

## **Corporate Social Responsibility in Green Management**

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### **ABSTRACT**

Green management is an initiative aiming at continuously improving the foundation of environmental management. All the organization wants to implement the green management to safeguard the society and environment. But implementation of green management is a difficult task of the organization .Green management meaning with development of personnel responsible for environmental activities, environmental communication and environmental management systems as well as conservation of biodiversity. This paper deals the implementation of Green Management in an organization.

### **1. INTRODUCTION OF THE STUDY**

Green management is the couture method of producing profits in the today business world. It is the new branding strategy for establishing a reputation for their business. Our Environment polluted with Toxins, poisonous chemicals contaminating ocean beds, wetlands and marshlands, Erosion for over development of land, harmful chemicals in children's toys, women's cosmetics and other daily usage products in our life because of not take care of our environment. Implementing green management in an organization is a necessary one to safeguard the natural resources and reduce environmental pollution.

### **SCOPE OF THE STUDY**

In today world business people are not being environmental friendly .It is necessary to preserving the environment is paramount for the businesses grow and give back something good to the environment and society .So every organization take an initial step to implement of Green Management like Planting trees, avoid usage of plastic tumbler, plastic bags , use the natural resources properly, proper dispose of wastage like electronic material, nuclear waste, drainage waste etc to create positive effect of green management measures on green technology in the business.

### **2. OBJECTIVE OF THE STUDY**

1. To study the need and implementation of Green Management in an organization.

### **NEED FOR IMPLEMENTATION OF GREEN MANAGEMENT IN THE ORGANIZATION**

1. To provide quality of customer service.
2. To make environment sustainability.

3. To safeguard environment for the future generation.
4. Proper utilization of natural resources.
5. To create good reputation in the society.
6. To beat the competent competitors in the market.
7. To create valuable customer for your product and services.
8. To avoid the natural calamities due to environment pollution.

## **STEPS INVOLVED IN IMPLEMENTATION OF GREEN MANAGEMENT**

### **ESTABLISH THEIR COMPANY'S GREEN VALUES**

Management takes an initial step to create awareness about the green values in the organization by conducting workshops, seminar and conference.

### **FORMULATE AND EXECUTE GREEN VALUES**

Formulate the green values, implement in the organization and ask an employee to follow in the workplace through the positive impact of green management, Install low-volume flush toilets or compost toilets, implement of 3R and paperless work.

### **RESISTANCE TO CHANGE IN THE ORGANIZATION**

It is difficult of the employee to obtain the changes in the working environment. After implementation of changes in real life then only employees are realize an important of modification and ready to follow the changes.

### **REINFORCE IN SUSTAINABILITY PRACTICES**

Managers should reinforce in sustainability practices and values inside the organization continuously through the customers, employee, and competitors for the safeguard of environment as well as society also.

### **FEEDBACK**

Management collects the feedback about the implementation of green management .If the feedbacks give the positive impact it is good and continue in the organization. But it is a negative impact makes a necessary change in the implement process to become positive impact.

## **WAYS OF IMPLEMENTING GREEN MANAGEMENT IN AN ORGANIZATION**

- Go paperless
- Install low-volume flush toilets or compost toilets
- Invest in alternative renewable and sustainable energy
- Opt for non-chemical personal hygiene products
- Practice waste management by composting when possible and replacing plastic bags, plates, cups and utensils with biodegradable plant-based products
- Reduce, reuse and recycle when possible

- Replace household chemicals with green cleaning products
- Replace light bulbs with more energy efficient and non-heat producing LED bulbs
- Upgrade your home to be energy efficient
- Use rechargeable batteries
- Use cycle instead of fuel vehicles

### **ADVANTAGES OF GREEN MANAGEMENT**

- Protect the environment from harmful
- Reduce waste and energy costs
- Improve corporate image, performance, and profit
- Good for the society and the future generation

### **PROBLEMS IN IMPLEMENTATION OF GREEN MANAGEMENT**

- High implementing costs.
- Lack of information, human resources and skills.
- Takes times to implement.
- Difficult to find alternate technology process
- Organizations run for the profit motive not for service motive

### **SUGGESTIONS**

- Provide environmental information to the workers
- Induce organizational learning through environment
- Impact the positive vibration about the green management
- Reduce more pollution emissions than non-certified ones.
- Organic gardening practices in Agricultures.

### **3. CONCLUSION**

Organizations have friendly relationship with the environment to overcome from the environment pollution. Because natural resources polluted by business and industry people more when compare to others. It is responsibility of the corporate people to implement the Green management in an organization and safeguarding environment is also important for every human being to live with peaceful life.