

CONTOURS & NUANCES OF RESEARCH AND RESEARCH METHODOLOGY

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2. "Sustainable Development through Environmental Management System in Industries"

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Introduction:

Environment is affected by every human activity. Fortunately, today there is an increasing awareness about the close relationship between economic development and environmental management issues. Corporate enterprises are important for economic development, they cannot ignore the significance of environmental management issues. Environmental management plays a crucial role in ensuring sustainable economic development. In other world, sustainable economic development has to be environmental friendly. In order to be a good corporate citizen, a firm should adopt policies and take action that are environment friendly. It cannot gain competitive advantage without adopting proper environmental management. While assessing last three decades of process in the context of corporate enterprise's productivity, quality and environment predicted the first decade of the 21st century would focus on environmental management system dealing with critical issues, challenges and opportunities.

The issue of environment and sustainable development is an enduring topic of human civilization. The history of human civilization to some extent is the history of the explorations on how to correctly handle the relationship between man and the environment during its development. In particular, as man entered the industrialization period, achieving sustainable use of the environment and its resources in the light of the increasing shortages of natural resources became a key issue of common concern. Developed countries have produced many good studies on this issue of sustainable development during more than hundred years of industrialization process. However, developing countries in general lack such studies on environment and development issues. This is particularly true for the comparative study on the environment and development of different developing countries. In fact, many developing countries intentionally or non-intentionally are following the industrialization path of developed countries, without a thought to whether the development path of current developed countries is fully suitable to current developing countries.

Objectives:

1. To know the concept and importance of environmental Sustainable Development in industry.
2. To know the significance of environmental management in Indian industry.
3. To know the role of EMS in Environmental management of industry

Research Methodology:

The present study is based on the secondary data which is collected from the various sources i.e. books, research paper, journals, newspaper, magazines and web sites etc.

Definition:

Sustainable development :

The word sustainability is derived from the Latin *sustinere* (tenere, to hold; sub, up). Sustain can mean "maintain", "support", or "endure". Since the 1980s sustainability has been used more in the

sense of human sustainability on planet Earth and this has resulted in the most widely quoted definition of sustainability as a part of the concept sustainable development, that of the Brundtland Commission of the United Nations on March 20, 1987: "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainable development consists of balancing local and global efforts to meet basic human needs without destroying or degrading the natural environment. The question then becomes how to represent the relationship between those needs and the environment.

Sustainable Development and Environment:

Sustainable development is a modern phase which is frequently used in social, economic, scientific, legal, business and political circles. It is a process in which development can be sustained for generation. It means improving the quality of human life at the same time living in harmony with nature and maintaining the carrying capacity of the life supporting ecosystem. Development means increasing the society's abilities to meet human needs. Economic growth is an important components but can not be goal in itself. The real aim must be the quality of human existence to ensure to people to enjoy long, healthy and fulfilling life.

Environmental management is the process of allocating natural and manmade resources so as to make optimum use of the environment in satisfying not only the present basic human needs but of the coming generation also. From the last three decades too much awareness has been developed regarding environmental protection and quality of life.

Environmental Management in Industries:-

Today the environmental management is became a significant aspect of the business firms in the age of globalization. The world become a global village and the every product has a global market as well as the cut throat computation. In such computation age every business must have the competitive product otherwise the product will be outdated. Enviro-friendly product are accepted in the global market.

Environmental issues have increasingly important implications for enterprises and other organisations. Depending for enterprises and other organisation reacts, environmental concern can positively or negatively affect the extents to which it archives its goals. It can bring risk or opportunities for the business firm. The enterprises are always ready to capture such opportunities the enviro-friendly products are accepted by the global market it builds enterprises image in market as well as in society too, therefore the proper environmental management in industries are become a crucial part. The management of every organization is trying to capture such opportunities therefor they adapts various management system which eliminate their waste, organizations used recycling and try to control pollution. For the environmental management throughout the world are adopting an Environmental Management Systems (ISO 14001).

Environmental Management System:

An environmental management system is a part of an enterprises overall management system. It includes the organisational structure, planning activities, responsibilities, practices, procedure, processes and resource for implementing and maintaining environmental management. It includes those aspect of management that plan, develop, implement, achieves, review, maintain and improve the enterprises environmental policy, objectives and targets.

The Role of ISO 14001 in Environmental Management:

This is a voluntary international standard which is adopted by the business firms for the effective environmental performance. ISO 14001 is an International environmental management standard that offers a systematic approach to compliance and continual improvement while being flexible

and widely applicable to a variety of organizations, such as manufacturers, service providers, and government agencies.

Benefits of an EMS can include:

1. Direct savings from increased efficiency, reductions in waste disposal and energy costs.
2. Indirect savings from improved corporate image, and
3. Avoided costs such as fines, legal costs, insurance premiums and cleanup costs (1).

Role of an EMS in Industry:

A formal EMS can provide organizations with a practical tool to help them to understand and describe their organization's impacts on the environment, manage these in a credible way and evaluate and improve their performance in a verifiable way. Properly implemented an EMS can help with managing risks, liabilities and legal compliance.

Implementing EMSs can assist organizations improve their resource efficiency and reduce bottom line costs. They can also help conformity with customer requirements in the supply chain, enable sustainable procurement policies, enhance an organization's reputation, and secure new markets. And help improve communication with employees, regulators, investors, and other stakeholders.

Same important role of EMS as follows:

1. Identify and control environmental aspects, impacts and risks relevant to the organisation.
2. Achieve its environmental policy, objectives and targets, including compliance with environmental legislation.
3. Define basic set of principles that guide for the organizations approach to its environmental responsibilities in future.
4. Establish short, medium and long term goals for environmental performance, making sure to balance cost and benefits for the organization and for its various shareholders and stakeholders.
5. Determine what resources are needed to achieve these goals, assign responsibility for them and commit the necessary resources.
6. Define and document specific task, responsibilities, authorities and procedure to ensure that every employee acts in the course of his daily work to help minimize or eliminate the enterprises negative impact on the environment.
7. Communicate throughout the organization and train people to effectively fulfil their responsibilities.
8. Measure performance against pre-agreed standards and goals, and modify the approach as necessary.

The position statement outlines the benefits of implementing an environmental management system (EMS) and the role an EMS can play in helping business and the public sector reduce their environmental impacts, achieve cost savings, comply with legislation and demonstrate their commitment to securing continuous performance improvement.

An EMS can help all types and sizes of organisations, including small organisations, public sector bodies, Government Departments and local authorities, meet their own environmental and sustainability targets as well as contribute to national targets on climate change, sustainable development, waste, water, emissions, energy, resource efficiency and other environmental issues.

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The book, *Contours and Nuances of Research and Research Methodology*, is a lighthouse in the concerned field on an archetypal journey from ignorance to knowledge, innocence to experience, Vail to vision. It will stimulate research attitude with commitment, perpetual endeavor, hard work and professionalism among the stake holders of HEIs in this region. r.

Prof. Afaq Khan
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The book, *Contours and Nuances of Research and Research Methodology*, explores the most possible, probable, and practical research avenues in Humanities, Commerce, and Science along with the stipulated methodologies. Less known, less taught, less well-taught, less criticized, and more readily dismissed by the ideologically western political critics, the world of *Research and Research Methodology* is quite rich, diverse, varied, often neglected and out of the domain of the ideological, phallocentric critical scrutiny. An exploration of that world will not only justify the practical un to this last greatness of reciprocal, mutual humane relationship but it will also establish a *raisonde'tre* of the concerned book. In order to provide the antidotes and panacea to the ignorance, intellectual impotency, and bankruptcy on the part of the hypocritical Indian society there is a dire need of a critical exploration of all the disciplines from insiders' critical perspectives. In India quantity of research is increased but not the quality. By and large, the said book provides a few wiles and guiles for genuine exploration and research in Humanities, Commerce, and Science.

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