

# STRATEGY FOR IMPLEMENTATION OF AN ECO-FRIENDLY MANAGEMENT SYSTEM TO ACHIEVE SUSTAINABLE DEVELOPMENT

Ashish Kumar<sup>1</sup>, Dalbir Singh<sup>2</sup>

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor

*Haryana School Of Business, GJUS &T, Hisar, (HR) (India)*

## ABSTRACT

In this paper, we analyzed the prospective of an environmental management implementation in the organizations. For society protecting the environment is a major concern in modern era. Reduction of the natural resources is the main major concern. Need of the time is to develop the strategy of environmental management system to achieve the sustainable development within organization. People hear & read daily about a growing list of environmental problems such as global warming, acid rain, air & water pollution so people are calling for solution. The new environmentalism has caused many consumers to rethink what product they buy & from whom. People are changing the brand legalistic based on things like a company's reputation for helping or harming the environment. Consumer attitudes have sparked major marketing thrust green marketing, the movement by companies to develop & market environmentally responsible product. The green marketing can be applied in that country where the consumers are green consumers & government in more conscious about an environment. Now green consumer's means in the consumers who are more conscious about the environment, while buying product even green consumers are willing to pay extra amount of money to purchase environmental friendly product. In developed countries green marketing can be apply; in developing countries as similar to Bangladesh green promotion is not applicable for the reason that the atmosphere is not a most important problem. The eco-friendly products marketing company's saying is follow not only ecological cleanup but also greenhouse gasses deterrence. The research paper presents a fundamental preface of environmental management system growth rate in India and Worldwide. It also presents trends in green environment ratio in India and also mentions the changes that have taken place over a phase of time in production processing

**Keywords:** Eco-Friendly Products, Environmentalism, Global Warming, Green Marketing

## I. INTRODUCTION

Eco-friendly or environment friendly is also known as environmentally friendly, nature friendly and green etc. Eco-friendly or environmentally friendly means that do not/minimum harm to the society and the environment and health of the people. Health is wealth so people today more focus on their health that's why green marketing concept is major social concern. Every organization tries to a healthy environment for their employee in the organization for better production that does not harm the society.

## 1.1 Environmental Management System (EMS)

Natural administration framework indicates to the administration of association ecological projects in methodical, extensive, arranged and recorded way. It incorporates the association structure arranging and assets for creating, executing and keeping up the strategy of ecological insurance. Part of an association's administration framework used to create and actualize its ecological strategy and deal with its natural perspectives. (AS/NZS ISO 14001:2004 cl. 3.8)

## 1.2 AS/NZS ISO 14001:2004

- ❖ A global standard for prerequisites of an ecological administration framework.
- ❖ Produced by the International Organization for Standardization.
- ❖ Adopted mutually by Standards Australia and Standards New Zealand for application in Australia and New Zealand.
- ❖ Used as premise for outsider accreditation of ecological administration frameworks.

## 1.3 Need/Importance of the EMS or Eco-Friendly Management System

- ❖ Improve administration of ecological effects
- ❖ Set focuses to reduce energy use, water use and waste to landfill
- ❖ Initiate and keep up techniques to enhance efficiencies including:
  - ❖ Environmentally benevolent obtaining methodology
  - ❖ Preferred business travel alternative
  - ❖ Define key obligations regarding accomplishing targets
  - ❖ Monitor and measure natural execution against key markers
  - ❖ Regularly survey progress towards accomplishing set destinations
  - ❖ Ensure due perseverance and progressing thought of lawful and other natural necessities
  - ❖ Assist with natural reporting as required by s.516A of the EPBC Act 1999
  - ❖ Government arrangement urges federation organizations to execute an EMS (no less than one site)
  - ❖ Contribute to favored manager status
  - ❖ Achieve cost reserve funds
  - ❖ Show administration, broadly and/or globally
  - ❖ Obtain upper hand
  - ❖ May be required by customers, clients and/or controllers
  - ❖ Build goodwill from clients, representatives and partners

## II. ROLE OF MANAGEMENT IN ESTABLISHING & IMPLEMENTING AN EMS

- ❖ Develop and support ecological arrangement as an announcement of responsibility
- ❖ Provide assets
- ❖ Appoint administration representative(s) to guarantee EMS is set up, actualized and kept up, and to write about execution of EMS including suggestions for development
- ❖ Provide backing to administration delegate in foundation stage to beat boundaries

- ❖ Regularly audit the EMS to guarantee its proceeding with reasonableness, sufficiency and adequacy.

## 2.1 Our Environmental Policy

- ❖ Sets the heading for the way the association arrangements to deals with its ecological effects
- ❖ Set by top administration
- ❖ Acts as the apex of the EMS
- ❖ Includes duties to contamination aversion, lawful consistence and constant change
- ❖ Includes structure for goals and targets
- ❖ Must be adequately conveyed and kept up

## 2.2 Planning of The EMS

- ❖ Environmental perspectives
- ❖ Legal and different prerequisites
- ❖ Objectives, targets and projects
- **Environmental perspectives**
- ❖ Identify natural perspectives
- ❖ Determine perspectives with huge ecological effect
- ❖ Document and keep up in a perspectives register
- ❖ Ensure that critical natural viewpoints are the center of whatever is left of the EMS
- **Legal and different prerequisites**
- ❖ Identify ecological lawful prerequisites appropriate to the operations of the association
- ❖ Identify other ecological necessities to which the organization subscribes
- ❖ Show how legitimate and different necessities apply to ecological perspectives
- ❖ Keep these forward and fuse them into different components of the EMS
- **Objectives, targets and projects**
- ❖ **Objective:** general objective reliable with ecological approach that the organization needs to accomplish
- ❖ **Target:** detailed execution prerequisite to accomplish objective
- ❖ Environmental program/activity arrangement:
- ❖ to accomplish goals and targets
- ❖ Includes obligation, implies and time span

## 2.3 Implementation & operation

- ❖ Resources, parts, obligation and power
- ❖ Competence, preparing and mindfulness
- ❖ Communication
- ❖ Documentation
- ❖ Control of records
- ❖ Operational control
- ❖ Emergency readiness and reaction

## 2.4 Steps to Establishing an EMS

1. Obtain duty from top administration.
2. Define obligations, choose administration representative(s), build up EMS controlling board of trustees, create usage arrangement, introductory preparing on EMS.
3. Planning—recognize natural perspectives, legitimate and different prerequisites; plan ecological arrangement; build up natural destinations and targets and projects.
4. Implementation and operation—create documentation and procedures
5. Checking—create forms for checking and estimation and remedial and preventive activity
6. Develop and convey presentation on attention to the EMS in the office.
7. Establish interior review program, including preparing; conduct starting inward review to assess adjustment to necessities of ISO 14001, including assessment of consistence
8. Follow up inner review with upgrades to framework
9. Conduct starting administration survey of EMS
10. Implement enhancements from administration survey

## 2.5 Barriers to Effective implementation of EMS

- ❖ Lack of administration backing and duty
- ❖ Inadequate assets
- ❖ Lack of backing from staff
- ❖ Inadequate mindfulness and society inside the association
- ❖ Lack of clear obligations and powers
- ❖ EMS excessively complex for the association
- ❖ Organisational governmental issues and culture inside practical zones

## III. REVIEW OF LITERATURE

As indicated by Singel et al. (2013) portrayed that it will accompany compelling change in the realm of business assuming every last one country will manufacture strict strategy since green promoting is important to keep mankind from contamination. Mishra and Sharma (2010) clarified Green advertising is a wonder which has created specific essential in the advanced market and has risen as a vital idea in India as in different parts of the simply starting and urbanized world, and is seen as a critical methodology of encouraging practical change. Thakur (2009) examined an observational exploration which completed at Indore; Madhya Pradesh reasoned that green showcasing of Relevance cars is pulling in both urban and country individuals. This plainly demonstrates individuals are moving to the eco-accommodating items to positively affect the indigenous habitat instead of conventional items. Sawant Umesh et al. (2013) said that green administration is a social corporate duty regarding today's corporate world because of numerous reasons influencing the humankind and environment. We realize that the center plans of action continue changing with pattern in innovation globalization, demographics and different variables will impact authoritative structures and societies. Numerous studies have been attempted to investigate the eventual fate of society, the earth, business and even the work environment. Shrikanth, R. and Raju, D.(2012) assessed that in the cutting edge period of globalization, it has turned into a test to keep the clients and buyers in fold and even keep our common habitat safe and that is the

greatest need of the time. Ramakrishna(2012) investigated the Eco-issues in Green Marketing through the 4p's of green advertising blend and presumed that attention to be made among the general population about green promoting benefits and eco-accommodating items furthermore reasoned that the organizations need to give more consideration towards the green society keeping in mind the end goal to get by in the intense business sector.

## Objectives of the Study

1. The main objective of the study is to develop the strategy for implementation of an eco-friendly management system.
2. To provide knowledge about the environment protection and sustainable development through environment friendly system.

## IV. RESEARCH METHODOLOGY

The study depends on distributed diaries, books, government reports and other wellspring of auxiliary data in regards to environment identified with associations. The structure of this paper predominantly considers the usage of eco-accommodating administration framework in associations for their reasonable development. The center of this paper is on the significant issues like environmental learning, green showcasing, eco framework, data innovation, information administration, outside correspondence and nature of administrations. The paper covers wide accumulation of studious writing on environment. This paper explored from various diaries, books, reports and sites which are most critical wellspring of data has been contemplated.

### 4.1 Scope of the Study

The present study entitled Green technique for execution for an eco-accommodating administration framework to accomplish reasonable advancement might be concerned and limitations for the association environment as it were. The auxiliary information displayed through the National and International viewpoint. Since there has been less writing from Indian writers, hence International papers are contemplated for reference which may have distinctive conclusion from Indian fragment because of various demographics and psychographics. The study has secured the present status, challenges required in Green Marketing/eco-accommodating/environment inviting practices, pre-essentials and techniques can be created to guarantee achievement of the Eco-Friendly framework.

## V. CONCLUSION

An ecological administration framework requires some serious energy and responsibility from the whole association. Compelling running of an EMS will give progressing ecological advantages, cost investment funds and add to building an alluring work place society. Ecological or eco-accommodating administration framework will helps in the improvement of the wellbeing and abundance of the representative and the general public. Eco-accommodating administration framework is the need of great importance. Is the way of life with in an association is great and solid the creation will programmed increment step by step. The connections amongst the representative and the top level will likewise move forward. Eco-accommodating administration framework must be connected in the association for general development of the association that leads GDP high means

general advancement of the country. Green administration is a social corporate duty regarding today's corporate world because of numerous reasons influencing the general public and environment. We realize that the center plans of action continue changing with pattern in innovation globalization, demographics and different variables will impact hierarchical structures and societies. Numerous studies have been attempted to investigate the eventual fate of society, nature, business and even the work environment. Our test was to concentrate unequivocally on the usage connection and the effect on individuals, their work and frameworks that make the objective achievable. The real test is individual's administration and learning to fuse the framework successfully with change administration in individual's state of mind and acknowledgment forever. Organizations build up an effective social inner voice and green awareness of other's expectations. Purchasers request morals and natural qualifications as a top need. So require the hour to assemble the eco-accommodating administration framework inside the association.

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