



“A STUDY ON GREEN BUSINESS PRACTICES WITH SPECIFIC REFERENCE TO HOSPITALITY INDUSTRY IN MUMBAI SUBURBAN”

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Abstract:

Purpose of this research paper is for environmental conservation and improved health of the environment. Primary data is used in research. The data which has been used in this was collected by survey method. It almost took 1 month to do research. The 1960s was a period when corporations started to grow in environmental awareness. It took almost 20 to 25 years for businesses to adopt the green business concept. The government of India launched an Eco mark scheme in 1991 to increase awareness in respect of environment friendly products or services. The basic purpose is to highlight the current situation of green business practices in the hospitality industry. As well as their impact on performance on the local environment. It is beneficial to the local or global environment and also to society, community, and the economy of the country.

Keywords: Green business, Sustainable, Environment friendly, Conservation.

1: Introduction to Green Business

This research paper deals with worldwide trend about "green" business. The purpose of this research was to clarify the meaning of green business and its positive effects. Green business is also called as sustainable business which means an enterprise or industry that minimizes negative impact or create positive impact on the global or local environment, economy, society and uses sustainable materials to make its products or services.

Day to day climate change has resulted in a threat situation, which can cause serious damage nature and its bio diversity. Land degradation is another major threat which can lead to massive loss in economic output specially a country like India because Indian economy is largely based on the agriculture or primary sector. Hence green business practices are increasingly accepted by business in India to reduce environmental damage and to achieve their goals.

1.1 Definitions of Terms

The terms which are specific to this research are listed below. These terms are defined using Merriam- Webster Online Dictionary.

- ✓ **Green:** a: often capitalized: relating to or being an environmentalist political movement. b: concerned with or supporting environmentalism. c: tending to preserve environmental quality.
- ✓ **Sustainable:** a: of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.
- ✓ **Business:** a: a usually commercial or mercantile activity engaged in as a means of livelihood.

1.2 Some Examples of Green Business Practices for Restaurants-

- ✓ Changing all the lighting of restaurants into LED's or Smart Lights.
- ✓ Use of EV's (Electric Vehicles) or bicycle for delivery to reduce pollution.
- ✓ Avoiding wastage of water and reuse of waste water.
- ✓ Minimum use of plastic bottles, cups, plates, etc.
- ✓ More use of paper bags for packaging food rather than plastic.
- ✓ Proper separation of dry and wet waste.
- ✓ Planting trees around the restaurant.

2: Literature Review

In context of green business, there are various guidelines and strategies available for corporate has been studied and analyzed in restricted sense by many Scholars, Researchers, Business person and Organizations etc. Many initiatives are taken by Government of India and Systematic reviews of such available literature are stated as under:

John R. Rathgeber (2007) has said in his research that many business leaders are embracing Corporate Sustainability and Green Business practices as a way to improve their operations and enhance their competitiveness.

According to Justin Victor (2008), in his research one half of HR professionals indicated that their organizations have a formal or informal environmental responsibility policy. Top Three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating / discounting used furniture supplies.

According to José F. Molina Azorín, Enrique Claver Cortés, Maria D. López Gamero, Juan J. Tarí (2009) in their research paper —Green management and financial performance: findings are derived from an exhaustive literature review of quantitative studies that have studied the green management–financial performance link.

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. Expenses incurred on diesel and energy can be reduced with the help of materials that can be recycled and drip irrigation system.

According to Douglas W.S. Renwick (2012) in his research paper —Green Human Resource Management: A Review and Research Agenda makes a case for the integration of the largely separate literatures of environmental management (EM) and human resource management (HRM) research. The paper categorizes the existing literature on the basis of Ability– Motivation–Opportunity (AMO) theory, revealing the role that Green human resource management (GHRM) processes play in people-management practice.

3: Research Methodology

3.1 OBJECTIVES

- ✓ The main objective to conduct the research is to study the importance of green business practices in restaurants in Mumbai suburban.
- ✓ This paper studies various restaurants where green business practices are applied and performance of restaurants.
- ✓ To analyse the impact of green practices on environment

3.2 NEED OF GREEN RESTAURANT

Going green may seem to be a latest trend, but it is a trend with a variety of benefits for restaurant owners. Applying green processes to the restaurants creates a healthy environment for employees as well as customers. Some variety of reasons for changing into green business.

- ✓ **Reduced Waste:** Going green can improve the overall efficiency of a restaurant and reduced unnecessary.
- ✓ **Improved Workplace:** Providing green options by restaurants can improve overall environment of restaurant. Also improves the health conditions of employees as well as customers.
- ✓ **Public Response:** While public response alone is not necessarily the best motivation for going green, it might be a good side effect. With green initiatives taken by restaurants will affect with increasing in popularity, economic studies have shown that restaurants utilizing green technologies and practices are seeing in an increase in profits.

3.3 Significance/ Importance of The Green Restaurant:

- ✓ The research study is designed on restaurants in Mumbai Suburban. People should start to protect and preserve the environment for future generation of mankind. It can be done by having green practices and the restaurant business is not exempted from this. Every business should take a step towards green practices which will affect environment in positive way as well as increases human well-being.

3.4 Limitations of The Study

- ✓ Scope is limited to Mumbai Suburban region.
- ✓ Awareness about environment is lacking among respondent.

3.5 Hypothesis:

H0- Restaurants uses green business practices.

H1- Restaurants does not uses green business practices.

- ✓ By using survey method and testing questions we find that respondents are aware about this concept and they are using the green practices in restaurants.

Survey method is used to collect the data in support of the research.

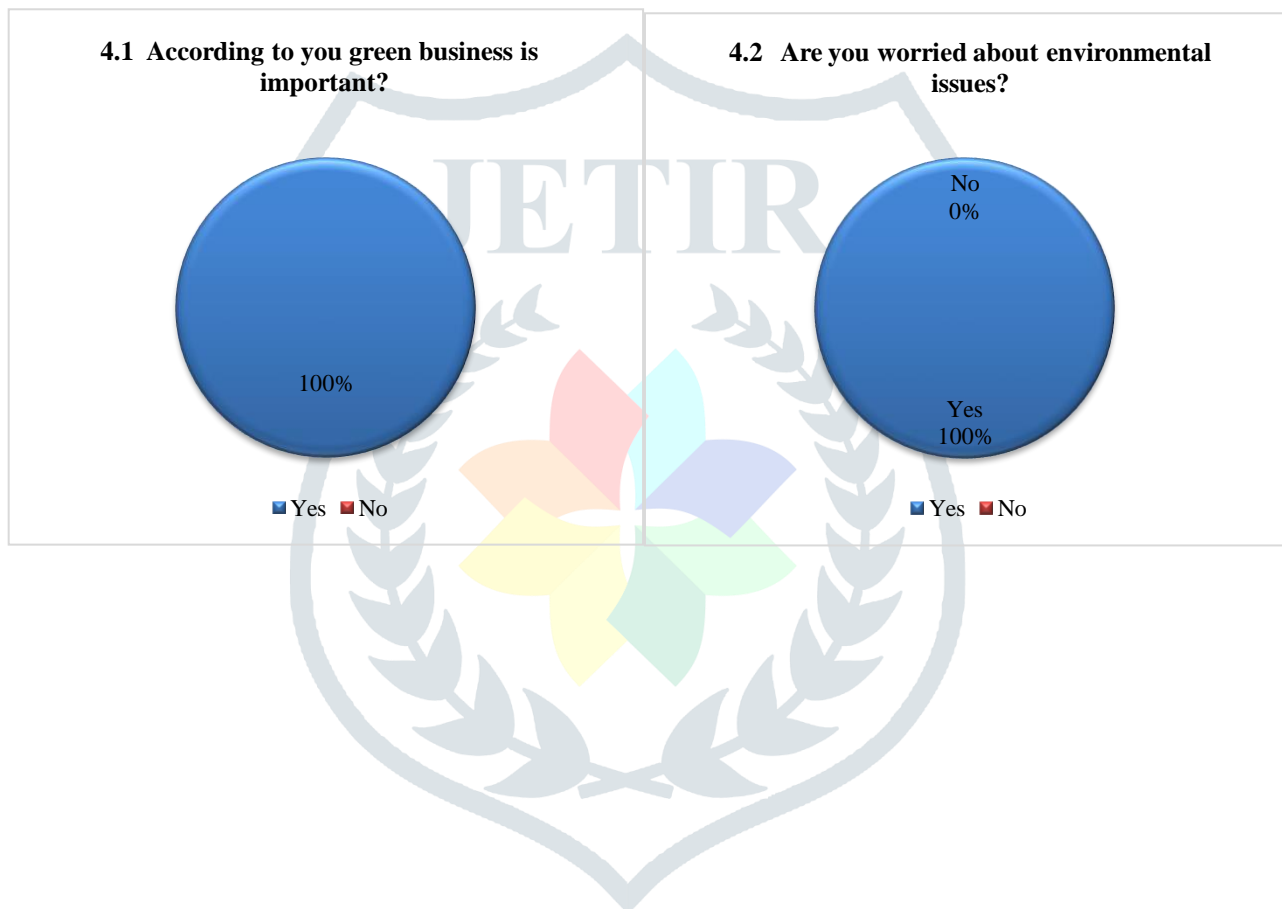
3.6 Primary Data:

Primary data were collected by the various restaurants in Mumbai Suburban.

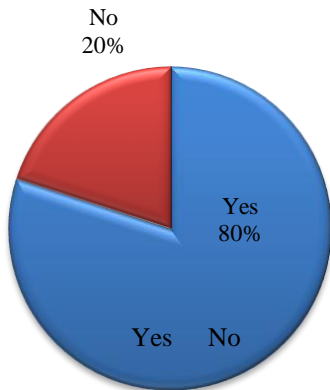
3.7 Secondary Data:

The secondary data is collected from various journals, websites, etc.

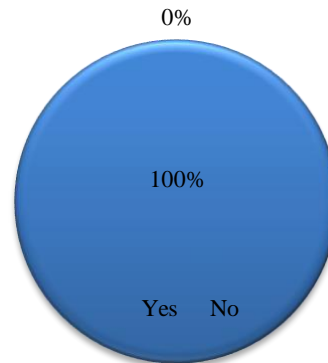
4: Data Analysis



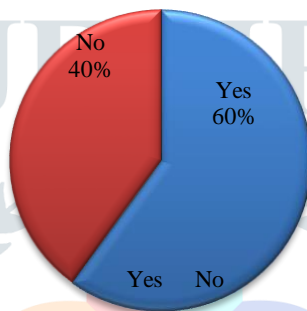
4.3 Do you encourage your employees about this concept?



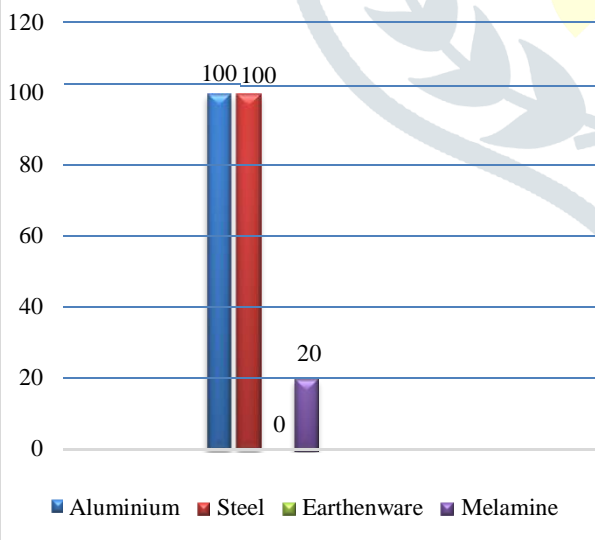
4.4 Does your atmosphere of restaurant is eco-friendly?



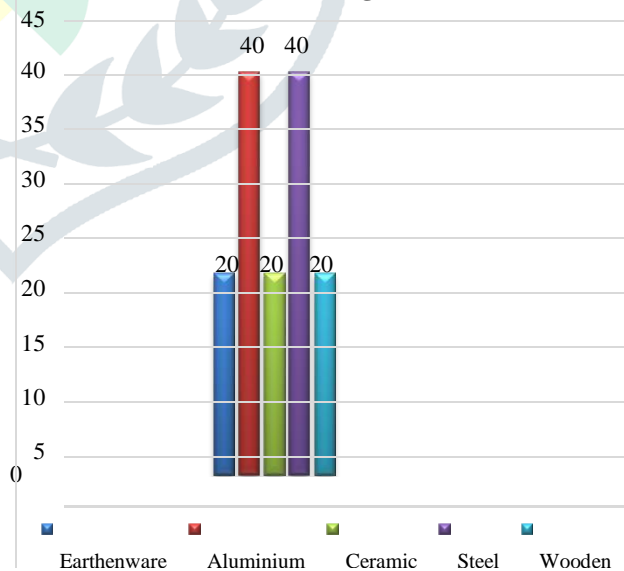
4.5 Does your furniture of restaurant is eco-friendly?



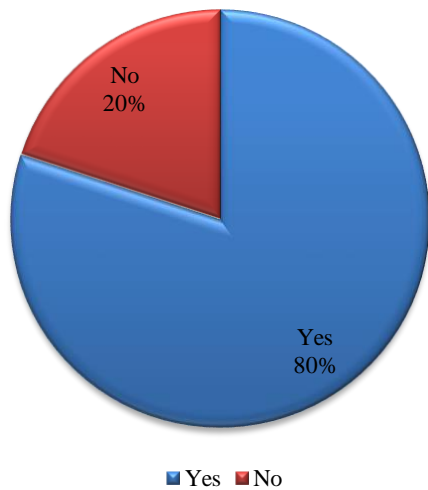
4.6 Which type of crockery do you use in kitchen?



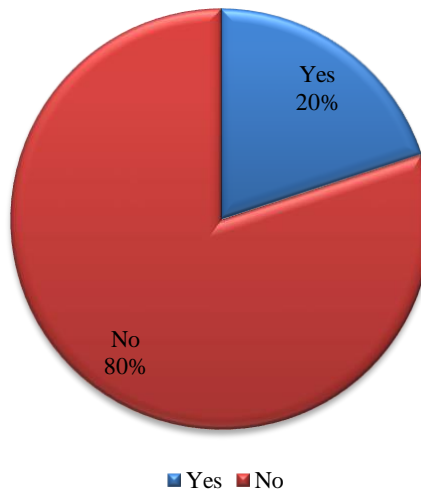
4.7 Which type of cutlery do you use at the time of serving the food?



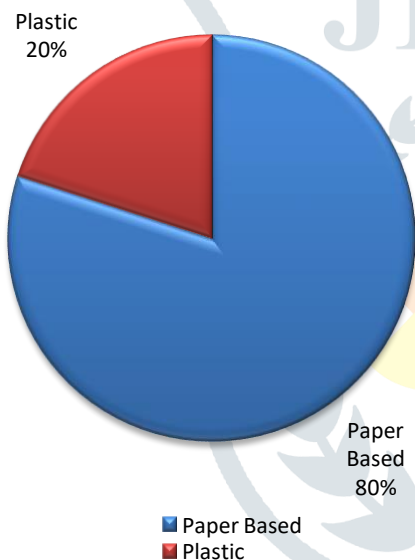
4.8 Did you switched your restaurants lighting into LED's?



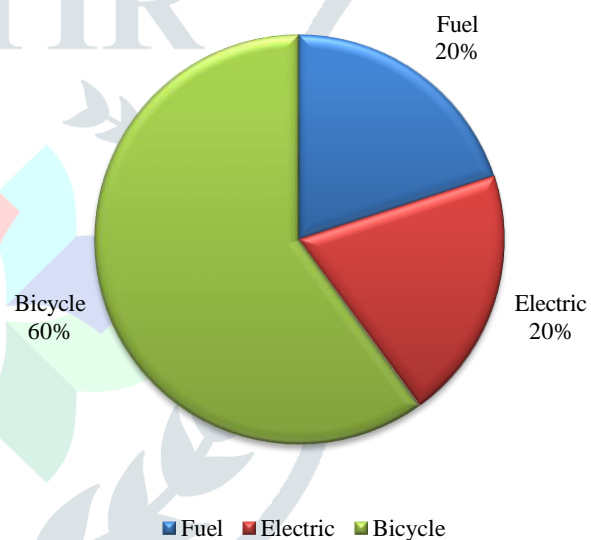
4.9 Do you use alternative energy sources like solar or any other?



4.10 What type of packaging do you prefer at the time of delivery?



14.11 Which type of vehicle do you prefer for delivery?



4.12 Any other suggestions related to green business practices.

Well as most people aware about green business but they ignore due to carelessness and probably look for more money conservation due to high prices of eco-friendly items so my suggestion is to make it cost efficient and more durable than non-ecofriendly products so that people will go for it and can maintain eco- friendly environment.

5: CONCLUSION:

Starting a green practice is not easy. To becoming a sustainable business should be ready to take risks and be innovative, moving beyond its comfort business. As per this research, restaurants took a step towards green practices but not fully became a green restaurant. It will take a time to change from old practices. But still some restaurants in Mumbai Suburban are still not aware about the green business practices so awareness about environment and green business is must.

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.

5.1 Questionnaire

- ✓ According to you green business is important?
- ✓ Do you worried about environmental issues?
- ✓ Do you encourage your employees about this concept?
- ✓ Does your atmosphere of restaurant is eco-friendly?
- ✓ Does your furniture of restaurant is eco-friendly?
- ✓ Which type of crockery do you use in kitchen?
- ✓ Which type of cutlery do you use at the time of serving the food?
- ✓ Did you switched your restaurants lighting into LED's?
- ✓ Do you use alternative energy sources like solar or any other?
- ✓ What type of packaging do you prefer at the time of delivery?
- ✓ Which type of vehicle do you prefer for delivery?
- ✓ Any other suggestions related to green business practices.

5.2 References

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