

Chapter 15

Green Environmental Sustainability: Initiatives by Government and Corporate Sectors

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ABSTRACT

Green environmental sustainability is a responsible human interaction with the ecosystem which allows for long-term environmental quality and avoids depletion of our natural resources. It focuses on environmentally friendly products that satisfy the needs of ultimate customers and its vision is to protect the environment. Nowadays, customers must be self-socially responsible and concerned about the environment. A massive amount of plastic waste has been generated due to increasing dependency and consumption of its wide range, which is increasingly being used in the packaging of different food items, cosmetic products, pharmaceuticals, and other production sectors. If not processed and managed appropriately, the after-use of generated plastic waste has many poor impacts on the environment. Data had been collected from multiple sources of evidence. This chapter aims to discuss some initiatives taken by the Indian Corporate Sector and the Indian Government in this context. It also discusses various methods adopted by the authorities to manage plastic waste.

DOI: 10.4018/978-1-6684-8117-2.ch015

1. INTRODUCTION

Green environmental sustainability is the ability to conserve the most significant qualities in the physical environment (Cronin et al, 2011; Cherian & Jacob, 2012). Threats to these natural resources imply that there is a risk that these items will not be kept stored (Eltayeb & Zailani, 2014). For instance, the excavation of large non-renewable resources can create threats of severe destruction or even its extinction. In the past time, when environmental problems arise, environmental authorities deal with some innovative ways to reduce damage (Eneizan, 2019; Tirabeni et al.,2019). But it is not always easy to know when and where the threats will have consequences and often the effects are hard to undo. So, environmental managers are increasingly using techniques that are intended to prevent damage done in the first place (Abbaszadeh et al., 2006; Dabija et al.,2018). Sustainability issues arise whenever there is a risk of severe or irreversible loss of property or natural resources that people value, and whenever such dangers exist, there is a measure of urgency to take action. Now a days, customers are required to be self socially responsible and concerned about environment. The companies started marketing green products to this segment customer (Singhal et al., 2018) and try to showcase their attempt in preventing disposal of hazardous products into the ecosystem (Peattie, 2001).

1.1 Role of Plastic In Everyone's Life and its Impact on Ecosystem

Starting from the beginning, in the year 1907, plastic has been playing a critical role in our routine lives and it continues to propound its presence till date. This amazing product of the 20th century is gradually obstructing our environment and destroying our natural resources like rivers, seas, oceans etc. Plastic is inevitable and it seems to be used by everyone. The word-plastic, is being derived from the word “pliable” which means “easily shaped”. It can be easily converted various shapes depending upon the desired functions, physical and chemical properties. Plastic products range from items such as containers, packaging, durable items, and fragile goods. There is a confusion that all plastics products can be recycled, so they are recycled. But there are many problems with this view. Although the use of plastic is increasingly high, doubts about effective recycling options, recycling and disposal are also growing. Problems such as the growing number of additives that change strength, texture, flexibility, color, germ resistance, and other plastic properties, make plastics unusable. In addition, there is very little market value for some plastics, leading municipalities to dispose of or burn plastics as waste. Many researchers and environmentalists are paying close attention to environmental issues with indications of a sustainable development perspective. The international community is being challenged by many problems associated with pollution and the continued use of energy resources. The economic progress in the world by promoting the ideas of civilization and industry is based on the use of too much energy (AlKhidir & Zailani, 2009). Traditional methods of obtaining the required amount of energy to connect the needs of developed quotations and industries cannot be effectively discussed according to the threat of pollution resulting from the developed energy industry. In addition, traditional methods of energy systems do not consider into account the concept of sustainable development. There is a strong need to focus on alternative energy sources. Green energy can be discussed as an effective way to promote the required amount of energy in industries, urban areas, and businesses without harming the environment (Pradeep & Akhilesh, 2016; Schoolman et al.,2016). From this point on, the concept of green energy is closely linked to renewable energy that is often discussed as a source of energy with minimal side effects (Yasmin & Shamshuddin, 2014; Zhang et al.,2020). Sustainable development is the most important

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