

A Critical Analysis of Green Management

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ABSTRACT

Green Management is where a corporation does its utmost to reduce processes that harm the environment. Environmental issues are a priority for companies. Since it recycles and lowers the volume of garbage dumped in landfills, the organization specializes in green management. The fact that the world and the economy are deteriorating at the same time is a strong sign that better ways of supporting ourselves need to be found. A drastic deterioration in environmental quality is seen in the current global scenario, leading to significant effects that may threaten human life. The ecological equilibrium that places the world at risk of extinction has been threatened by rapid technological developments and the loss of natural resources. Green management is also the broad mechanism of the organization to devise new priorities to achieve sustainability by eliminating waste and implementing environmental targets and strategies that are completely incorporated into the goals and strategies of the organization. A more sensible approach to recognizing the basic components of Green Management was introduced in the present report (GM). It was noted that in today's corporate world, the advent of GM is a much-needed need and is an important instrument for EMS environmental systems management. A very substantial number of programmes in favour of GM are carried out by separate governments and non-governmental organisations. Also in the pipeline are several recent proposals. GM longitudinal experiments have shown the fact that feedback is needed at each level and in the enterprise to provide a practical and authentic framework for GM.

Key Word Green Management, Global Warming, Environment, Pollution.

INTRODUCTION

A drastic deterioration in environmental quality is seen in the current global scenario, leading to significant effects that may threaten human life. The ecological equilibrium that places the world at risk of extinction has been threatened by rapid technological developments and the loss of natural resources. Global warming is predicted to be much faster than previous estimates, as greenhouse gas levels escalate sharply than anticipated and higher temperatures build opportunities to worsen responses to global habitats, according to a recent estimate by the English Daily Newspaper. The fact that the world and the economy are deteriorating at the same time is a strong sign that better ways of supporting ourselves need to be found. Companies gain greener excitement to know more about this reality, whether the push is to conform with government legislation or to satisfy consumer demands. Green washing is itself a technique that applies to all company transactions and does not focus on access to clean water and other agricultural energy services, but rather on making the supply chains more environmentally sustainable, a method called Green Supply

Chain Management by reducing waste and implementing sustainability targets and policies that are completely aligned with the organization's priorities and stratum The above was followed by EMS or Ecosystem Management Schemes since implementing Green Supply Chain Management (GSCM). Although the task is unique to GSCM, EMS is a strategic management approach that explains how the organization is going to handle its environmental effects. It is important to note here that if EMS is implemented in the absence of GSCM, the environmental impact would be dramatically minimized and without implementing GSCM activities, the environmental protection of any organization is not feasible. The key goal of the current research, of the experimental setting, is to clarify the basic principle of GM as an important method for environmental protection and conservation in order to determine the possible impact each of us may make.

REVIEW OF LITERATURE

Dhar Ravi (2008) Using customer knowledge to convert product features into a product that suits their clients is the greatest difficulty in marketing. For both clients, the motivation for purchasing raw materials or goods can differ. And in converting characteristics into relevant advantages, consumer knowledge is very critical.

Lakshmi (2007) When more and more people tend to align themselves with environmentally conscious goods, more companies want to become green. One, on the other hand, often shows customer uncertainty about goods. One also notices, in fact, confusion regarding the reliability of raw materials.

Ginsberg and Bloom (2004) Even though public opinion surveys show that when all other considerations are equal, consumers may favour a green product over one that is less environmentally friendly. They also recommend that they should still bear in mind that buyers are less likely to compromise on conventional aspects of the product, such as simplicity, availability, cost, consistency and efficiency.

Nancy Rader (2004) Green marketing plans must both benefit the atmosphere and be appropriate for buyers in order to be sustainable over time. A competitive market's fundamental concept is that buyers need to be completely educated of the choices open to them.

Ottman (2003) Selling raw customers played a significant role in the natural use of the industry and green marketing was reflected by business companies.

OBJECTIVES OF THE STUDY

The current study was conducted for three main purposes:

- The rise of Green Management followed.
- Emphasis on the plans implemented for GM implementation.
- Study existing technologies and analyses issues.

HISTORY GREEN MANAGEMENT

Many of us think green treatment a new development, something that happened unexpectedly, but it's been going on for decades with this one-night feeling. It is necessary to understand the complexities in order to properly understand traditional market practices. It originated in the 1960s, with the awareness that the 'dirt' was prevalent and widespread, which was dirty and dangerous and endangered our way of life. Thus, came the notion of emission control - the suspension of illicit practices and the smoking of legitimate but nevertheless deemed fake smoking and pipelines. In 1970, the U.S. landed. Environmental Conservation Body, preceded for the first time by a number of regulations controlling air and water emissions in the United States and other nations.

A few corporations learned in the 1980's that you need not care over what you would regulate or clean it if you did not pollute it in the first place. Thus, came the idea of emissions reduction, which centered on waste minimization and energy conservation, encouraging corporations to restructure their strategies and systems for waste management. Corporations came in in the 1990s and said, "We need plans!" Environmental management schemes and ISO 14001 were then created, the latter of which was promulgated by the International Association for Standardization, which laid down specific guidelines for how businesses could govern their environment and determine their goods' total environmental impacts. Suddenly, new conditions such as health cycle testing, environmental design, end-of-life management, weight reduction, recycling, reconstruction, inventory, stock retrieval, and expanded manufacturer work seemed to be arising from environmental managers. In other words, they measured how many commodity units existed in each unit of raw material used and started to properly monitor and regulate the output of their goods. Finally, William McDonough, a revered artist and builder, and Michael Braungart, a Swiss chemist, came together to remind us that the notion of giving birth to a grave could not be objective, and that we wanted proposals to close the circle, uterine goods, and restoration processes.

As firms assessed their goods and services, they started to recognize the degree to which those outside their companies - their vendors, consultants and corporate associates - were experiencing their environmental impacts. Consequently, renewable resource sales management became the motto, with corporations striving to constantly promote the clean and green mantra. Janine Benyus, a science journalist, told industries about "biological equilibrium," i.e., natural-inspired architecture that merged biology and engineering and industrial construction to produce modern goods and processes that borrow data from thousands of plants, fungi, animals and other critics. Press yourself the question, "How would nature design this?" and have identified a package of instruments born over three billion years from the science and creation work of Mother Nature. This has contributed to the rise of the 3R approach, followed by principles such as green chemistry, industrial ecology, non-waste, raw technology and even more: elimination, reuse

and reuse. Eventually, businesses discovered the S-word - sustainability - a three-legged human-made throne, benefit and earth, or green management in other words.

GREEN MANAGEMENT CHALLENGES IN INDIA

Appropriate ethics strategies that could have an effect on revenues and 'downsizing' are needed to enforce sustainable corporate practices. This challenge frustrates many chief executives' thinking. A change of ownership and performance may also be considered, in addition to the general contextual concerns. At a time when environmental consciousness is a hot subject, workers and partners would have encouraged the introduction of green strategies. One of the main problems in the private sector is the detrimental connection between environmental efficiency and economic growth.

Individual engagement is another significant challenge facing the introduction of development projects, especially because we humans are the ultimate receivers of nature. Is one of us committed to using the EMS outcomes for personal benefit and convenience or is it all black and white? " It is a very critical question to tackle.

OPPORTUNITIES OF GREEN MANAGEMENT

STRENGTHENING THE Capability OF CPCB/SPCBs: A potential programme to improve the capacity of the Waste Management Boards would help construct their capacity and facilities, ensure their financial viability and create new forms of data monitoring and management.

Conservation of Biodiversity: The planned biodiversity project would aim to illustrate alternatives to conserving biodiversity. It will also seek to establish and sustain the livelihoods of biodiversity communities in India's biodiversity catalogue and encourage them to benefit from investments in these areas.

STEPS FOR GREEN MANAGEMENT

To further improve environmental protection activities, several projects have been initiated by the government and the private sector. A few noteworthy examples, such as news stories released, include the following: Wetlands notified by the Department of Environment and Forestry w.r.t. Conservation and Management Legislation, 2010. In order to ensure improved protection and management and to prevent further destruction of existing wetlands in India, these Acts, which for the first time create mandatory provisions for the conservation and management of wetlands, have been enacted.

India organised an Indo-US conference hosted by Hydro Fluoro Carbons on 18 February 2011. (HFCs). Speaking at the case, Minister Jairam Ramesh observed that, in the Montreal Protocol, India had played a key role. India agrees that while HFCs are the ozone remedy, they are 'problematic' in terms of climate

change, and that India will contribute in a new way to tackling this issue. A Joint Indo-US Task Force to explore HFC phase-down options has been agreed to be formed.

- The World Bank approved \$220 million in the financial year ended June 2010 to assist India in maintaining and preserving its pristine coastal areas through the Integrated Coastal Zone Management Programme, without losing the lives of those who depend on it. The Integrated Coastal Zone Management Project is helping to develop a structural basis for national coordination of coastal management and is experimenting in Gujarat, Orissa and West Bengal with integrated coastal management systems.

The World Bank has given \$65 million under the Industrial Pollution Management Project to help rehabilitate selected areas of industry and to promote the development of a National System for the Reconstruction of Polluted and Orphanages. An ongoing \$20 million clean energy initiative to encourage ozone depletion.

The National Ganga Project (a multi-billion-dollar project) is sponsored by the World Bank to finance a government programme involving the operation of the National Ganga River Basin Authority and associated state agencies to clean up and preserve the Ganga. To further mitigate river emissions, it would pay for drainage and treatment and solid waste disposal for municipalities.

Once they become part of the diet, pesticides and herbicides are considered to be harmful toxins that are hazardous to human and animal health. The United States is an essential law intended to promote economic and green growth. Security Act on the Climate (EPA). An appeal from SAVE THE FROGS! was authorised by this Act! Prevention of atrazine, a frequently used herbicide, because it is associated with human birth defects, endocrine disorders and cancer. Deep irrigation is often recommended by the EPA, but seldom, in order to allow the soil to dry between irrigation without cutting the grass too short, as the tall grass itself is weed resistant.

CONCLUSION:

There is no question that the apparent reduction in environmental quality and global concern for EMS proves GM's need for sustainability. Excellent work has been undertaken to return both the government and businesses to lost natural wealth. Around the same time, numerous detailed experiments were carried out and papers were released analyzing the GM problem that has developed dramatically over the last few decades. Instead of merely arguing a subject and reporting our conclusions, the current need for the hour is to make positive and effective decisions on environmental management. Maybe, before we can aspire to rebuild our world from its lost history in any manner, we do need to reset the way we think of "green," or confront our natural duty. And then can we move on to sustainable growth and leave this world for decades to come.

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