



PSG COLLEGE OF ARTS & SCIENCE



An Autonomous College - Affiliated to Bharathiar University

Accredited with 'A++' Grade by NAAC (4th cycle)

College with Potential for Excellence (status awarded by UGC)

Star College Status Awarded by DBT-MST

An ISO 9001: 2015 Certified institution

Coimbatore - 641 014

ORGANIZED BY

Department of Commerce with Business

Process Services Integrated with

Tata Consultancy Services

NATIONAL CONFERENCE PROCEEDINGS ON

**EMPOWERING INDIA'S FUTURE:
PIONEERING SUSTAINABLE BUSINESS,
ADVANCING INNOVATION
AND REVOLUTIONIZING INDUSTRIES**

6th March 2025

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Dr. G. Sathiyamoorthy

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AN ANALYTICAL STUDY OF ECO-FRIENDLY BUSINESS PRACTICES IN INDIA WITH A FOCUS ON SELECTED INDIAN COMPANIES.

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ABSTRACT

The growing international emphasis on sustainability has led agencies to adopt eco-friendly practices to decrease their environmental impact. This examine analyzes sustainable commercial enterprise practices in India, focusing on selected Indian companies that have included environmentally accountable techniques into their operations. The research explores key regions which includes renewable electricity adoption, waste management, sustainable supply chains, and corporate social responsibility (CSR) tasks. By evaluating the effectiveness of those practices, the observe highlights the blessings, demanding situations, and future prospects of green business fashions in India. The findings provide insights into how Indian organizations can achieve lengthy-term growth at the same time as aligning with international sustainability goals.

Keywords: Green Business, sustainability, environmental quality, greening of business.

Introduction

Sustainable corporations frequently uphold modern environmental and human rights regulations. A business is generally taken into consideration inexperienced if it meets the subsequent 4 standards:

- It integrates sustainability principles into all business decisions.
- It offers environmentally pleasant products or services that serve as alternatives to non- inexperienced options.
- It operates in a extra eco-aware manner as compared to standard competition.
- It demonstrates an extended-time period commitment to environmental sustainability in its operations.

A sustainable commercial enterprise engages in inexperienced initiatives to make sure that its procedures, merchandise, and production activities efficiently address modern environmental concerns whilst closing worthwhile. In essence, it is a commercial enterprise that "meets the desires of the present without compromising the capability of future generations to meet their personal desires." This entails evaluating how to layout products that leverages present environmental situations and ensuring that a company's offerings correctly make use of renewable resources.

Need of Green Business

1. *Environmental Protection*

Green businesses play a crucial role in addressing environmental challenges such as pollution, deforestation, and climate change. By adopting eco-friendly practices, companies can reduce carbon emissions, minimize waste, and conserve natural resources, contributing to a healthier planet.

2. *Growing Consumer Demand*

With increasing awareness about sustainability, consumers prefer eco-friendly products and services. Businesses that incorporate green practices can attract environmentally conscious customers, enhance brand reputation, and build long-term customer loyalty.

3. *Compliance with Regulations*

Governments worldwide are implementing stricter environmental laws and policies. Companies that embrace green business practices can ensure compliance, avoid legal penalties, and benefit from incentives such as tax reductions and subsidies.

4. *Cost Savings and Efficiency*

Sustainable business models often lead to cost savings through energy efficiency, waste reduction, and optimized resource management. By using renewable energy sources and sustainable materials, businesses can reduce operational expenses and improve profitability.

5. *Competitive Advantage*

Green businesses differentiate themselves in the market by promoting sustainable products and ethical practices. This not only helps in gaining a competitive edge but also enhances the company’s credibility and social responsibility.

6. *Long-Term Sustainability*

A green business approach ensures long-term success by balancing economic growth with environmental responsibility. Companies that invest in sustainability are better prepared for future challenges and can contribute to a more sustainable and resilient economy.

Importance of Green Business

1. *Environmental Conservation*

Green businesses help protect the environment by reducing pollution, conserving natural resources, and promoting the use of renewable energy. Sustainable practices such as waste management, energy efficiency, and carbon footprint reduction contribute to a healthier planet.

2. *Economic Benefits*

Sustainable business practices lead to cost savings through energy efficiency, waste reduction, and improved resource management. Companies that adopt green initiatives often experience lower operational costs and increased profitability in the long run.

3. *Consumer Preference and Market Demand*

Modern consumers are more environmentally conscious and prefer brands that prioritize sustainability. Businesses that offer eco-friendly products and services can attract a loyal customer base, enhance brand reputation, and gain a competitive advantage in the market.

4. *Regulatory Compliance and Incentives*

Governments worldwide are enforcing stricter environmental regulations. Companies that adhere to green business practices can avoid legal penalties, access tax benefits, and qualify for government incentives, improving their financial stability and market position.

5. *Corporate Social Responsibility (CSR)*

Embracing green business practices enhances a company's CSR initiatives by demonstrating commitment to social and environmental well-being. Businesses that prioritize sustainability contribute to community development and strengthen their relationship with stakeholders.

6. *Innovation and Technological Advancement*

Green businesses encourage innovation by investing in sustainable technologies, renewable energy sources, and eco-friendly product designs. This fosters technological advancements that benefit both the company and society by promoting sustainable development.

7. *Long-Term Business Sustainability*

Companies that integrate sustainability into their operations are more resilient to economic fluctuations and environmental risks. A green business approach ensures long-term growth, stability, and adaptability in an evolving global market.

Objective of the study

- To analyze the significance and necessity of green business practices in India.
- To examine and compare different Indian companies that have implemented green business practices and evaluates their performance in terms of efficiency and sustainability.

Research Methodology

1. This study employs theoretical and exploratory research to gain a comprehensive understanding of how green business practices are implemented by various companies, with a primary focus on five selected firms.
2. The data used in this research is primarily secondary in nature. Sources include company websites, legislative documents, newspapers, journals, research papers, and books that discuss the current landscape of green business practices in India.

Review of Literature

José F. Molina Azorín, Enrique Claver Cortés, María D. López Gamero, and Juan J. Tarí (2009), in their research paper "*Green Management and Financial Performance*," conducted an extensive literature review of quantitative studies exploring the relationship between green management and financial performance. Their findings highlight the potential financial benefits of adopting sustainable practices and suggest directions for future research in this field.

Chaturvedi (2010) examined the growing green awareness among Indian hotel companies, emphasizing that adopting sustainable practices not only enhances brand value but also strengthens core business values. The study highlights that green initiatives require minimal maintenance, helping hotels reduce operational costs while improving their brand image. Additionally, expenses on diesel and energy consumption can be lowered by incorporating recyclable materials and implementing water-saving techniques such as drip irrigation.

Douglas W.S. Renwick (2012), in his research paper "*Green Human Resource Management: A Review and Research Agenda*," advocates for the integration of environmental management (EM) and human resource management (HRM). Using the Ability–Motivation–Opportunity (AMO) theory, the paper categorizes the existing literature, demonstrating how Green Human Resource Management (GHRM) practices contribute to effective people management and organizational sustainability.

Green Business Strategies

Green business strategies help companies integrate sustainability while ensuring long-term profitability. These strategies include innovation, where businesses develop eco-friendly products and technologies; collaboration, involving partnerships with stakeholders to promote sustainability; process improvement, which focuses on reducing waste and optimizing resource use; and sustainability reporting, ensuring transparency and accountability in environmental initiatives. By adopting these approaches, companies can enhance their brand reputation, reduce costs, comply with regulations, and contribute to a healthier planet.

Green Business practices of companies such as:

1. TCS
2. ONGC
3. ITC

Companies That Practices Green Business in INDIA

1. *TCS: A Leading Green Business in India*

Tata Consultancy Services (TCS) is one of India's leading companies practicing green business initiatives. As part of its sustainability efforts, TCS has integrated eco-friendly strategies across its operations to reduce its carbon footprint and promote environmental conservation.

- ***Carbon Neutrality Goals:*** TCS aims to achieve net-zero emissions by focusing on energy efficiency, renewable energy adoption, and sustainable workplace practices.
- ***Green Buildings:*** The company has several LEED-certified offices designed to minimize energy consumption and environmental impact.
- ***Renewable Energy Usage:*** TCS actively invests in solar and wind energy to power its offices and data centers, reducing dependence on non-renewable energy sources.
- ***Waste Management:*** The company promotes paperless operations, e-waste recycling, and responsible disposal of electronic waste.
- ***Water Conservation:*** TCS has implemented rainwater harvesting, water recycling, and efficient water management systems in its facilities.

2. *Oil and Natural Gas Corporation (ONGC): A Green Business Initiative in India*

Oil and Natural Gas Corporation (ONGC), India's largest oil and gas exploration company, has taken significant steps toward sustainable and eco-friendly business practices. Despite being in a traditionally high-carbon industry, ONGC is actively working to reduce its environmental impact and promote green energy solutions.

- ***Renewable Energy Investments:*** ONGC has invested in wind and solar energy projects to reduce its dependence on fossil fuels and support India's clean energy transition.
- ***Carbon Reduction Strategies:*** The Company is implementing measures to reduce greenhouse gas emissions, such as energy-efficient operations, methane capture technology, and carbon offset programs.
- ***Biodiversity Protection:*** The Company undertakes forestation projects, marine conservation initiatives, and environmental impact assessments to protect ecosystems near its operational sites.

- **Sustainable Drilling Practices:** ONGC follows eco-friendly drilling techniques and waste management systems to minimize environmental hazards.

3. **ITC: A Leader in Green Business Practices in India**

ITC Limited is one of India's most sustainability-focused corporations, integrating eco-friendly practices across its diverse business operations, including FMCG, hospitality, paperboards, and agriculture. The company follows a holistic approach to environmental responsibility, balancing business growth with sustainability.

- **Carbon Neutrality & Renewable Energy:** ITC is a carbon-positive company, achieving this status by investing in renewable energy sources such as wind and solar power, reducing its dependency on fossil fuels.
- **Sustainable Packaging & Waste Management:** The Company promotes recyclable and biodegradable packaging while maintaining a solid waste recycling rate of nearly 100%, making it a solid waste recycling-positive company.
- **A forestation & Biodiversity Conservation:** ITC runs large-scale forestation programs, planting millions of trees and maintaining sustainable forestry practices for its paper and packaging division.
- **Sustainable Agriculture:** ITC's E-Choupal initiative supports farmers with sustainable farming techniques, promoting soil conservation, water efficiency, and organic farming methods.

Conclusion

Green business practices are becoming increasingly essential in India, as companies recognize the need to balance economic growth with environmental sustainability. Leading corporations such as **TCS, ONGC, and ITC** have set strong examples by integrating eco-friendly initiatives into their operations. **TCS** focuses on carbon neutrality, renewable energy, and waste management, while **ONGC** is investing in green energy, water conservation, and sustainable drilling practices. **ITC**, a pioneer in sustainability, has achieved carbon, water, and solid waste recycling positivity through forestation, renewable energy, and sustainable agriculture. These companies demonstrate that adopting green business strategies not only helps in reducing environmental impact but also enhances brand reputation, regulatory compliance, and long-term profitability. As more businesses embrace sustainability, India moves closer to achieving a greener and more resilient economy.

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