

**EMBEDDING ENVIRONMENTAL SUSTAINABILITY IN BUSINESS DEVELOPMENT: KEY TO ENDURING SUCCESS****Dr. Priya Ashok Sapkale**

K.J. Somaiya College of Art and Commerce

**ABSTRACT**

*In the Indian context, Business development must be aligned with sustainable development to ensure long-term perpetual growth. The present study has made an attempt to highlight the important business models and constitutional framework. Rapid growth of industrialization, resource scarcity make traditional profit driven models unsustainable which often lead to business risk, regulatory risks, and reputational damage of the organisations. The study has examined collective approaches i.e. TBL approach, CSR mandates and constitutional and legal framework of Indian authorities.*

**INTRODUCTION**

Business development and the environment are deeply symbiotic as the relationship of these both concepts influences their respective sustainability and growth. Business is an economic activity that relies on the environment for the fundamental sources, stable ecological conditions and natural services that help production and operational activities and long term economic viability. Without a green and healthy environment, raw materials, energy and operational stability diminishes which often cause increased costs, risks, and constraints on expansion. At the same time, the environment depends on business development for the allocation of capital, innovation, and technological advancements that enable conservation, pollution reduction, and resource efficiency. The accountable business practices can drive systemic improvements that protect and regenerate natural systems. This mutual dependence highlights the need for integrated strategies where economic progress aligns with environmental preservation, ensuring that growth in one does not undermine the foundations of the other, ultimately fostering resilience and continuity for both.

**LITERATURE REVIEW****Michaela Hausdorf/ Jana-michaela Timm- (2023)**

The research aimed to explore sustainable business models through doughnut economics. The study has analysed seven principles of doughnut economics by conducting an integrative literature review. The study threw light on a unique framework for understanding SBM conclusion, seven apex avenues for SBM research agenda and finding potential for innovative business models.

**Khaled A.Z. Alyamani (2024)**

The study has explored various approaches of business growth, critical challenges for economic development of developing country. The research article concluded with recommendations like improve access to sustainable financing, stronger policy framework and increase consumer awareness for sustainable development.

**Rachael okwudili Iliemena- Ifeanyi / Michaela Amedu (2025)**

The prime motive of research was to evaluate the level of challenges while implementing sustainable business practices and provide pathways towards combat these challenges for long- term value creation in sub-Saharan Africa. The study revealed significant low challenges in West Africa for implementing sustainable business practices except basic internal, external and governance challenges.

The above studies highlighted different corners of the world with their business practices, growth and environment sustainability.

**OBJECTIVES OF THE STUDY-**

- 1) To examine the reciprocal relationship between business development and environmental health.
- 2) To evaluate the role of government policies, regulations, legal framework and corporate governance.
- 3) To identify and analyse the effective strategies that are needed to be adopted by the companies for business growth with a sustainable environment.

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Sustainable Pavement Development through Recycled Material–Based Business Approaches.

The companies or organisations can bring stability with growth by adopting sustainable business practices by adopting industry specific approaches and legal framework that prioritize efficiency, regeneration, and circularity.

- **Manufacturing Companies**

These focus on optimizing production lines to reduce energy and material consumption, incorporating recycled or renewable inputs, and designing products for durability, repair, and end-of-life recycling. They often shift to closed-loop systems where waste from one process feeds another, lowering dependence on virgin raw materials while maintaining output growth.

- **Agriculture and Food Companies**

These emphasize soil restoration through reduced chemical use, crop rotation, and biodiversity enhancement, alongside efficient water management and nutrient recycling. By adopting practices that rebuild ecosystem health, they secure long-term productivity without depleting land or water resources.

- **Energy Companies**

These transition from finite fossil fuels to renewable sources like wind, solar, or hydro, improving infrastructure efficiency and minimizing land disruption. This approach ensures reliable energy supply for growth while eliminating extraction-related environmental degradation.

- **Fashion and Apparel Companies**

These address high resource intensity by using recycled fibres, low-impact dyes, and water- saving processes, while designing collections for longevity and recyclability. Circular models, such as resale or material recovery, help reduce waste and raw material demand.

- **Technology Companies**

These tackle energy-heavy operations and material sourcing by powering facilities with renewables, improving device efficiency, and using recycled components. Long product lifecycles, modular designs, and robust recycling programs minimize mining impacts and electronic waste.

- ❖ **Business Responsibility and Sustainability Reporting (BRSR):**

It is an ethical obligatory framework for companies on their performance on environmental, social, and governance (ESG) factors, emphasizing responsible and sustainable business practices. The BRSR is beyond traditional financial reporting by connecting financial outcomes to its non-financial impact on society, environment and ethical governance. Altogether, BRSR integrates these into a structured report, promoting accountability, transparency, and alignment with sustainable development goals. Introduced by India's Securities and Exchange Board of India (SEBI) in 2021, BRSR replaced the earlier Business Responsibility Report (BRR) and is mandatory for the top 1,000 listed companies by market capitalization (starting FY 2022-23). It is based on the National Guidelines on Responsible Business Conduct (NGRBC), which outline nine principles: Ethical, transparent, and accountable governance.

- ❖ **Triple Bottom Line-**

Triple bottom line is the sustainable business framework was popularised by John Elkington in 1994. It has brought three elements, people, planet and profit into light in the business world. Indian firms also have adopted this approach to balance the business growth and ecological development. Triple Bottom Line (TBL), and sustainable business models, demonstrating that integrating environmental considerations enhances resilience, innovation, and profitability. Evidence from systematic reviews and empirical studies supports the argument that sustainable practices are not optional but essential for enduring business success.

- ❖ **Constitutional Foundation**

- **Article 48A (Directive Principle of State Policy):** It directs the state to protect the environment and maintain forests and wildlife.
- **Article 51A (g) (Fundamental Duty):** Every citizen's duty to protect and improve the natural environment.

- **Article 21 (Right to Life):** Judicially interpreted to include the right to a healthy, pollution-free environment, forming the basis for many environmental rulings.

❖ **Key Environmental Legislations**

These acts provide regulatory consents, clearance and penalties against the unfair business practices that harm the environment.

- Environment (Protection) Act, 1986: Empowers the Central Government to set standards, regulate hazardous substances, and require Environmental Impact Assessments (EIA) for projects.
- Water (Prevention and Control of Pollution) Act, 1974 and Air (Prevention and Control of Pollution) Act, 1981: Mandate consents from State Pollution Control Boards (SPCBs) for industries. 2025 guidelines streamline processes with defined timelines and auto-renewals for compliant units.
- Forest Conservation Act, 1980 and Wildlife Protection Act, 1972: Regulate land diversion and protect biodiversity, requiring clearances for projects in sensitive areas.

❖ **Policies and Guidelines:**

- National Environment Policy, 2006: Provides a comprehensive framework integrating environmental concerns into economic decision-making, emphasizing principles like polluter pays, precautionary approach

- Corporate Obligations Companies Act, 2013 (Section 135): Mandates Corporate Social

Responsibility (CSR) for qualifying companies (net worth  $\geq$  ₹500 crore, turnover  $\geq$

₹1,000 crore, or profit  $\geq$  ₹5 crore), requiring 2% of average net profits spent on activities like environmental sustainability, conservation, and eco-restoration (Schedule VII).

❖ **RESEARCH METHODOLOGY-**

➤ **Research Design -**

The study is adopted descriptive and exploratory research design. Various business approaches, legal regulations, models have been described in lucid language.

➤ **Sources of Data-**

The research is purely based on secondary sources. The required data has been acquired through researches, official reports and legal legislative acts.

❖ **Scope of the Study-**

The study has been undertaken mainly to understand the interdependence of business growth with sustainable business development. The study made an attempt to glance and explore the business models, legal framework that aligned with business growth and green and healthy environment. The researcher has not taken a particular category of industry; hence there is scope to work on specific segments of the business and their approaches towards the environment.

**CONCLUSION**

- The study was aimed to understand the reciprocal relationship between business development and environmental health. The above explorative and descriptive theories have indicated that companies who are indulged in any specific business i.e. manufacturing, food agriculture, energy, fashion and technical can bring advantage by adopting and maintaining recycled business operations.
- The adoption of such recycled business operations will help to rebuild the ecosystem. It would help to secure long-term productivity without depleting valuable resources.
- For the purpose of fostering environmental awareness with strategic financial aid government has brought green finance to stabilize the financial health of the Companies while attaining the objective of business growth with sustainable environment.
- Various government laws, policies and regulations have been enacted by the government; however proper implementation of the enforcement of these norms will be an added benefit for sustainable business practices with a healthy environment.

➤ Mandatory for corporate Social Responsibility for qualifying companies can be served major role for environment sustainability, conversation and eco-restoration. The CSR policy would help to sustain the habit among the Companies to develop the economic condition of the nation.

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