

A Study on Green Sustainability in Indian Corporates

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ABSTRACT: *Preserving the environment is a critical concern that has permeated every aspect of government. Consumers are more concerned about global warming and other environmental issues. This necessitates that companies evaluate the effectiveness of their green initiatives. In the midst of the global environmental crisis due to global warming, it is essential for corporate entities to put themselves on a path to sustainable development. Protecting and minimizing the wastage of natural resources is facilitated by going green in corporate governance. The term "green initiatives" encompasses a broad variety of pursuits, such as modifying goods, manufacturing methods, packaging, and advertising to reduce waste and create a more environmentally friendly and healthy workplace. The purpose of this study is to examine the many environmental initiatives being undertaken by India's largest corporations and to explore the ways in which these businesses are forging a green reputation for themselves.*

KEY WORDS: *Green Initiatives, green products, green advertising, green processes, sustainability.*

INTRODUCTION

Businesses have been making efforts against global warming for some time now. Decarbonizing business operations and the supply chain is now widely accepted as a moral and financially sound practise by multinational organisations throughout the globe. Customer satisfaction, employee well-being, and the planet's continued existence are all at stake. India has committed to being carbon neutral by the year 2070, and this goal has received widespread support from businesses, individuals, and organisations. In order to meet climate goals, people need to make changes to the way they live. In the wake of the pandemic, consumers have changed their own purchasing habits toward goods and services derived from nature in an effort to mitigate the effects of pollution, climate change, and the loss of biodiversity; in turn, businesses have made these products extra environmentally friendly to appeal to this new market.

In the current world, businesses need to have environmentally friendly goods, practice environmental protection, and adhere to a green mindset, say Saxena and Khandelwal (2012). Many businesses have not made preventing environmental damage a top priority. Businesses now need to adopt a model that considers the wider impacts of their operations on society and the planet. If a business doesn't care about the well-being of its employees, customers, and the planet, it might expect pushback from locals. In such a situation, businesses aren't concerned with their long-term accountability and instead depend on eco-friendly marketing. Intelligent businesses may reframe environmental challenges as opportunities to increase profits and better serve customers. Companies may boost profits by catering to consumer demand for environmentally friendly goods and practises by adapting to emerging market trends and challenges. Whether or not customers appreciate the company's sustainable marketing efforts may make or break the company's brand image and reputation. Companies that engage in corporate social responsibility in terms of producing goods are growing in favour with both customers and investors. Usually, their enterprises take precedence above everything else (Susanto, 2007). Businesses that care about the environment and their impact on society usually have a positive public image.

LITERATURE REVIEW

According to the American Marketing Association (AMA), "green marketing" is a strategy for promoting goods that are generally accepted as being environmentally friendly. Produces eco-friendly goods, modifies production processes, packaging, and advertising (Murthy, 2010), and operates in an ethical manner overall.

According to Seth and Khan (2015), "green marketing" combines ethics and CSR to make businesses better corporate citizens. There are five main tenets that make up the Green Marketing Orientation/GMO: greening, supply chain management, green policy strategic efforts, progressive sustainable energy, and green marketing innovation. Because consumers are becoming more

conscious of environmental and social justice concerns, many businesses are prioritising environmental protection as part of their corporate social responsibility initiatives (Dwyer, 2009).

Environmental responsibility incentives, customers' prior experience with green goods, a company's eco-friendliness, and its social appeal were all shown to have a significant impact on consumers' purchasing choices, as reported by Kumar and Ghode (2015). In 2012, Saxena and Khandelwal discovered that businesses in India generally see Green ideology positively. It provides a competitive advantage and promotes their further growth. The company has adopted a green business approach. Gives one a leg up over the opposition (Leonidou et al.,2017). Increasing customer trust in a business is one of the direct outcomes of corporate social responsibility (CSR) initiatives, according to Pivato et al. (2008). Societal outcomes, and significantly impacts how CSR is conceived and implemented. In social exchange interactions, trust is an important factor since it is a foundational component of such partnerships. According to Liang and Wang (2008), trust is conceptualized as a scale. Each party's perspective in a business partnership is coloured by their level of confidence in the other.

In most cases, a company's green trust may be enhanced in one of three ways: via increased green quality perception, reduced green risk perception, or increased green satisfaction. Companies need trust since it's crucial for their marketing partnerships to succeed (Wu et al., 2010). According to Harrison (2005), there are four components that make up a company's image: the firm's personality, its overall ability to recognize public targets, its prestige, the activities it undertakes, and what people believe about the corporate purpose based on their personal experiences or what they hear from others. Hassan (2013) argues that businesses have an opportunity to enhance their image if they recognise the significance of social issues. The public's perception of a business depends on more than its outward look. The company's actions and behaviours also contribute to this image. The corporation is devoting greater resources to "green marketing" in some sectors as consumers become more environmentally conscious (Chen, 2010).

A company's corporate image is formed by its actions and the way it treats its consumers, thus maintaining a positive green image is essential (Francisco and Jaime,2016). Customers are more concerned more about a company's commitment to social responsibility than they do about the product's technical and functional superiority. The reputation of a company's brand has a significant role in consumers' decisions about what to buy (Subrat and Suvendu,2015). Advertising the company's dedication to the environment is a major selling point (Polonsky and Ottman, 1998). Many consumers will get dedicated to the brand if it is widely publicised via advertisements, press releases, and community service. Companies were urged by Isabelle et al. (2016) to give careful consideration to their brand identities and consider how such identities impacted staff loyalty, brand performance, and customer happiness. The environmental friendliness of a product is increasingly important to consumers, who are prepared to base their decisions on this factor alone. Each sample includes a green customer who, in a variety of ways, influences the whole market (Do Paco and Raposo, 2009). People are prepared to pay a premium to connect themselves with businesses that exhibit environmental responsibility. Therefore, going green was not only a means to safeguard the environment but also a means to sell products (Yazdanifard and Erdoo, 2011). In his research, Chen (2008) examined the positive impact of green intellectual capital on a company's competitive edge.

OBJECTIVES

- To evaluate the green initiatives of leading Indian firms and how they are developing a green identity.
- To Identify and examine the different environmental issues and measures addressed by these companies.
- To provide the groundwork for more research in this area.

RESEARCH METHODOLOGY

The information for this content-analytic exploratory investigation was gathered using a extensive search of academic publications like textbooks and cited newspapers and magazines from throughout the country and the world 8 major Indian corporations have been featured in various media outlets (e.g., magazines, newspapers, government websites, etc.).

Having been picked up as a representative group for analysis and qualitatively examined their many eco-friendly efforts, and how they're building a reputation among themselves as a sustainable company.

ANALYSIS OF THE GREEN INITIATIVES OF LEADING INDIAN CORPORATES

Dabur

Dabur is committed to environmental responsibility. Its sustainability depends on preserving environment and natural resources, which is why Ayurveda and nature play such a prominent role in its product offerings. It has initiated a programme to provide households with solar lights and other renewable solutions that are both practical and affordable. It has chosen those five areas where new streetlights will be installed. At its Pantnagar facility, Dabur is building an innovative boiler system (in Uttaranchal). This ground-breaking project, the first of its kind in India, would use the plant's wet herbal waste as fuel effectively in the boiler and burn it to produce steam, reducing the amount of solid waste sent into the environment and saving a significant amount of money on energy. Pet coke, a byproduct of refining crude oil, has been used as a fuel at the company in lieu of furnace oil, resulting in considerable energy savings. In order to remove unburned particles from the boilers' output, the company has also invested in cutting-edge cleaning and particle separation technology. Dabur is now implementing machinery within the building to convert herbal waste from production into bio-briquettes for use as boiler fuel. As a result of these efforts, collecting rainfall and recycling water have shown to be effective. Facilitating the sharing of technology and knowledge in agriculture so that more farmers may benefit from instantaneous access to pertinent data.

ITC

Earnings in rural areas have risen dramatically because to ITC's e-choupal initiative, which has garnered international acclaim. The organization's efforts provide low-income farmers with access to data such as market prices, weather forecasts, and other information that might increase their crop yields and income. Through the Afforestation Program, ITC R&D provides farmers with clonal seedlings developed particularly for growth in harsh settings, allowing them to turn unproductive land assets into profitable pulpwood plantations. Through Social Forestry, financing, subsidized clonal stock, technical assistance, and training are provided to low-income farmers who form Forestry Groups. Households belonging to India's Scheduled Tribes and Castes, who are among the country's poorest, are given special attention. In addition, the ITC Paperboards business and many individual farmers benefited from the company's social and agricultural forestry programs since unused farmland was converted into pulpwood plantations. At the United Nations conference in Rio+20, this initiative won an award. ITC also provides women's empowerment programs, animal husbandry assistance, community improvement projects, and watershed restoration efforts.

The Forest Management certification granted to ITC by the Forest Stewardship Council attests to the company's commitment to ecological sustainability, positive social impact, and economic viability in its plantation management practises. All of its five-star hotels are Platinum-level LEED (Leadership in Energy and Environmental Design) certified, making it the most eco-friendly hotel chain in the world.

WIPRO

Wipro is committed to helping pave the way toward a future with zero carbon emissions by incorporating sustainability into its business strategy and being a founding member of the Transform to Net Zero initiative. Ecological aspects of actions centre on saving energy and water, reducing waste and pollution, protecting biodiversity, and preserving natural habitats. The company is integrating sustainability into its company operations via the efforts of its employees, customers, stewards, buyers, suppliers, industry associations, and other interested parties. Besides pushing for e-waste laws, Wipro engages in environmentally friendly practises via its own infrastructure and operations, the sale of environmentally friendly products, the implementation of green computing solutions, and the provision of take-back services to its clientele. Wipro Infotech has come a long way and established itself as a frontrunner in the field of Green Computing by providing its customers with ecologically and ethically sound IT services. To help achieve worldwide Net-Zero Greenhouse Gas Emissions targets, Wipro has committed to reducing its own greenhouse gas emissions to zero

by 2040 and by 55% by 2030. In India, Greenpeace has named them the "Number One Green Brand."

MOTHER DAIRY

As the first dairy cooperative in India to register with the Central Pollution Control Board (CPCB) and implement EPR, Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL) is making history. Since its inception, the company has pursued a holistic approach to the collection and recycling/co-processing of SLP and MLP waste from post-consumer sources. By the end of March 2021, it will have amassed and recycled 7,284 metric tonnes of post-consumer plastic waste from all throughout the country. The sum comprises waste made of both MLP and SLP, or single- and multi-layer plastics. About 700 metric tonnes per year of plastic trash have been prevented because to this method. Paper plates for curd cups have been created as an alternative to plastic trays by MDFVPL, resulting in a plastic reduction of around 100 MT per year.

Mother Dairy has eliminated disposable straws and substituted all plastic spoons with wood. In addition, the firm is saving over 240 MT of plastic bags and pouches annually due to the increasing use of 1000ml milk packets rather than 500 ml. In all 26 states where it works in India, particularly Delhi NCR and Maharashtra, the Company has adopted 100% EPR for MLP, encompassing laminates and Tetra Packs.

GODREJ

Godrej Consumer Products is one of the top 12 Indian companies included in the 2019 Dow Jones Sustainability Emerging Markets Index. Godrej's environmental activities centre on five goals: carbon neutrality; reduction of specific energy use; elimination of waste; an increase in the use of renewable energy by 30%; water conservation; and zero landfill rubbish. Good and environmentally friendly items account for one-third of the company's total revenue products. Godrej Interio is India's largest manufacturer of residential and commercial furniture. They also have a strong dedication to environmental responsibility.

Godrej's innovative efforts guarantee a lifetime approach to green via the design of less ecologically onerous goods, the use of eco-friendly materials, and the adoption little less polluting and resource-intensive processes, as well as through the use of eco-friendly packaging and shipping and the expanded duty of recycling/reusing old furniture and waste. In addition to its goal of being carbon neutral, the organisation also aims to cut its energy use by 25 percent and eliminate all of its trash.

A supply chain with a low environmental impact One of the most well-known names in household appliances, the Godrej company has long been committed to developing eco-friendly products. In 2002, it debuted the first fully eco-friendly product in the country: a line of refrigerators (CFC, HFC and HCFC free). Through energy conservation, process reengineering, and the use of clean technologies, Godrej hopes to cut the amount of energy required to manufacture a unit of its products by 30 percent, the use of renewable energy sources including the sun, wind, and biomass.

HINDUSTAN UNILEVER LIMITED

HUL under the USPL desires sustainable operations as the foundation for the company's future success. The company's logistics and last-mile deliveries to retailers have a significant influence on the environment due to its nationwide operations. In 2019, they lowered their logistics network's CO2 emissions by a remarkable 14%.

In addition, they have introduced environmentally friendly freezer cabinets that utilise hydrocarbon (HC) refrigerants as opposed to hydrofluorocarbon (HFC) refrigerants and have effectively decreased CO2 emissions per tonne of their manufacturing by 85 percent since 2008. As part of the USLP, Unilever has also pledged to eradicate coal from its energy mix by 2020. Since 2008, HUL has decreased its water use by around 60 percent via the use of innovative measures such as the reduction of freshwater abstraction and the introduction of captive rainwater collection. The Hindustan Unilever Foundation (HUF) conducts the 'Water for Public Good' initiative, which aims to enable local community institutions to manage water resources and improve farm-based livelihoods via the adoption of prudent water management techniques.

PROCTER & GAMBLE

P&G has a new target to achieve net zero greenhouse gas (GHG) emissions across its operations and supply chain, from raw materials to retailers. In addition, P&G released a Climate Transition Action Plan that offers a comprehensive strategy for accelerating climate action and the main challenges that lie ahead. P&G has implemented its commitments to minimize energy and carbon dioxide emissions, as well as packaging. Their efforts in water conservation and sustainable management are impressive. It has envisioned converting all of its present operations into locations that use only renewable energy. They have prioritized and planned to replace 25% of their petroleum-driven raw materials with sustainably obtained renewable resources by 2020, and they have committed to achieving zero net deforestation by that year. Procter & Gamble's Global Asset Recovery & Purchase Team has exerted significant effort to minimize and recycle production wastes. They could minimize manufacturing waste to 0.65% of input materials, which would directly contribute to a 99.35% rate of beneficial use of all input materials via recycling, reuse, and other energy conversion techniques. P&G has achieved a landfill diversion rate of zero percent at over 50 facilities. P&G embraces the goal and employs innovation to promote environmental sustainability in its operations and products.

HCL

CL Foundation, the CSR arm of HCL Technologies, launched HCL Harit – The Green Initiative to continue promoting eco-friendly practises and restoring ecosystems.(It was first started under HCL Uday, which was a CSR programme for all kinds of urban poverty). HCL Harit is a unique environmental action programme. Its goal is to "conserve, restore, and improve indigenous environmental systems and respond to climate change in a sustainable way through community engagement." It focuses on increasing green cover, carbon sequestration, and native biodiversity by planting trees and improving habitats. It also has community involvement, reduction of CO2 emissions, improvement of coastal and marine habitats for native biodiversity, improvement of the lives of stray animals, and addressing human-animal conflict are some of the steps that have been taken to save and clean up water bodies.

During its "incubation" period, Harit planted and cared for more than 250,000 saplings on an area of almost 115 acres, reduced or stored 285 tonnes of CO2e, removed more than 7,000 tonnes of trash from coastal areas, and revitalized more than 50 water bodies, which made them able to hold more than 5,000 million liters of water.

CONCLUSION AND SUGGESTIONS

By using the green marketing process as part of their marketing strategy, these big companies are trying to build a good green image in the community. The company's marketing strategy and corporate social responsibility programme have become greener since they started using green marketing, brought benefits to the community and added to the company's green image in a good way.

LIST OF CORPORATES AND THEIR GREEN INITIATIVES.

CORPORATES	INITIATIVES/ISSUES
Dabur	solar power, recycling, and rainwater collection
ITC	Reforestation Initiative, boosting rural and urban forestation, Building a water shed, Environment and animal care, garbage collection, and pollution contr
Wipro	ustainable IT, Zero Carbon Emissions, E-Waste Laws, Eco-Friendly Production, Biodiversity
Mothers Dairy	Eco-friendly packaging, plastic recycling, and co-processing.
Godrej	Eco-friendly goods, renewable resources, a sustainable supply chain, redesigning processes and integrating green technologies
HUL	Water for Public Good and Carbon neutrality program, Water conservation, zero waste to landfill.
Procter and Gamble	100% Renewable energy consuming sites, Zero net deforestation
HCL	promoting a healthier environment through expanding green spaces, Storage of carbon, native species diversity

The corporate sector is addressing the majority of environmental threats, yet this is still insufficient. They must also provide customers with information to aid in decision-making.

Precisely know the benefits and impacts of their green marketing initiatives on the planet. Furthermore, they need to take steps to educate the public at large, particularly their target market, on the benefits of using environmentally friendly goods and services. Businesses are increasingly emphasising eco-friendliness as a selling point for their goods. Customers are more likely to remain loyal to a business that tells them a narrative about the product's long-term viability and provides them with excellent service. Customers don't merely validate preconceived notions about a brand by purchasing its products; they also form an emotional connection with that brand via their purchasing experience. When a business as a whole produces environmentally friendly goods, it not only aids in the production of such goods, but also contributes to a cleaner, safer, and greener global community. The result is a catalyst for progress.

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