	32	47.2	1.475	
Retail	32	45.5	1.421875	
manufacturing	32	45.25	1.414063	
other	32	44.2	1.35625	

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.155629	3	0.051876	0.166174	0.918997	2.677699
Within Groups	38.71035	124	0.3101			
Total	38.86597	127				

Source excel output

In the above table The P value is more than significant value ($0.91 > 0.05$). The results indicate that there is no significant difference between the various green business practices adopted by business enterprises therefore the null hypotheses is accepted and alternative hypothesis is rejected

IV. CONCLUSIONS

The study reveals that green practices help in conservation of natural resources thus are beneficial for the ecology and the environment in long run, eventually it also result in saving thus adding to the profit. However during the study it was found the business enterprises were less inclined to adapt the green practices and were not completely implementing these practices. They were following only those practices which were adding to their profit like bulk purchasing, recycling, energy and water usage and not to the environment.

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