

# **A Study of Sustainable Practices over the Business Productivity of Selected Firms of Gujarat state**

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## **Abstract**

In today's era if a business want be a long run player of market, it has to be the part of sustainable development. In this article analysis of green practices was focused to check its impact over the overall business survival. The key intention of the study is to check the impact of sustainable practices over the productivity of the firm as well as to check sustainable elements which have direct impact over the profitability has positively affected to the business operations or not. To achieve these target respondents were contacted through the mail and a structured questioner was shared. The targeted sample was employees from different organizations. So as to achieve the diversified angle of the sustainability. Moreover to check if overall result of the study matched with the idea of sustainable practices or not.

## **Key words:**

Green practices, Business performance, Sustainability, Sustainable practices, Productivity

### **1. Introduction:**

Business sustainability is the practice of operating a business without impacting the environment negatively.

Every firm should follow the rules provided by Environment Protection Act. So that while making the profit they are not becoming the burden over the environment. Green companies are more favourable now a day because they focus on the practices that protect the livelihood of our earth.

Moreover the green business ensures the safety of the natural resources of the country. So definitely one have more positive mind-set towards these kinds of organizations. Green businesses focus on the four R's. I.e. Reduce, Reuse, Recycle and Recover. This makes the environment greener and safer.

Decision of being a green business can always be the profitable one in terms of the support from the society as well as their

own company's profit margin. The companies who finances and sponsored these kinds of green businesses are also increasing day by day , so to be a green business is not that much costly now a days.

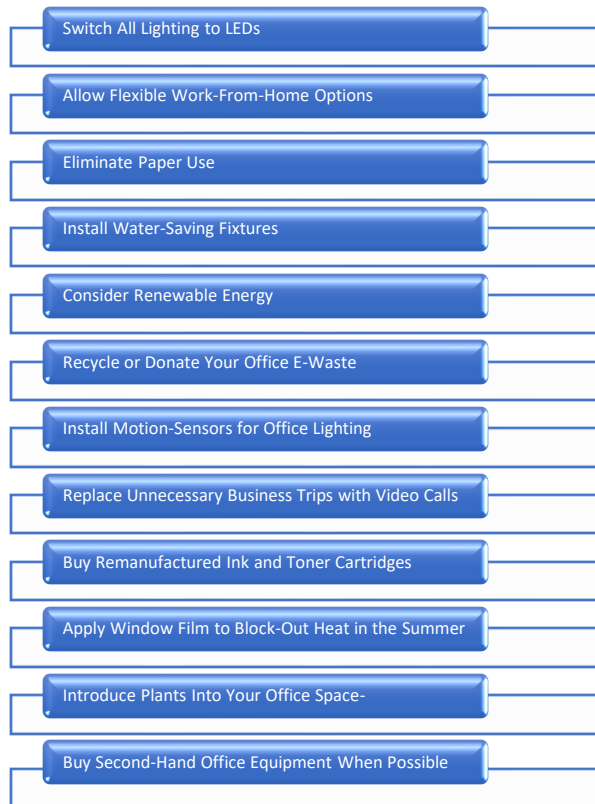
### **2. Objectives of the study:**

Following are the key objectives of our article. To get knowledge about different sustainable practices adopted by different organization.

- To understand how the green practices affects the productivity of the firms.
- To check whether the green practices affects the business ethics or not.

### **3. Discussion of Sustainable business practices.**

Following are some of the list of activities which creates a greener and more eco-conscious workplace:



### Importance of Green Business Practices:

1. Green businesses are environmentally accountable.
2. Green businesses concern for their employees.
3. Green businesses protects their customers and clients.
4. Green business develop their communities.

#### 4. Review of literature

Junia A. Purwandani and Gilbert Michaud (2021) had done the study on “What are the

drivers and barriers for green business practice adoption for SMEs?” and had published the article in Environment Systems and Decisions journal. For the detail study they employed a non-probability convenience sample, with the population being every known SME in the State of Ohio (USA) that employs 1–500 workers. They gathered business email addresses from publicly available data on the LexisNexis database. LexisNexis is a digital research tool that provides a convenient and cost efficient method to access to extensive business records and other information. They used survey method with structured questioner. They collected total 178 responses. At last they suggested few things to SMEs that they should start with lower cost strategies like recycling materials and reducing waste. Then they should go for some advanced level strategies like installation of solar efficient equipment, potentially adopting renewable energy etc.

Keerthi Krishna M and Parvathy R. Nair (April, 2020) worked on the topic, An Analytical study of green business practices. In the initial part of the paper they tried to figure out the different types of resources named as Renewable and non-renewable. In their research they show that the concept of green business was introduced in late 20<sup>th</sup> century. Their study was exploratory in nature so main focus was over secondary data collection. They bifurgete green business in the two ways on the basis of output and on the basis of process followed. In the later part of the business they elaborate importance of green business, challenges and also gave examples of some companies to show how these companies adopt green practices. Main companies mentioned were LG, TCS, IndusInd bank, ITC, Wipro, MRF tyres etc.

M. Ilamathi (May 2019) wrote a paper on Green Business Practices. Initially he explained the meaning of green business. Later on he mentioned the benefits of a green business. i.e. in terms of legal compliance, save money, green marketing awareness, employee morale, establishing status, etc. In later part he mentioned green corporate social responsibility as a part of green business practice. In the last part of the article he mentioned the benefits of green business for the environment. i.e. recycling can reduce your cost, good practice can attract new customers, improves sustainability, make your business environment friendly, assess your impact, make green purchasing decision, spread the word etc.

Krishna Khanal (May 2018) had prepared a thesis on “GREEN BUSINESS Sustainable and Profitable Product Development” and submitted to the Centria University of Applied Sciences. In that she mentioned the benefits of green business i.e. Ecological benefits, Managerial benefits and Financial benefits etc. For the research work she done the quantitative research method and took a survey by framing a structured questioner. Her target audience were students and entrepreneurs. By doing the research author analysed the importance and its possibilities of green business in the market and in the future. She got mixed opinion of students and entrepreneur respondents in the survey. But, at the end it seems that many respondents were well known about the green business and more conscious about the green products.

Muhammad Mahboob ALI, Sudhir K.S. Yadav and Alexandru-Mircea Nedelea (2017) had written a paper on “Practicing green business with special reference to India: perception and cognizance of researchers”. They tried to suggest ways on how businesses in these India can learn,

develop, and apply green business strategies so as to improve their own bottom lines and at the same time contribute to the control of global warming in this frontline climate change victim countries. Their study was done for the period from December 2015 to March 2016 by taking secondary type of data. They also suggest fifteen different types of business ideas which can be the part of green business practice.

Pradeep M. D. & Akhilesh Suresh A Kuckian (October 2017) had discussed “Going Green in Business-A Study on the Eco-friendly Initiatives towards Sustainable Development in India” in the beginning part of article they mentioned the factors increased dependency over green products. i.e. competitive advantage, regulations, competition, social responsibility, green consumerism, automation etc. In later part they mentioned some green initiatives by different companies. And in the end they list out few benefits and challenges of green business. They analysed total 471 organisations engage in 19 types of green business. About 89(19.00 per cent) in Alternative Energy, 63(13.00 per cent) Green Products, 48(10.00 per cent) Organic Food & Drinks, Waste Management 39(08.00 per cent), Beauty & Personal Care 34(07.00 per cent), Organic Agriculture 34(07.00 per cent), Eco Fashion 23(05.00 per cent), Green Innovations 22(05.00 per cent), Art & Craft 21(04.00 per cent), Green Architecture 19(04.00 per cent), Training & Education 17(04.00 per cent), Water Conservation 15(03.00 per cent), Eco Tourism 15(03.00 per cent), Eco Friendly Packaging 12(03.00 per cent), Green Media 8(02.00 per cent), Rural Development 8(02.00 per cent), Herbal Medicine 2(01.00 per cent), Green Funding 2(01.00 per cent), Green Gadgets (Nil). This was their conclusion.

Ali Özgür Karagülle , a Istanbul University, İstanbul, 34320, Turkey (2012) had done the research on Green business for sustainable development and competitiveness: an overview of Turkish logistics industry. In the initial portion of the paper he explained the term Green Business by giving the definition as” business practices which are evaluated to be environmentally friendly.” Furthermore, his paper was mainly focused over the Green Logistic. By putting analytical data he concluded that Turkish logistic industry is increasing its awareness about environmental issues by time.

## **5. Research Methodology**

### **5.1 Research Design:**

**Data collection:** Primary data through the questioner and Secondary data

**No of respondents:** 112

**Statistical test method:** ANOVA and Factor analysis

### **5.2 Hypothesis testing:**

Following are the key hypothesis on which we worked to frame this article.

**H1: Green business practices related elements significantly affect the selected firm’s productivity.**

Here we have applied ANOVA test. Here the comparison is done with Individual attitudes and behaviour towards green business practice and productivity, Planning and organizing for green business practice and productivity and Labour or workforce involvement in green business practice and productivity. By analysing the results the p value is 0.002 with first element which is less than significance level 0.05 so alternative hypotheses is accepted. Further we got p value 0.114 with second element which is more than

significance level 0.05 so alternative hypothesis is rejected. One detail analysis shows that somehow planning for green business practices stays only on the paper and in reality, it introduced so this element is not affecting the actual productivity of the firm. Moreover, with the last variable we got p value 0.031 which is again lower than 0.05. So by seen majority outcome in same stream we reached at conclusion that green business practices can affect the productivity of an organization.

**H2: Sustainable business practices that produce immediate or direct benefits are more likely to be implemented by business entities**

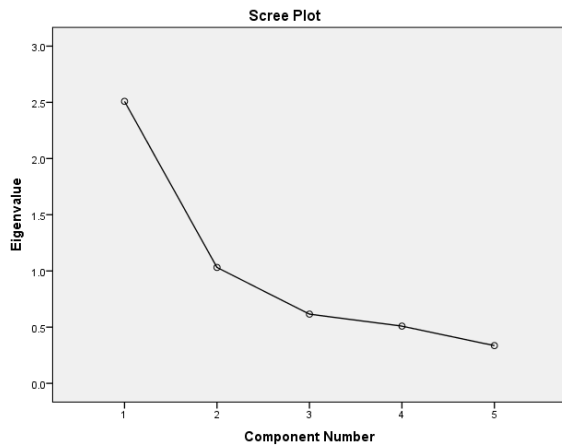
### **Factor Analysis**

### **Interpretation:**

A KMO value over 0.5 and a significance level for the Bartlett’s test below 0.05 suggest there is substantial correlation in the data. Here it can be seen clearly that in our data KMO value is 0.705 which greater than 0.5 and Bartlett’s significance value is 0.000 which is below than 0.05 hence our alternative hypothesis is proved i.e. “Sustainable business practices that produce immediate or direct benefits are more likely to be implemented by business entities.”

### **Interpretation:**

A table of communalities which shows how much particular factor has the impact as compare to other factors. In one or other way these all variables affects the overall business , so it is just the matter of high or low impact of particular factor.



### Interpretation:

The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten between factors 3 and 4.

### 6. Conclusion:

After all this analysis and using of different tools of research we came at the conclusion that a business can't escape themselves from fulfilling the duties towards the society. Implementing the green business practice is one type of the gratitude that shown by a firm to the society. In this article our work was mainly focused on solving some doubts that implementing green business practices affects the productivity of the firm or not and if some sustainable business practices are having direct effect over the firm then the firm uses those practices on routine basis or not. By using different statistical methods we succeed in solving these doubts in a positive manner.

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