

A STUDY ON GREEN BUSINESS PRACTICES IN INDIA

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Abstract

Every business enterprises, individual organization, public companies are started the green business practices to increase the quality of environment. Green business practices are improved a lot from last decade to maintain the green environment. It helps to protect from natural disasters, pollution, diseases, etc. The study deals with the concept of green business practices, impacts, challenges, and benefits to the environment and some of practices can be followed by all the business.

Key words: Green business, environmental sustainability, environmental degradation, environment management, etc.

1. Introduction

Green, the color of life, regeneration, environment, and energy is associated with meanings of growth, coordination, bloom, protection and environment. Green is also traditionally connected with money, finances, banking and goal. Green business practices involved in increasing the green events to confirm that all the practices like manufacturing the products is based on eco-friendly to the environment.

2. Review of literature

Mukhtar Ahmad (2016) studied the green business practices and economic desires. The study is based on secondary data. The main objective of the article is to find the growth and importance of green business practices across the world.

Muhammad Mahboob Ali, et al. (2017) stated that green business has been improving slowly and having lot of scope to improve on the work areas. The paper presents the connection among the green business management practices and increased competitiveness.

Chukwuka and Emmanuel (2018) stated that the green business practices implementation and processes will lead to positive outcome to the organization and the environment.

3. Impact of green business practices

Going green in the initial stage of business is quite costly compare to the old practices for example instead of using current using solar power system will increase the expenses of business, using green materials for the staff and for the production will also increase the expense to the business, most of the time there will be lack of support for going green in the first stage, useless they realize the real impact to the environment. There are some challenges faced in green business practices: low availability of environmentally friendly products; labeling wrong details; planting trees and plants are very less; garbage systems to be change more effectively; lack of support from both the customers and staff of the business; more expensive; electricity is not used right manner; and strict rules to be framed and followed for green business practices. Going green may be difficult in the first stage but there is lot of pros to the environment. The quality of business, quality of product, and quality of environment will increase rapidly while going green business practices. The benefits of green business practices are: creating healthy workplace and environment; save money and nature in future; improving business standards; and good practice attract new customers.

4. Some of green business practices

Here some of green practices are discussed which can be followed by the business for going green;

- Using public transport or bicycle to reduce the pollution or business organization can run bus for all the staffs.
- Proper usage of electricity and turning off the systems, lights, etc.
- Avoiding water wastage and wastage water can be recycled and to be supplied for the garden.
- Paper wastage can be recycled instead of using paper going with the digital documentation.
- Creating awareness in green going to the staff for the support and creating a team for the green business practices which results in brand new ideas of the staffs and it increase the quality of the staffs and the business.
- Eliminating plastic bottles, plates, cups, etc.
- Proper separating wastage system with degradable and bio-degradable.
- Planting trees around the business environment.

5. Conclusion

The study deals with the meaning, impacts, challenge, benefits and of the green business practices. Going green will be difficult in the first stage and it is more expensive in nature at the first. Changing the new green business practices is very hard for the staff; it will take time to change from old practices. Creating awareness regarding green business practices with the staff and customers is very important. Only the business and customer cannot change the green going strict rule and regulation to be followed by the government to save the environment. Neither impact nor benefits will result to all over the local, global environment. The result of green business practices will increase the quality of business, customer, society, etc.

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