

# THE DEVELOPMENT OF NEW CONCEPTS RELATED TO ENVIRONMENTAL PROTECTION OF INDIA IN COMMERCE

**Prof. Sunil Namdeorao Ishwar**

Bhausheb Bhore Shivshakti Mahavidyalaya Babhulgaon Yavatmal

## **Abstract:**

In the last few years, many new schemes have been started by the government to develop in India, due to which the environment is becoming more and more polluted. This is followed by Environmental Impact Assessment (EIA) to estimate the impact of development projects and proposed activities/projects on the environment by the government to preserve the environment around us. A framework has been prepared as a study. That is, through Environmental Impact Assessment (EIA), the impacts of various projects, land use, forest protection, industrial pollution, etc. on the environment are fully studied. Now EIA has been made necessary for many projects. Environmental clearance is granted to them only if they fulfill the conditions of EIA and clearance is granted by the Ministry of Environment, Government of India. With time, new concepts related to the environmental protection of India have evolved in commerce. This research paper has been written to study the development of new concepts related to the environmental protection of India in commerce.

**Keywords:** Environmental Impact Assessment, Green Audit, Energy Management, Green Marketing

## **Data Collection Method Used for Research:**

Data for the research paper has been collected from books, websites and newspapers.

## **Objective of Research:**

- 1) To Know Environmental Impact Assessment and its importance.
- 2) To Know Green Audit and its importance.
- 3) To Study Green Marketing in Commerce.
- 4) To study the development of new concepts related to the environmental protection of India in commerce.

## **Introduction:**

The increasing population, development of new technologies, new projects, and economic development in the world have given continuous encouragement to the exploitation of nature. The problem of environmental degradation has become a major challenge facing the whole world today. Which is faced by the governments and by making people aware. As we become increasingly careless about protecting the environment, Environmental Impact Assessment (EIA) is a tool available to planners to harmonize development activities with environmental concerns to achieve development goals. Environmental Impact Assessment is mainly called an important regulation, through which the effects of various projects, land use, forest protection, industrial pollution, etc. on the environment are studied thoroughly. That is, Environmental Impact Assessment (EIA) is defined as a tool used to identify the environmental, social, and economic impacts of a project before making a decision. Overall, we can say that "Environmental Impact Assessment" or EIA can be defined as a study to predict the impact of a proposed activity/project on the environment.

Green audits are a way to show businesses what kind of carbon footprint they are leaving on the earth, while also giving them ways to reduce it. Green audits include inspections of a company to assess its activities or the total environmental impact of a particular product or process. For example, a green audit of a manufactured product looks at the impact of production, including energy use, the extraction of raw materials used in manufacturing, the use of raw materials that may cause pollution, and other hazards, and waste disposal, potential recycling, etc. Green audits are tools that organizations use to identify their environmental impacts

and assess compliance with applicable laws and regulations, as well as the expectations of their various stakeholders. It also serves as a means of identifying opportunities to save money, increase the quality of work, improve employee health, safety and morale, reduce liabilities and achieve other business values.

Energy management is the art and science of using energy optimally to maximize profits (minimize costs) and thereby improve economic competitiveness. Energy must be used efficiently, economically, and optimally. Energy management can also be defined as the science that involves planning, directing, controlling, and controlling the supply and consumption of energy to maximize productivity and comfort, with judicious and effective use of energy costs and including reducing pollution. Energy management includes strategy, policy, organizational change, energy audit, energy conservation measures, administrative actions, training and awareness programs, monitoring of energy conservation, etc. Energy management is an important management function of every organization (such as production, finance, marketing, planning, and design). The energy organization must have a written energy management policy document and the top management must be committed to implementing the energy policy. Energy objectives should be known to the energy executive and supervisor. Energy must be monitored at production.

An energy audit is the authoritative scientific study of energy consumption of an organization/process/plant/equipment to reduce energy consumption and energy cost without affecting productivity and comfort and to suggest ways of energy saving and energy cost reduction. An energy audit is carried out by every energy-intensive organization/plant management in a planned, authoritative manner.

An environmental audit is a type of assessment with related corrective actions to identify environmental compliance and management system implementation gaps. Environmental auditing may involve evaluating performance in three primary areas of environmental concern: responsibility, management, and activity. An activity or functional audit may focus on issues such as waste management or energy consumption. A management audit compares performance with established objectives as stated in the organization's Environmental Management Strategy (EMS). Financial audits related to compliance with corporate EMS can measure the financial impact of energy savings, improved efficiency, and avoidance of fines and penalties for environmental violations. An EMS is a formal organizational structure established in a company primarily for environmental protection. A typical EMS will include a description of the organization's position toward environmental issues. In addition, the EMS will identify the planning, implementation, and documentation of activities related to the EMS Statement. Suggestions for improving EMS performance are often made through an environmental audit.

### **The Development of New Concepts Related to Environmental Protection of India in Commerce:**

Given the concept of environmental protection, environmental impact assessment is of great importance. Through this process, the potential impact of a project such as mining, irrigation dam, industrial unit or waste treatment plant, etc. is estimated scientifically and the use of scientific measures and the work of providing suggestions to reduce any environmental crisis is done. It provides a cost-effective means to eliminate or reduce the adverse impact of development-related projects. Environmental impact assessment ensures that any development plan is environmentally sound and sound or not. Is it within the limits of the ecosystem's ability to regenerate? Meaning, that its importance is also more because it is such a decision-making tool through which it can be decided whether a project should be approved or not. One special thing is that under this process, for giving final approval to any development project or activity, the opinion of the general public being affected by that project is also taken into account. That is, EIA takes the advice of the public before taking any decision.

After signing the Stockholm Convention on Environment in 1972, India enacted appropriate laws to control water (1974) and air (1981) pollution. Thousands of people died in the Bhopal gas tragedy in 1984. Given this incident, the country enacted an Umbrella Act for environmental protection in the year 1986. The first Environmental Impact Assessment (EIA) norms were first notified in the year 1994 under the Environment (Protection) Act, 1986. Through this notification, a legal framework was established to regulate activities related to access to natural resources, their use, their impact, and activities to control pollution. Every development project through the EIA is required to go through the EIA process to obtain environmental

clearance in advance. The Environmental Impact Assessment (EIA) of 1994 was replaced with a revised draft in 2006.

According to the government, the draft Environmental Impact Assessment- 2020 has been proposed primarily to make the processes more transparent, but this draft is seen to exclude many activities from the scope of public consultation. proposes. Several projects have been exempted from public scrutiny, categorized into 'A', 'B1', and 'B2' categories. Under this draft, all projects and activities have been divided into three categories- 'A', 'B1', and 'B2' based on social and economic impact and the geographical extent of those impacts. Several projects such as all B2 projects, irrigation, chemical fertilizers, acid manufacturing, bio-medical waste treatment facilities, building construction and field development, elevated roads and flyovers, highways or expressways etc. have been exempted from public consultation. Apart from this, the time allotted for the public hearings has been cut. Public participation is also one of the major steps in the Environmental Impact Assessment Mechanism. In the draft released in the year 2020, it has been proposed to reduce the notice period for a public hearing from 30 days to 20 days. Compliance is necessary after approval. This means that once the project is approved, the proposed projects are required to follow certain rules set out in the EIA report to ensure that no further environmental damage occurs. Along with this, the firms which are violating the conditions of their establishment and if they have to get approval will have to pay a fine. A project which is already in operation before environmental clearance can be regularized. He may be allowed to apply for sanction.

**Green Audit** This concept has got its origin in recent times and suddenly gained acceleration due to heavy industrial traffic which ends up resulting in unexplained emissions. Due to the increase in population, the needs have increased. The needs of human beings can be fulfilled only by setting up industries. In India, based on frequency, such audits are of two types: Concurrent / Cyclic audits and Single Special Purpose audits. **Concurrent/Cyclic Audit** This is primarily done by the entity's environmental unit segment/outside consultants or a combination of the two over a defined cycle of events. **Single Special Purpose Audit** This is for a specific purpose and is normally conducted by external agencies. This type of audit is not done regularly. This is usually done in response to a specific need.

**Based on the objectives in India, such audits are classified as risk assessments.** **Compliance Audit** This is the review level of compliance with relevant environmental and safety standards. **Performance Audit** This program examines the environmental impact of EMS, compliance with environmental laws, etc. **Transaction audit** It assesses the environmental risks and liabilities of the land/facilities before the acquisition of real estate or the division of the business. This is important because both buyers and sellers want to know the extent of any liabilities due to environmental pollution. **Product/Activity Audit** This is to determine requirements for making specific products/processes and their distribution environmentally friendly and to confirm that those products are meeting chemical and chemical restrictions.

**Issue audit** assesses corporate performance in a particular sector (eg the impact on oil and natural gas corporation's habitat). **Risk audit** considers occupational health and safety/risks to employees and the public. **Energy and Waste Audit** in India evaluates the use of energy with alternative sources and tracks the causes, risks, etc. of waste. **Process and security audit** assesses whether policies, procedures, monitoring, evaluation, documentation, etc. are in place. It also considers the potential hazards and risks arising from the procedures. **The quality audit** examines Total Quality Management (TQM) from an environmental point of view. **EMS audit** in India checks whether a given facility meets EMS standards (ie, 14001, EMAS). **Baseline Audit / Future Scenario Assessment** It helps to identify potential environmental problems and seeks to assess the likelihood/intensity of the organization's ability to respond to new challenges.

Environmental audits are conducted in India by the Comptroller and Auditor General. The International Organization for Apex Auditing Institute (INTOSAI) has provided a framework for environmental auditing. Environmental auditing is not significantly different from general auditing as is the practice of apex audit institutions (SAI). The environmental audit covers all types of audits, viz., financial compliance and performance audit. The three 'E' of economy, effectiveness and efficiency can be included in performance audits. The fourth 'E' i.e., adoption of the environment depends upon the mandate of SAI and the environmental policy of the Government which is desirable but not critical in conducting the environmental

audit. The concept of sustainable development can be part of the definition of environmental audit only if it is part of government policy and/or a program to be audited. According to INTOSIAN, the source of the performance audit is as follows.

The main objective of an audit of government monitoring compliance with environmental laws is to provide an idea of the performance of the audited entity concerning compliance with environmental laws already established. Audit of performance of Government environmental programs the main objective is to provide an idea of the performance of specific environmental programs/projects/policies already formulated and being implemented by the Government. The main objective of the environmental impact audit of other government programs is to present an idea on the environmental impact of other programs/projects formulated and implemented by Ministries/Departments/agencies other than the Ministry/Department of Environment. For example, the audit of the impact of mining, road construction, army, etc. on the environment comes under this category. The main objective of the Environmental Management Systems audit is to provide an idea of the audit entity's implementation of Environmental Management Systems (EMS) and/or ISO 14001 standards. Evaluation of environmental policies and programs the main objective of such an audit is to provide an idea of the adequacy or deficiency of the policy framework governing environmental matters. International best practices can form the basis for such comparisons. However, before making such comparisons, the adaptability to local conditions should be considered. In India, environmental audit is conducted at the central level by the Office of the Principal Director of Audit (Scientific Department) and the state level by the State Accountants General (Audit) under the broad framework of compliance audit and performance audit.

India wants to take the members of the United Nations on the platform of the International Solar Alliance so that the attention of all countries can be focused on renewable energy sources to meet their energy needs. As per the Paris Agreement on Climate Change, taking into account our nationally determined contributions and our responsibility toward a cleaner planet, India has resolved that by 2030, 40 percent of our installed electricity generation capacity will be based on clean sources of energy. It has also been stipulated that 175 GW of renewable energy capacity will be installed by 2023. This includes 100 GW from solar power, 60 GW from wind power, 10 GW from bio-power, and 5 GW from small hydropower projects. At present, thermal power accounts for 63.84 percent, nuclear power

1.95 percent, hydropower 13.09 percent, and renewable energy 21.12 percent of the country's total installed capacity in 2018. At the same time, India ranks fifth in the world in terms of total installed renewable energy capacity and solar power and fourth in wind power. To achieve all these set goals, the government is taking many commendable steps, which also becomes important to discuss.

To promote energy conservation, the government has prepared a plan for all industrial, commercial, educational, and private institutions to get their energy audit done. Under this scheme, a grant of up to 50 percent of the cost of conducting an energy audit of all institutions is given. This grant amount will be up to Rs 50,000. Institutions who are willing to get the energy audit of their buildings done, can fill their application in the prescribed format and submit it to the ADC office. An energy audit can be done after the approval of the Renewable Energy Department, Haryana. Half of the grant amount is made available after the submission of the energy audit report. The remaining amount is given after the institute implements the recommendations of the Energy Audit Report.

India's green industry finds it difficult to hold onto the market because of consumer understanding and preference. Consumers may want to buy durable products, but they tend to buy goods that are made using a more polluting process. There are several reasons behind this: Consumers restrain themselves from the high cost of environmentally sustainable products; There is a lack of creating a conducive environment for better access to green products; Overall lack of information about available green products and their benefits; And there is a lack of trust in companies that they describe as 'green'. This is the reason that green marketing has not developed that much in India.

### **Conclusion:**

If India succeeds in creating low energy-consuming 'timber' infrastructure, then this infrastructure can prove to be helpful in successfully building inclusive, green, healthy, safe, and sound cities in India going forward.

It cannot be denied that the ever-increasing pollution has given rise to many diseases. Therefore, for its prevention, there has been talking about reducing carbon emissions and preventing the effects of climate change. In such a situation, we have to emphasize the research of alternative fuels. In this, methanol, hydrogen-based fuels, jatropha oil, and shale gas can play an important role. Additionally, policymakers and governments around the world, as well as citizens, must achieve energy goals by keeping in mind the protection of the environment and resources on Earth. Developing a better information management system in India can help in reducing maturity disparity, high cost of borrowing and cost of borrowing at different stages, and efficient allocation of resources.

### Reference:

1. <https://www.jstor.org/stable/4313633>
2. <https://researchleap.com/introduction-concept-environmental-management-indian-context/>
3. [https://www.mygov.scot/eia#:~:text=Environmental%20Impact%20Assessment%20\(EIA\)%20is,reduce%20or%20offset%20those%20effects.](https://www.mygov.scot/eia#:~:text=Environmental%20Impact%20Assessment%20(EIA)%20is,reduce%20or%20offset%20those%20effects.)
4. <https://www.drishtiiias.com/to-the-points/paper3/environmental-impact-assessment-1>
5. <https://www.unep.org/resources/report/environmental-impact-assessment-and-strategic-environmental-assessment-towards>
6. <http://iced.cag.gov.in/wp-content/uploads/2014/02/Envr-Audits-Summary.pdf>
7. <https://cag.gov.in/en/audit-report/details/27540>

8. <https://www.indiawaterportal.org/articles/environment-audit-report-comptroller-and-auditor-general-india-cag-2010-2011>
9. <https://asosaijournal.org/auditing-climate-change-an-overview-and-experience-from-sai-india-team-at-international-centre-for-environment-audit-and-sustainable-development-iced-jaipur-sai-india/>
10. <https://beeindia.gov.in/content/energy-auditors>
11. <https://consultivo.in/environment-energy/energy-audit/>
12. <https://www.iosrjournals.org/iosr-jbm/papers/ncvbm/volume-1/6.pdf>
13. <https://opportunityindia.franchiseindia.com/article/concept-of-green-marketing-in-india-14607>
14. [https://www.researchgate.net/publication/236216023\\_GREEN\\_MARKETING\\_IN\\_INDIA\\_E\\_MERGING\\_OPPORTUNITIES\\_AND\\_CHALLENGES](https://www.researchgate.net/publication/236216023_GREEN_MARKETING_IN_INDIA_E_MERGING_OPPORTUNITIES_AND_CHALLENGES)
15. <https://journals.indexcopernicus.com/api/file/viewByFileId/782311.pdf>
16. <https://bizandbyte.com/documents/Ravinder%20Kaur.pdf>
17. <https://www.ukessays.com/essays/management/green-marketing-in-india-management-essay.php>
18. <https://www.legalserviceindia.com/legal/article-1333-green-marketing-the-way-ahead.html>