

GROWTH OF SUSTAINABLE BUSINESS PRACTICES IN INDIA

Vansh Dixit, MS. ANSHU GOEL

Galgotias University
Greater Noida, Uttar Pradesh 203201

Abstract

Even the poorest countries have seen significant gains in living conditions, health care, and education over the previous three centuries. These innovations have ignored social and environmental progress. Such development cannot last. The private sector is a major sustainability stakeholder. This paper has three components. The first section defines, defines, and What are sustainable business practices ?. Why sustainable business practises? Businesses can practise sustainability in the final phase. This research paper also consists the growth of sustainable business practices.

INTRODUCTION

Sustainable business practises are becoming a megatrend in western industrialised countries. Simple reason. Social inequality, unequal wealth distribution, failing economics, war and conflict, gender inequality, lack of education, rampant poverty, changing climate, habitat loss, species loss, ecological loss, etc. plague the global community. If the private sector practises sustainability, issues can be solved. These issues in poorer nations. The UN set 17 global goals in 2015. The Sustainable Development Goals (SDGs) supplanted the Millennium Development Goals (MDGs) set two decades earlier (UNDP, n.d.). The 17 goals address these global concerns. Local, national, and international parties are addressing these concerns. They include the government, non-governmental organisations, non-profit organisations, educational institutions, research institutes, consumer groups, the scientific and technological community, and the private sector (business and industry).

CHAPTER 1

Sustainability

Sustainability refers to the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. It involves balancing economic, environmental, and social considerations to ensure that natural resources are used in a way that is equitable and does not harm the planet or future generations.

Sustainability is a holistic approach that seeks to address global challenges such as climate change, biodiversity loss, and poverty. It recognizes that economic growth and social progress must be achieved in a way that is environmentally sustainable and socially equitable.

Sustainability can be applied to many different areas, including agriculture, energy, transportation, manufacturing, and urban development. It involves finding ways to reduce waste, increase efficiency, promote social equity, and protect natural resources.

Ultimately, sustainability is about creating a world that is healthy, equitable, and prosperous for all people, now and in the future. It is a complex and ongoing process that requires the active participation of individuals, organizations, and governments at all levels to create a more sustainable world.

CHAPTER-2

What are sustainable business practices?

Sustainable business practices refer to business operations and strategies that prioritize economic, environmental, and social sustainability. It involves balancing the need for economic growth and profitability with environmental protection and social responsibility.

Sustainable business practices include a wide range of activities, such as:

1. Reducing environmental impact: Businesses can reduce their environmental impact by adopting energy-efficient technologies, reducing waste, and using sustainable materials and processes.
2. Promoting social responsibility: Businesses can promote social responsibility by promoting fair labor practices, providing safe and healthy working conditions, and contributing to social development initiatives.
3. Engaging stakeholders: Businesses can engage with stakeholders such as employees, customers, suppliers, and communities to build trust and foster a culture of sustainability.
4. Adopting sustainable supply chain practices: Businesses can promote sustainability in their supply chains by sourcing materials from sustainable sources, reducing waste, and promoting ethical labor practices.
5. Incorporating sustainability into business strategy: Businesses can incorporate sustainability into their overall business strategy by setting sustainability goals and targets, measuring their environmental and social impact, and reporting on their sustainability performance.
6. Overall, sustainable business practices seek to balance the economic, environmental, and social aspects of business to promote long-term sustainability and resilience. By adopting sustainable business practices, companies can reduce their environmental impact, promote social responsibility, and create long-term value for all stakeholders.

WHY DO WE NEED SUSTAINABLE BUSINESS PRACTICES?

We need sustainable business practices for several reasons, including:

1. **Environmental protection:** Sustainable business practices can help to reduce the impact of human activities on the environment. This includes reducing greenhouse gas emissions, conserving natural resources, and protecting ecosystems.
2. **Social responsibility:** Sustainable business practices can help to promote social responsibility by ensuring fair labor practices, safe working conditions, and ethical business practices.
3. **Economic benefits:** Sustainable business practices can lead to economic benefits by reducing costs, improving efficiency, and creating new business opportunities.
4. **Long-term sustainability:** Sustainable business practices prioritize long-term sustainability over short-term profits, ensuring that businesses can continue to operate and thrive for many years to come.
5. **Reputation and brand building:** Adopting sustainable business practices can help to enhance a company's reputation and brand, which can lead to increased customer loyalty and trust.
6. **Regulatory compliance:** Sustainable business practices can help companies comply with environmental and social regulations, reducing the risk of fines and penalties.
7. **Future-proofing:** Sustainable business practices can future-proof companies by preparing them for changes in consumer preferences, market trends, and regulatory requirements.

Overall, sustainable business practices are essential for creating a more sustainable and equitable future. By prioritizing environmental, social, and economic sustainability, businesses can help to create a world that is healthy, resilient, and prosperous for all.

How can we implement these practices ?

Practicing business sustainability is essential for companies to thrive in the long term while contributing to a better future for the planet and society. Here are some key ways that companies can practice business sustainability:

1. Conduct a sustainability assessment: Conducting a sustainability assessment is an essential first step in understanding the company's impact on the environment and society. This assessment can identify areas where the company can make improvements in sustainability, such as reducing carbon emissions or waste, improving energy efficiency, or addressing social and ethical issues in the supply chain.
2. Set sustainability goals: Based on the results of the sustainability assessment, companies should set clear and measurable sustainability goals. These goals should be aligned with the company's overall mission and values and should address the most pressing sustainability issues identified in the assessment.
3. Adopt sustainable business practices: Once sustainability goals have been set, companies should adopt sustainable business practices that support these goals. This can include reducing energy consumption, using renewable energy sources, minimizing waste generation, promoting sustainable transportation, and implementing sustainable supply chain practices.
4. Promote sustainable products and services: Companies should also promote sustainable products and services to consumers. This can involve designing products that are more energy-efficient, using sustainable materials, and promoting circular economy practices, such as reuse and recycling.
5. Engage stakeholders: Engaging stakeholders, such as customers, employees, suppliers, and local communities, is an important aspect of practicing business sustainability. Companies should communicate their sustainability goals and progress, listen to stakeholder feedback, and collaborate with stakeholders to identify new opportunities for sustainability.
6. Monitor and report sustainability performance: Regular monitoring and reporting of sustainability performance are essential for tracking progress and identifying areas for improvement. Companies should establish metrics and key performance indicators (KPIs) to measure sustainability performance and report on progress publicly to stakeholders.
7. Continuous improvement: Finally, companies should strive for continuous improvement in sustainability performance. This can involve setting increasingly ambitious sustainability goals, implementing innovative sustainability practices, and staying up-to-date with the latest sustainability trends and best practices.

In conclusion, practicing business sustainability is essential for companies to meet the needs of the present without compromising the ability of future generations to meet their own needs. By conducting a sustainability assessment, setting sustainability goals, adopting sustainable business practices, promoting

sustainable products and services, engaging stakeholders, monitoring and reporting sustainability performance, and striving for continuous improvement, companies can build a more sustainable future for themselves and for the planet.

Companies that are using sustainable business practices

There are many companies in India that are actively practicing sustainable business practices. Here are a few examples:

1. **Infosys:** Infosys, a global IT services company, has set a goal to become carbon neutral by 2040 and has implemented various initiatives to reduce its carbon footprint, including using renewable energy, reducing energy consumption in buildings, and promoting sustainable transportation.
2. **Tata Group:** Tata Group, one of India's largest conglomerates, has integrated sustainability into its business strategy and operations, and has set ambitious targets to reduce its environmental impact and promote social responsibility. The group has also established a Sustainability Council to oversee and guide its sustainability initiatives.
3. **ITC Limited:** ITC Limited, a diversified conglomerate with businesses in consumer goods, hotels, paper and packaging, and agriculture, has implemented various sustainable practices, including reducing greenhouse gas emissions, promoting sustainable agriculture, and supporting rural development.
4. **Mahindra Group:** Mahindra Group, a leading Indian conglomerate with businesses in automobiles, aerospace, and defense, has made sustainability a core part of its business strategy and has set a goal to become carbon neutral by 2040. The group has also launched various initiatives to promote sustainable mobility, renewable energy, and social responsibility.
5. **Hindustan Unilever Limited:** Hindustan Unilever Limited, a subsidiary of Unilever and one of India's largest consumer goods companies, has implemented various sustainable practices, including reducing its

environmental impact, promoting sustainable sourcing, and supporting social and economic development in local communities.

These are just a few examples of the many companies in India that are practicing sustainable business practices. Many other companies in India are also implementing sustainable initiatives and are making efforts to reduce their environmental impact and promote social responsibility.



CHAPTER – 3

REVIEW OF LITERATURE

Sustainable business practices have become increasingly important in today's world due to the growing concern about environmental degradation, social inequality, and economic instability. Sustainable business practices refer to strategies that organizations adopt to ensure they operate in a manner that does not deplete natural resources, harm the environment, or compromise social and economic well-being.

A considerable body of literature exists on sustainable business practices, and researchers have explored why organizations adopt these practices and the ways of implementing them. In this review, we will discuss the reasons for adopting sustainable business practices and the different ways of implementing them, as well as some of the past research papers that have explored this topic.

One of the primary reasons organizations adopt sustainable business practices is to reduce their environmental impact. This is because organizations recognize the importance of preserving natural resources and reducing carbon emissions, which are key drivers of climate change. By implementing sustainable business practices, organizations can reduce their carbon footprint, conserve energy and water, and reduce waste. For example, companies can adopt practices such as using renewable energy, recycling, and reducing packaging waste to reduce their environmental impact. Another way is through eco-innovation, which involves developing products or services that are environmentally sustainable. This can be achieved through the use of renewable materials, designing products that can be reused or recycled, and reducing the environmental impact of production processes.

Finally, organizations can also implement sustainable business practices by engaging with stakeholders, including customers, employees, suppliers, and local communities. This involves adopting practices that promote transparency, accountability, and social responsibility. For example, companies can engage with customers through sustainability reporting and customer surveys, and engage with suppliers through sustainable sourcing policies.

Several past research papers have explored sustainable business practices. For example, Hahn and Kühnen (2013) conducted a study on the adoption of environmental management systems (EMS) in German companies. The study found that companies that adopted EMS achieved higher levels of eco-efficiency and that the adoption of EMS was positively associated with financial performance.

Another study by Wu et al. (2017) explored the relationship between corporate social responsibility (CSR) and financial performance. The study found that there was a positive relationship between CSR and financial performance, indicating that companies that adopted sustainable business practices were more likely to perform well financially.

Finally, a study by Bocken et al. (2014) explored the implementation of sustainable business models in organizations. The study found that organizations that implemented sustainable business models were more likely to achieve sustainable outcomes and were more likely to be successful in the long term.

In conclusion, sustainable business practices are becoming increasingly important in today's world due to the growing concern about environmental degradation, social inequality, and economic instability. Organizations adopt sustainable business practices to reduce their environmental impact, improve their social impact, and achieve long-term sustainability. The implementation of sustainable business practices can take several forms, including eco-efficiency, eco-innovation, and stakeholder engagement. Past research papers have explored different aspects of sustainable business practices and have found that adopting these practices can be positively associated with financial performance and long-term success.

CHAPTER-4

RESEARCH METHODOLOGY

Objective of the study:

PRIMARY OBJECTIVES

1. Understanding the what are sustainable business practices
2. Understanding the need of these practices
3. Understanding the ways of implementing the practices
4. Studying the growth of the sustainable business practices in India

RESEARCH DESIGN

A study's research design serves as a bridge between what has been established and what must be done to accomplish the goal. In this study, a descriptive research design was employed.

METHODS OF DATA COLLECTION

PRIMARY SOURCE

Data that is gathered firsthand, directly from the source, is referred to be a primary source. Interviews and discussions with managers and employees served as the preliminary steps in this process. The primary data was gathered via a structured, unmasked questionnaire.

B.SECONDARY SOURCE

The term "secondary data" refers to information that has already been gathered by someone else for a different reason. It consists of the following: the company website; the internet; manuals, research papers, and books. Secondary source of data collection was done to gain a clear insight of the topic.

CHAPTER – 5

Growth of sustainable business practices in India

Sustainable business practices have been gaining momentum in India in recent years. The growing awareness of environmental and social issues, coupled with the increasing demand from consumers and investors for sustainable products and services, has led to a significant growth of sustainable business practices across the country. Here are some key factors contributing to the growth of sustainable business practices in India:

1. Government initiatives: The Indian government has launched several initiatives to promote sustainable development, including the National Action Plan on Climate Change and the Swachh Bharat Abhiyan (Clean India Mission). These initiatives provide policy support and financial incentives to businesses that adopt sustainable practices.
2. Increasing consumer awareness: Consumers in India are becoming more aware of environmental and social issues and are increasingly demanding sustainable products and services. This has led to a growing market for sustainable goods and services, encouraging businesses to adopt sustainable practices.
3. Investor pressure: Investors are also putting pressure on businesses to adopt sustainable practices, as they recognize the potential financial risks and opportunities associated with sustainability. This has led to a growing trend of sustainable investing in India, with many investors seeking to invest in companies with strong sustainability practices.
4. Corporate social responsibility (CSR): The Indian Companies Act of 2013 requires companies to spend a certain percentage of their profits on CSR activities. This has encouraged many companies to invest in sustainable development projects and adopt sustainable practices as part of their CSR initiatives.

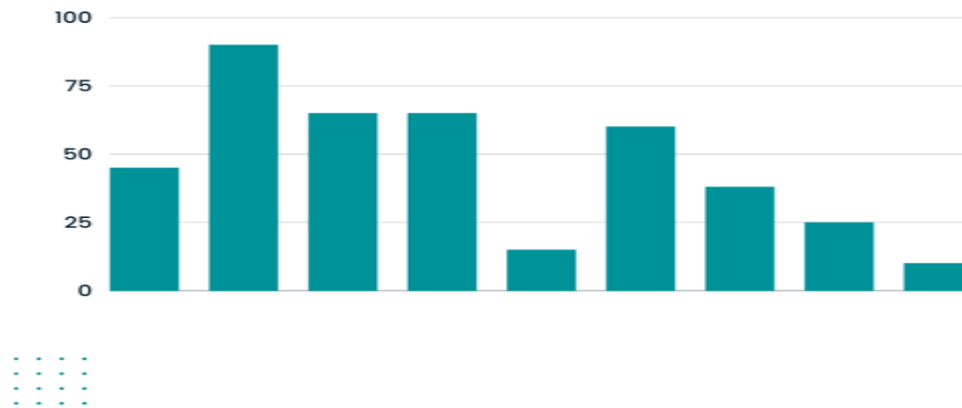
5. Sustainable supply chain practices: Many Indian companies are adopting sustainable supply chain practices, such as sourcing from local suppliers, reducing waste, and promoting ethical labor practices. This has helped to create a more sustainable and resilient supply chain ecosystem in India.

6. Renewable energy adoption: India has set ambitious targets for renewable energy adoption, with a goal of achieving 175 GW of renewable energy capacity by 2022. This has led to a growing trend of businesses adopting renewable energy sources, such as solar and wind power, to meet their energy needs.

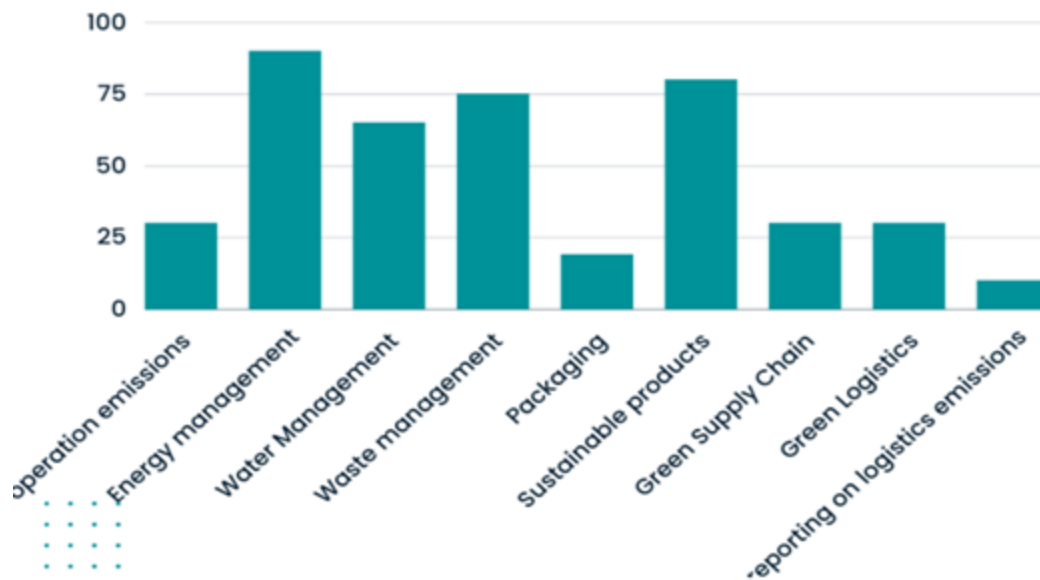
7. Sustainable agriculture practices: India is a major agricultural producer, and many companies are adopting sustainable agriculture practices to promote soil health, reduce water use, and promote biodiversity. This has led to a growing trend of organic farming and agroecology in India.

Overall, the growth of sustainable business practices in India is a positive trend that is contributing to a more sustainable and resilient economy. By adopting sustainable practices, businesses can reduce their environmental impact, promote social and economic development, and create long-term value for their stakeholders. However, there are still challenges to overcome, such as the need for greater awareness and education on sustainable practices, the lack of access to financing for sustainable projects, and the need for stronger regulatory frameworks to promote sustainability. Nevertheless, the growth of sustainable business practices in India is a positive trend that is likely to continue in the coming years.

2019



2020



CHAPTER -6

ANALYSIS AND FINDINGS

This study's primary goal is to assess how sustainable business practices have helped and are being adopted by the different companies to prioritise long term sustainability. Here are some of the findings of the study .

There are many benefits of sustainable business practices, including:

1. **Cost savings:** Sustainable business practices can lead to reduced energy and water consumption, less waste generation, and more efficient use of resources, which can result in cost savings for the organization.
2. **Improved reputation:** Companies that adopt sustainable practices can improve their reputation and enhance their brand image among customers, investors, and other stakeholders who value social and environmental responsibility.
3. **Increased competitiveness:** Sustainable practices can help businesses to stay competitive by differentiating themselves from their peers, attracting and retaining customers and employees, and accessing new markets and opportunities.
4. **Regulatory compliance:** Many countries have regulations that require businesses to comply with environmental and social standards, and sustainable practices can help organizations to meet these requirements.
5. **Reduced risks:** Sustainable business practices can help organizations to mitigate risks associated with climate change, resource scarcity, and other environmental and social factors that could impact their operations and supply chains.

6. Enhanced employee engagement: Employees are often more engaged and motivated when they work for a company that is committed to sustainability, which can lead to higher productivity, lower turnover rates, and a more positive work culture.

7. Positive impact on society and the environment: Sustainable business practices can have a positive impact on society and the environment by reducing pollution, conserving resources, and promoting social and economic development.

Overall, sustainable business practices can provide numerous benefits for businesses, society, and the environment, and are increasingly seen as essential for long-term success and resilience.

While there are many benefits to sustainable business development, there are also some potential cons to consider. Here are a few:

1. Higher costs: Sustainable practices can require higher upfront investments, such as the installation of renewable energy systems or the implementation of sustainable supply chain practices, which may increase costs in the short term.

2. Limited availability of sustainable options: In some cases, sustainable options may not be widely available or accessible, which can make it difficult for businesses to implement sustainable practices.

3. Complexity of sustainability issues: Sustainability issues can be complex and multifaceted, and businesses may struggle to fully understand and address all of the social and environmental impacts of their operations.

4. Regulatory challenges: Sustainable practices can be subject to regulations and standards, which can create additional compliance requirements and administrative burdens for businesses.

5. Potential for greenwashing: Some businesses may engage in greenwashing, which is the practice of making false or misleading claims about their sustainability efforts, in order to appeal to consumers or investors.

6. Limited consumer demand: While consumer demand for sustainable products and services is growing, it may still be limited in some markets, which can make it difficult for businesses to justify the costs of sustainable practices.

Overall, while the cons of sustainable business development should be considered, it is important to recognize that many of these challenges can be addressed through effective planning and implementation, and that the long-term benefits of sustainable practices can outweigh the costs.

CHAPTER-7

LIMITATIONS OF THE STUDY

It is a quick study that was completed in a short amount of time. One needs a lot of knowledge to understand the depth. This study, like many other research endeavors, has a lot of opportunity for improvement. The study's main limitations are listed below.

- The companies that have been used in this research paper did not have a lot of information on their webpage .
- Business sustainable practices is still a budding concept , so not many companies have implemented this concept . But it will be the new future .

CHAPTER-8

CONCLUSION

An essential component of human resource management is training and development. For improved performance, it is crucial for an organisation to hire capable and skilled workers, and workers are more competent when they possess the necessary knowledge and abilities. Employees would have possibilities through training and development to improve their career prospects and status within the company. As a result, this study's goal is to examine how training and development affect employee performance. The HR department regularly hires qualified individuals from a wide range of sources and offers training to meet international challenges. Through a variety of HR initiatives and training programs, they maintain talent within the company, ensuring that performers have a clear career path, and help them operate more effectively and efficiently.

The corporate sector must actively participate in and contribute to sustainable development.

The world community will only accomplish sustainable development through partnerships that lead to coordination and cooperation among the important stakeholders, including governments, NGOs, international organisations, and the business sector. Business involvement to date

Decision-making and the development agenda have been constrained. Business participation has typically

been primarily restricted to philanthropy and corporate social responsibility (CSR) issues. But nowadays, more and more companies are choosing sustainable methods and adopting sustainable values and tenets. This is a tendency that will continue, particularly when the macroenvironment shifts in support of sustainable growth. For instance, the "World Bank committed itself to cease funding new oil and gas exploration from 2019" during the One Planet Summit. Also announcing that they will be "divesting from fossil fuel projects, with a particular focus upon reducing their exposure to coal," were the bank ING and the international insurance giant AXA. Similar to this, the UK government has planned to outlaw the sale of diesel and petrol vehicles starting in 2040. This choice was made public in 2017. Additionally, the French government "passed legislation banning all oil and gas exploration in its territories by 2040 and pledged that existing drilling permits will not be renewed when they expire and that no new exploration licences will be

granted, with immediate effect." The Indian government published a notification of the E-Waste Management Rules on 2016. The "rules brought the producers under Extended Producer Responsibility (EPR), along with targets, for the first time." Likewise, in order to "improve compliance and strengthen the implementation of environmentally sound management of biomedical waste," the Indian government updated the Bio-Medical Waste Management Rules in 2018. It is now time for the corporate sector to similarly position itself favourably for the sustainability journey as the global society grows more conscious and demanding regarding social and environmental sustainability.

CHAPTER-9

RECOMMENDATIONS

1. Embrace circular economy: Businesses can adopt a circular economy approach that focuses on reducing waste, reusing materials, and recycling products. This approach can help to reduce the environmental impact of business operations while creating new business opportunities.
2. Invest in renewable energy: Businesses can invest in renewable energy sources such as solar and wind power to reduce their reliance on fossil fuels and reduce greenhouse gas emissions.
3. Promote sustainable supply chain practices: Businesses can promote sustainable supply chain practices by sourcing materials from sustainable sources, reducing waste, and promoting ethical labor practices. This can help to improve the sustainability of the entire value chain.

CHAPTER-10

REFERENCES

1. Assessing Low Carbon Transition. (n.d.). Retrieved June 6, 2020, from <https://actinitiative.org/resources-2/>
2. B Corporation. (n.d.). Retrieved May 18, 2020, from <https://bcorporation.net/>
3. Beal, D., Eccles, R., Hansell, G., Lesser, R., Unnikrishnan,
4. S., Woods W., & Young, D. (2017). Total societal impact: A new lens for strategy. Retrieved February 10, 2020, from <https://www.bcg.com/en-in/publications/2017/total-societal-impact-new-lensstrategy.aspx>
5. Biomimicry Institute. (n.d.). Retrieved January 9, 2020,
6. from <https://biomimicry.org/>
7. Bocken, N. M., Short, S. W., Rana, P., & Evans, S.
8. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production*, 65, 42-56.
9. Brezet, H., & Hemel, C. V. (1997): EcoDesign: A promising approach to sustainable production and
10. consumption. France, United Nations Environment Programme, Industry and Environment, Cleaner Production.
11. Callan, M. (2012). What do we know about the private sector's contribution to development? Development Policy Centre Discussion Paper 11. Canberra:
12. Crawford School of Economics and Government,