

TOWARD SUSTAINABLE ORGANIZATIONS FOR THE 21ST CENTURY

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Abstract

The current study address to find out the scenario of Toward Sustainable organizations for the 21st Century. The papers explore the sectors for improvement of the existing and creation of new tools, techniques and Sustainable management systems in the light of the development of digital technologies. Awareness about this technology in Mumbai district of Maharashtra. The principles are a set of underlying assumptions about how to view the organization and its relation to customers, competitors and suppliers. Sustainable management is based on three principles: customer focus, continuous improvement and teamwork. All organizations can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a Sustainable profile cannot simply be implemented based on the existing management structures and systems. It may require the redesign of work, the redefinition of managerial roles, the redesign of organizational structures, the learning of new skills by employees and the reorientation of organizational goals

There are many places, which are unknown about technology, hence the researcher feels to study on the awareness of Toward Sustainable organizations for the 21st Century in the District of Mumbai (Maharashtra).

Introduction:

Digital technology for Sustainable management having three types those are interrelated.

1. There should be improvement in development processes with technology, such as new development tools or programming teams.
2. Involvement of IT with organization for the development.
3. Innovations in which the uses of digital technology in either business functions or core processes of the organization.

These three types of development are mutually dependent, as an innovation in one type may lead to innovations in others. This co-dependency is created because digital technology processes are simultaneously before the study it is essential to know what are the aims and objectives of Toward Sustainable organizations for the 21st Century in India.

The main objectives of Toward Sustainable organizations for the 21st Century:

- a. To improve the digitization involving with Sustainable management procedures across the country in the country.

- b. To minimize the efforts and improving the technology for organization.
- c. To replace a lot of other management process to reduce efforts of organization
- d. To comprehend with most of the Sustainable management with digital technology.
- e. To improve the effect of digital technology over the Sustainable improvement of each area.
- f. To improve the competitiveness of the organization.
- g. To ensure the availability of knowledge for the improvement
- h. To reduce the complications in the system and organization
- i. To decrease the unhealthy competition among the states due to unawareness of digital technology.
- j. To reducing the Sustainable management problems to avoid further issues.
- k. To simplify the process of Sustainable management with effect of digital technology.

Thus, there are many good and beneficial aims and objectives of using digital technology for the Sustainable management in India.

Aims and Objectives of the Study:

- a. To study about Toward Sustainable organizations for the 21st Century India
- b. To study about the awareness of about Toward Sustainable organizations for the 21st Century the customers of Mumbai District.
- c. To study about the awareness of about Toward Sustainable organizations for the 21st Century amongst the customers of rural parts of Mumbai District in Maharashtra.

Sources of Data Collection:

Following two types of source is used for the data collection of current study.

- a. **Primary Source:** For the current study, the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.
- b. **Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

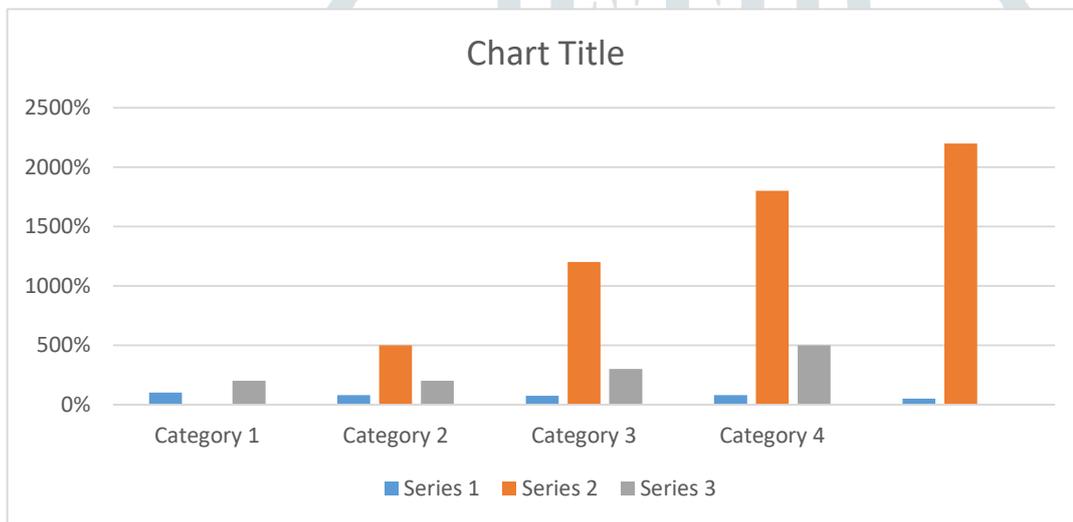
Data Collection Method:

In Mumbai district, there are total 3 zones. Out of which five sectors are selected for the current study. I.e. Pharma, IT, Banking, medical, and mechanical. Total 50 people were selected as a sample size from these five places i.e. 10 from each.

Data of North Mumbai:

Sr. no.	Customers' Awareness	Toward Sustainable organizations for the 21st Century Sectors
01	100%	IT
02	80%	Banking.
03	75%	Pharmaceutical
04	80%	Mechanical
05	50%	Medical

Table 1.1

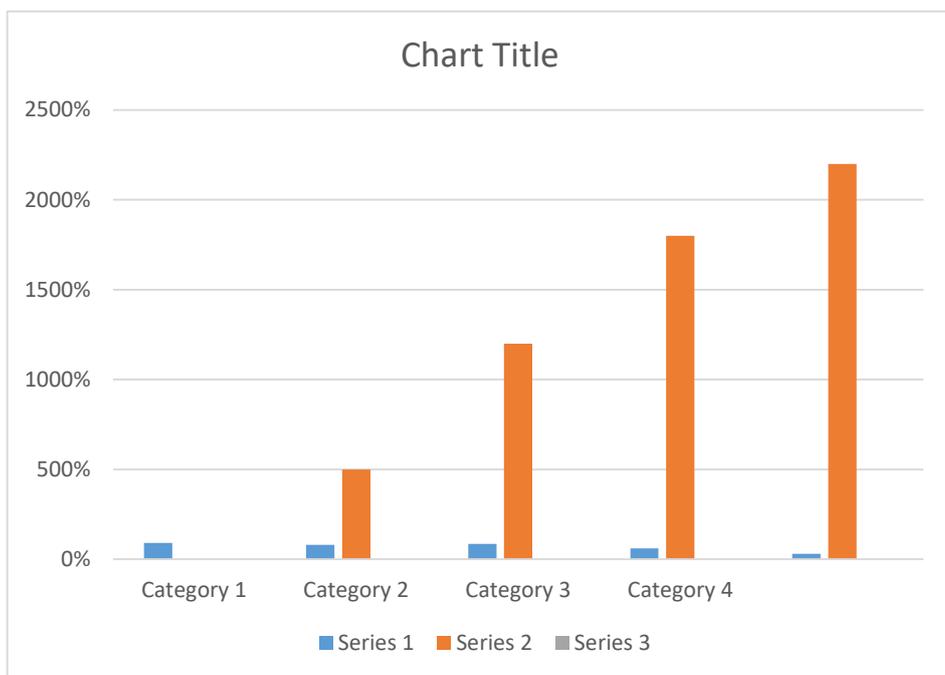


Graph 1.1

Data of Central Mumbai:

Sr. no.	Customers' Awareness	Toward Sustainable organizations for the 21st Century Sectors
01	90%	IT
02	80%	Banking.
03	85%	Pharmaceutical
04	60%	Mechanical
05	30%	Medical

Table 1.2

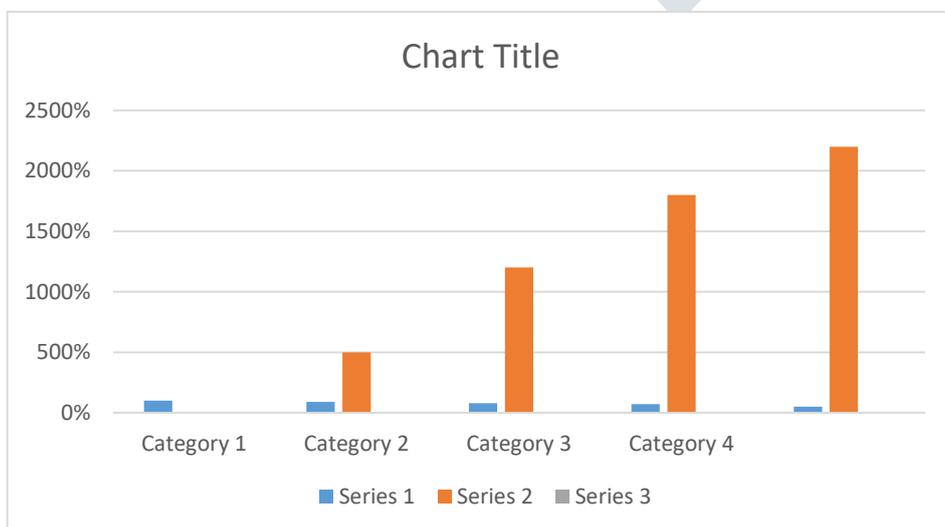


Graph 1.2

Data of South Mumbai

Sr. no.	Customers' Awareness	Toward Sustainable organizations for the 21st Century Sectors
01	100%	IT
02	90%	Banking.
03	80%	Pharmaceutical
04	70%	Mechanical
05	50%	Medical

Table 1.3



Graph 1.3

As shown in above tables and graph, most of the sectors are aware about Toward Sustainable organizations for the 21st Century in Mumbai. They know on which sector Toward Sustainable organizations for the 21st Century is applicable and on which product it not but they know it about used in everyday life. They are not much more aware about the about Toward Sustainable organizations for the 21st Century system which are having high demand and fast innovative growth. They know only concept and few of them knows about it in details. Finding of the study are given below:

Conclusion:

Thus, these is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any technology, how one can expect that digital technology at initial stage should be understood by common people who are the users of system, which they require for their routine life. Toward Sustainable, organizations for the 21st Century to improvement will take time to understand. It is not as hard as to understand but to apply n organisation quickly. There were different ratio of previous system, which were divided as per location of users. Such complications are not in the application of digital technology. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when will start to use it by practically through. It needs only proper counselling.

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