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# **Strategy for Implementation of Green Management System to Achieve Sustainable Improvement for Eco friendly Environment, Globally**

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**Abstract:** In this paper, we analysed the potential of green management implementation in the working environment as all over the world protecting the environment is a major concern, due to the depletion of major green resources very fast, So green technology activities on green management as part of corporate social responsibility to implement the green management system within an organization level.

This introduction of firm characteristics could simultaneously influence green systematic efforts are to reduce waste, planting trees, reducing natural resources as well as pollution reductions and thereafter monitoring systems of continuous basis to the objectives for positive results for all stakeholders

**Keywords:** Green Management, Environment, Green Resources, Green Project Implementation, EMS, Green Project, Environmental Standards

## **I INTRODUCTION**

Green management is a social corporate responsibility for today's corporate world due to many reasons affecting the mankind and environment. We know that the core business models keep on changing with trend in technology globalization, demographics and other factors will influence organizational structures and cultures. Many studies have been undertaken to explore the future of society, the environment, business and even the workplace. Our challenge was to focus explicitly on the implementation context and the impact on people, their work and systems that make the goal achievable. The major challenge is people management and knowledge to incorporate the system effectively with change management in people attitude and acceptance permanently. Companies develop a powerful social conscience and green sense of responsibility. Consumers demand ethics and environmental credentials as a top priority. Society and business see their agenda align.



**Fig 1: I am with Green**

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## A. DEFINITION OF GREEN MANAGEMENT

Green technology or clean technology is the application of the environmental science to conserve the natural environment and resources, Sustainable development is the core of this, and sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs

## B. UNDERSTANDING THE IMPORTANCE OF GREEN MANAGEMENT

What do we understand by green, and what is green management, from the corporate angle definitely related to the *environmental policy* establishment, which will enhance the corporate environmental performance through application of green technology activities over continues basis to benefit both the internal as well as external stakeholders. An understanding of the causal relationship between green management and corporate environmental performance such as green technology activities is highly important for environmental policy. The environmental performance such as technological environmental innovations could actually influence green management. Several companies have installed eco-friendly plants and adopted practices that will benefit the environment

## II. LITERATURE REVIEW

The empirical literature on green management and corporate environmental performance can be categorized into studies concerning the determinants of green management, 5 studies examining the influence of green management on environmental performance in general, and studies considering the effect of green management on technological environmental innovations (which in turn can be interpreted as specific kinds of corporate environmental performance). The studies consider the determinants of a certified EMS such as ISO 14001 or EMAS (*Biondi et al.*, 2000; *Halkos and Evangelinos*, 2002; *Nakamura et al.*, 2001). We can make out that green management less importance for environmental policy than the green technology activities such as technological environmental innovations because green management measures alone do not guarantee an improvement in environmental performance, for example, with regard to pollution abatement. Therefore, a preoccupation of regulators when substituting environmental mandatory command and control regulations by such no mandatory measures is that they could be used as a fig leaf as there usually are no control mechanisms (*Gunningham and Sinclair*, 1998).

In a study considering only EMAS certified firms, *Rennings et al.* (2006) show a positive influence of the maturity of EMS on environmental process innovations. Other Studies such as *Frondel et al.* (2004; 2006) and *Johnstone et al.* (2005) which do not apply such restricted data find a positive effect of some green management measures on technological environmental innovations. *Ziegler and Rennings* (2004) and *Rehfeld et al.* (2006) find that green EMS, life-cycle assessment activities, or waste disposal measures have a positive effect on future environmental product or process innovations

## A UNDERLINING BACKGROUND ON GREEN MANAGEMENT STRATEGY

The environmental protection laws in India have become stringent

Most people have not heard about the pending Cap and Trade proposal that came out of the Congressional Budget Office (CBO) in February of 2008. Essentially, it is calling for a "GREEN TAX" on every single business based on a complex calculation of the carbon dioxide emissions that occur when you use any form of energy ... including turning on a light, heating your facility, or travelling to your next meeting. If you were listening to the presidential campaign statements of Barack Obama, you would have heard him talk in clear and certain terms that the Cap and Trade program must be installed which will mean, among other issues, a shocking rise in the price of electricity. What the CBO proposal maps out is far more sweeping than taxes and fees levied on the electric companies. It will affect travel, heating, lighting, machinery, vehicles, and every other activity that can be traced back to fossil fuels. Prime Minister Gordon has already announced his plans for a Green Tax on all carbon-based services in 2006. Obama is likely to find an ally in his Green agenda as well as Al Gore. In the end, this will be a financial cost that businesses cannot long ignore

Whether we accept global warming or not, the government did declared enemy for the same through carbon dioxide emissions that come from every activity of business. It is not enough to install CFLs. Going Green is a very serious challenge we all face, and business is not excluded

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## III. APPROACH TO GREEN MANAGEMENT IMPLEMENTATION

### A: MODEL FOR SUSTAINABLE IMPROVEMENTS (STAGE 1)

As green technology activities were simultaneously more likely to be realized by already environmentally active firms, green management measures would not need separate public support. So a Model is needed to sustain this improvement activity.

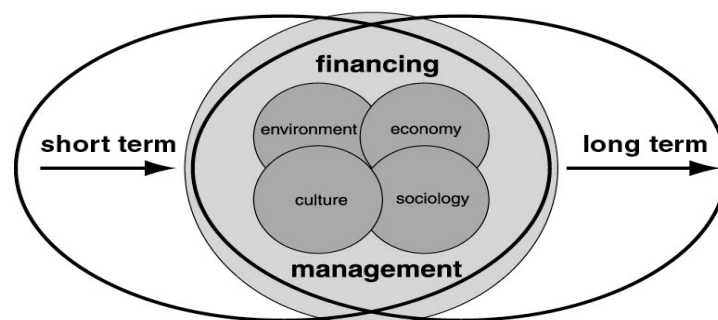


Fig 2 : Model for Sustainable Improvement

### A GET MANAGEMENT SUPPORT

*“Management support will make an enormous difference to successfully introducing a green office program to any organization”.*

So as a first step, you will need to gain the support of top management or company owners. Every organization is a bit different so you will need to modify these ideas to make them work for you.

Determine which decision-makers need to support your program, which has the ability to make decisions about operations, purchasing, products, packaging, and services. Example: Usually it's the chief executive officer, managing director, owner or other senior managers.

### B. START WORKING WITH GREEN MANAGEMENT (STAGE 2)

Gather together relevant information, there is plenty of support material to validate your aim to reduce waste and pollution, to conserve resources and to improve your social responsiveness. Point out that if these issues aren't addressed voluntarily today, they may have to be regulated for in the future.

- Show how your organization is contributing to these problems. For example, gather the facts on how much waste you generate and what it costs to dispose of it,
- Make a short video or take photographs, e.g. waste generated, lights left on, dirty storm water drains, smoky vehicles etc. from around your premises. Show video of other companies, who did lots of Saving in energy, saving through purchasing, saving through recycling.
  - Emphasize the economic benefits, morale improvements, marketing advantages or public profile gains that your competitors may be realized through their efforts. Don't let your company be a laggard! Indicate likely reactions by customers, board of directors, and stakeholders.
- Determine how key groups will respond to changes in your products, packaging, and improved internal operations and on human rights issues related to the environment.
- Continues efforts with Persistence and Patience.
- Get Staff Support, once you have management approval you're next mission is to get staff buy-in, where staff may be asked to change the way they currently work to obtain their vital support.
  - Distribute information on the environment and the general impacts their work practices.
  - Organize a fun and informative presentation to your staff.

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## C. UNDERSTAND THOROUGHLY THE AGENDA OF GREEN MANAGEMENT (STAGE 3)

When we approach the agenda on green management various questions prop up in mind of any corporate personnel. Which need to be addressed before stepping positively on these issues for enhancing confidence of all stakeholders and long lasting efforts on implementation?

- What is legally required?
- What is cost benefit?
- What are others doing?
- What standards could you achieve?

You may need a policy framework that covers both operational management as well as one for working with suppliers. Environmental policies can be incorporated into health and safety policies, as the two issues are interrelated, and from a sustainability policy. Many companies are adopting environmental policies and are striving for sustainable development, zero waste or for zero pollution because it is part of good business. Contact the Businesses for Social Responsibility for information on socially responsibility in business

Focus on following issues during the framing of policies

- How could you respond to the challenges of the future? By choosing to operate in a more environmentally and socially responsible way.
- Offer products or services with integrity Avoid waste and pollution save money through efficiencies.
- Improve your organization's image support other businesses that are 'doing the right thing' by avoid supporting socially unacceptable organizations (e.g. Child Labour, exploitation of resources and cultures, cruelty to animals, promotion of alcohol, gambling, cigarettes etc.).Develop respectful and supportive relationships with suppliers.
- Formulate a series of rules, values or policies to offer your staff a better work environment

## D. FORMULATE GREEN MANAGEMENT PLAN (STAGE 4)

This is most crucial of all stage, as this involve setting strategies to bring about high impact changes in the organization and also providing simultaneous attention to critical aspects of the current situation.

This can happen only when basis awareness and underling on the green management planning is available

- Grantee resources regarding quantity, timeliness and manner
- Bring up to date the legal frameworks and strengthen current regulations
- Permanent communication campaigns and environmental education
- Transparency and accountability
- Legal , Statutory and regulatory requirement
- Approved Funds , and limits of resources
- EMS 14001 Standard
- 

## E: IMPLEMENTATION GREEN MANAGEMENT (STAGE 5)

In any corporate sector, implementation phase is most crucial from point of persons acceptance at bottom-line and their coordination on same with confidence with top management. This can be overcome by top management through.

- Distribute the policies to concern responsible persons and link them to their objective ( measurable), and then monitor its implementation on a continuous basis and provide constant support until positive results obtained
- Provide information on all aspects of working with transparency Example: Logo, equipment to be used, legal requirements.. etc.
- The target date that action should be done by the resources required to complete the activity.

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## **F: MONITORING IMPLEMENTATION, AND TAKE SUITABLE ACTION FOR SUSTAINED IMPROVEMENT (STAGE 6)**

The implementation of green management systems needs a very close monitoring to ensure that Green Management is accepted with coordination until it becomes part of daily working culture in the organization. This can be achieved by ..

- Obtain feedback from staff on progress and bottlenecks.
- Establish the process of analysing and reporting results of any program tends to be done on a regular, monthly, six-monthly or yearly basis.
- Conduct Environment audit, check deviations and take suitable actions.
  - Try to track resource use (paper, energy, water etc.) in a consistent manner. Is it working?
  - If things aren't going so well, find out what are the problems , fix them
- Review your policies, plans and performance in the light of the new information on legislation, advances in science, market changes.
- Staff and stakeholders are formally informed through regular updates and an annual environmental or sustainability report
- 

## **IV: CHALLENGES TO BE FACED DURING GREEN MANAGEMENT PROJECT**

Organization did have corporate strategy to implement , with full management support still , green management project did faced lots of challenges from people focus and workforce due to lack of current expertise in green businesses.

Some more challenges are mentioned below.

- Local funding is minimal and entry barriers can be high
- Little current demand for green investment would require additional focused marketing
- Job creation would require major training, and the influx of those with experience abroad.
- Investors' interest in "fast" money rather than sustainable long-term investment in people, the environment and the local economy.
- If green investments occur they are usually exclusive and cater to a confined community, which limits the benefits reaped, as these kinds of practices must be adopted collectively for significant measurable results.

## **V: STANDARD AVAILABLE IN MARKET**

The facilities which are certified according to the EMS standard 14001, developed by the non-governmental "International Organization for Standardization" (ISO), reduce more pollution emissions than noncertified ones as the EMS 14001 certification improves the compliance with environmental regulations. I.e., environmental product and process innovations, as specific kinds of technological innovations consist of new products and processes to avoid or reduce the environmental burden.

EMAS provides registered organisations with the following six performance indicators: Energy efficiency, Material efficiency, Water, Waste, Biodiversity, and Emissions. In its environmental statement, the organisation sets into relation input and output for each indicator; i.e. energy consumption per product produced. The indicators make a statement about an organisation's process efficiency and effectiveness. They are indicators of inputs and outputs that can identify savings and contribute to an organisation have cost reduction, in particular through increased resource efficiency. Surveys show that EMAS registrations can result in significant reductions in material and energy consumption – particularly in resource-intensive sectors. The generated cost reductions then outweigh the implementation costs of EMAS.

Green management measures such as certified EMS, environmental labelling of products, life-cycle assessment activities, or waste disposal measures require investments of financial resources and personnel firms with environmental capabilities will undertake them more easily.

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### A. GLOBALLY LEADERSHIP IN ADOPTING THE STANDARD.

Germany can be considered a leader in the promotion of products related green management, measures due to the highest certifications per million habitants that is a 4320 certification on EMS 14001.

We can see the outlay for supporting the Green innovation per sector by the multinational Philips as below.

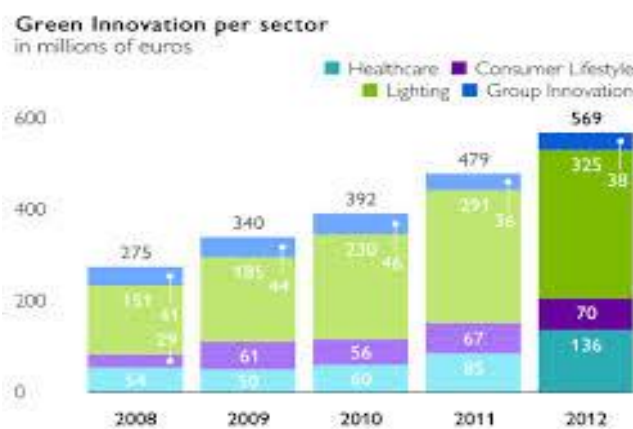


Fig 3 : [www.annualreport2012.philips.com](http://www.annualreport2012.philips.com)

### VI. BENEFIT OF IMPLEMENTATION OF GREEN MANAGEMENT

- Efforts to green management will automatically translate into positive public relations and better sales.
- Paper budget, Energy consumption electricity consumption reduced.. etc. Example : sustaining waste reduction efforts on.
- Staying ahead of legislation & adding value to national & local policy.
- Improved savings in purchasing (e.g. Stationary costs printing costs, postage etc.)
- Improved staff morale & public image.
- Better relationships with suppliers and the local community. Emphasize the economic benefits, morale improvements, marketing advantages or public profile gains that your competitors may be realized through their efforts
- 

### VII: HOW GREEN MANAGEMENT SYSTEM ADOPTED IN CORPORATE SECTOR

#### A. SUZLON ENERGY

The world's fourth largest wind-turbine maker is among the greenest and **best Indian companies** in India. Tulsi Tanti, the visionary behind Suzlon, convinced the world that wind is the energy of the future and built his factory in Pondicherry to run entirely on wind power. Suzlon's corporate building is the most energy-efficient building ever built in India.

#### B. ITC LIMITED

ITC introduced 'ozone-treated elemental chlorine free' bleaching technology for the first time in India. The result is an entire new range of top green products and solutions: the environmentally friendly multi-purpose paper that is less polluting than its traditional counterpart.

#### C.TATA METALIKS LIMITED :

TML one of the top green firms in India. Lights are switched off during Saturdays with the entire office depending on sunlight.



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## D. INDUSIND BANK :

IndusInd opened the country's first solar-powered ATM and pioneered an eco-savvy change in the Indian banking sector.

## E. HCL TECHNOLOGIES:

HCL is treated as icon of Indian Green initiatives' due to the Go Green steps. HCL is committed to phasing out the hazardous vinyl plastic and Brominated Flame Retardants from its products and has called for a Restriction on Hazardous Substances legislation in India.

## F. THE ENTIRE AUTOMOTIVE SECTOR IS WORKING ON HYBRID CARS:

The first hybrid car that was launched in India came from one of the leading automobile manufacturing company, Honda India. Honda Civic Hybrid is the first hybrid car of India. The car is eco-friendly and at the same time is fuel-efficient, it also has Zero emissions.

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## BIOGRAPHY

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He is currently pursuing the final year of Bachelors of technology degree in the field of Mechanical Engineering in Sreenidhi Institute of Science and technology, Hyderabad (An autonomous institute under JNT University). His vision to create pure energy without the emission of any harmful by-products has led him to venture into the field of Green Management. He believe in his dream of creating clean and sustainable energy comes true in the near future.

### Rithwick Mosalikanti<sup>2</sup>

He is currently in the final year of Bachelors of technology degree in the field of Mechanical Engineering in Sreenidhi Institute of Science and technology, Hyderabad (An autonomous institute under JNT University). He undertook a course on 'Introduction to Sustainability' by University of Illinois, Urbana Champaign and will receive statement of accomplishment by the end of October 2013. These courses eventually drew his interests in the research field of Green Management.

### Rahul Jacobi<sup>3</sup>

He is currently in his final year of his undergraduate studies; he is pursuing Mechanical engineering in Sreenidhi Institute of Science and Technology, Hyderabad, Andhra Pradesh. His objectives being to bridge the gap between science and technology and to one day provide limitless clean, green energy to the world.

### Sai Prasad Chinthala<sup>4</sup>

He is a current student of Sreenidhi Institute of Science and Technology pursuing BTech in Mechanical engineering. His interest is to publish an article on green management. So that, it creates awareness in people how important it is fundamentally to corporate.

### B Siddarth<sup>5</sup>

He is a current student of Sreenidhi Institute of science and Technology pursuing BTech in Mechanical engineering. He is interest in publishing an article on green management as it is very essential these days.