

## Lecture - 16 : Definition Sustainable Organisations

Hello viewers welcome back to this NPTEL course on Sustainable Happiness. So, today we will start a new module that is called Sustainable Organizations. Till now we have already discussed about what is sustainable happiness and how sustainable happiness can be achieved in the workplace all kinds of things, types of happiness and so many things. Now we will discuss about sustainable organization, how can we make our organizations more sustainable because in 21st century there is a high demand of sustainability, sustainable development goals and how to make every effort to achieve sustainability both in organizations, in the workplace, in the country, at the institutions at every level. So, let us define what sustainable organization means. So, as you know sustainable organizations are those who operate on a model that balances economic, social and environmental responsibilities.

As we know that these are the triple bottom line three P's of sustainability paradigm that is the people, planet and profit or prosperity. So, similarly the organization they have to maintain a balance in discharging their duties all in all the three domains like economic domain, social domain and environmental domain. So, they have to discharge the responsibilities by balancing all these three domains. So, here the aim is to create a long term value.

It is not just for the time being that yes we are adopting sustainability practices a sustainability consumption and production etcetera, but it must have the long term value it must we must create the organization they must create the long term value. And not just for the company shareholders that means, who are directly or indirectly related to the organization like their customers their stakeholders. They are investors, they are employee not just limited to them, but also to the wider society and the environment. So, their impact their practices the impact of their practices, policies, productions, marketing all kinds of operations, what type of impacts are there on the environment and in the society or the larger society wider society or the community. And sustainability so, now, it is a very commonly as you know commonly understood as it must encompass the triple bottom line approach that is people planet prosperity, people planet profit that is that basic triple bottom line paradigm of sustainability and it is So, it is you know it is expected that organizations they must encompass all these guidelines while performing their business while pursuing their organizational goals and whatever.

So, it involves not only the financial profitability and, but also it focuses on equal equally giving importance to generating social values it must have the. It must be it must be you know it must be guided by it must be guided for by some social principles, social reason,

missions, goals. So, generating the social value and maximizing the environmental impact. Because whenever the organization starts its business definitely it is utilizing. It is you know exploring and utilizing the resources, resources from the human resources not just human resources and financial resources. Also it utilizes the environmental resources, hence what it gives back in return.

So, to minimize the environmental impact in the sense that minimize the environmental exploitation that is should be definitely depends on the environmental resources to a resources to run their business, but it must be minimized as much as possible as much as is feasible. and required and in return it has to give back to compensate that environmental resources depletion and compare compensate in other terms. So, it has to restore the environmental quality resources etcetera. Hence, so it focuses not just on the financial profitability because every business has a goal they have the financial goal they have the business goals. So, the financial goals will be there, but side by side along with that they have to generate the social value like suppose for example, they are starting some business manufacturing business ok.

So, then definitely social values that yes people will people in the neighborhood in the community they will they will get the employability they will get the jobs. their for their for their skill development also the organization may make any effort to to train to train a neighbor a neighborhood or the community a youths and people to about the skills about the different kinds of skills. So, it is a value addition to the social sector social resources a human resources. Again whatever resources it natural resources it utilizes it extracts and utilize for it their business purpose, like maybe minerals mines or land all kinds of thing whatever resources they are utilizing for their business they have to give it back, give it back. ah to the environment through environment protection through you know through mitigating the mitigating some problems or maybe ah that means, they should stick they should stick not to over consume any natural resources and again to give back to the environment maybe by developing some you know some gardens, some parks, but that is that is primarily intention is to compensate whatever you have taken up how to compensate it give it back to give it back to the environment.

So, that the resource depletion and environmental that means, impact can be minimized in the sense that whatever you have extracted that should be compensated in either way. So, that to minimize the environmental depletion impact. So, it has the that means, you have to give it back to. So, like suppose what you are consuming water and if you are consuming the water natural water then you have to again give it back in other ways. Similarly, the soil the you know for the agricultural land whatever you are utilizing you have to give it back.

So, to minimize the environmental impact that means, the side effects that comes out of the their production or the business process that has to be minimized. So, a key aspect of these sustainable organizations primarily is again at the same time they have to be they have all these business organization they have to led by an governance model. Governance means that is nowadays you know governing environment society and governance they must have the guidelines or principles of how the how it governs the business how it how it transact the business operations, how it deals with the customers, how it deals with the employees and stakeholders and what is their you know transparency and accountability they are following. So, they have the every organization they have a governance model. So, that means, the rules, the policies, the guidelines, the vision, missions, goals everything is clearly defined and it must reflect whatever they are saying, they are stating in their document that is their vision document there it also reflects in their transactions that is the it must be followed by it must reflect the value transparency whatever they are saying in vision mission statement they are actually performing.

So, it must have the values like it must have the values like transparency and accountability. Accountability towards what? Accountability towards the people, accountability towards the environment that is the natural resources you are using and accountability towards the government, towards the administration everything. So, this model governance of this nowadays this governance model is also very important That means, what is your rule of you know what is the rule of governance model that means, for that means, you have defined the your not just the vision mission goals, but the principles, guidelines your A to Z that is starting from the compensations to training to all these things A to Z of the governance how it operates, how it functions. So, therefore, sustainable organizations are necessary definitely. So, slowly and steadily and progressively it becomes more innovative.

As because there are also competitions, but sustainability is nowadays inevitable you cannot get rid of you cannot avoid it. Hence how to again with sustainability how to compete in the market definitely you have to be very creative, you have to be innovative and so, you know at the same time you have to adopt But, adopt you have to adopt your the your organizations functions and activities and manufacturing and services as per the requirement of the global change. Whatever the global change the change a global scenario whatever the changes are coming up and you have to adopt yourself your organization as per the changing global landscape. Like in the global organizations post globalization in the global organizations what are the rules, policies, guidelines they are following you have to equip yourself your organization according to the like you know. So, like it is a gender friend gender equality you have to ensure equality, then social equality, justice, gender equality, then sustainability, you know then all kinds of the all these global guidelines other organizations are following you have to also adopt yourself with the changing global

landscapes.

So, and that is why you have to be innovative and you have to come up with new solutions, new technology and new business models which will be viable, which would be feasible at the same time also profitable for you. Now, next is that this is an just an this is an just an overview of the sustainable organizations definitely the balance the responsibility with the environment both the environmental all the three responsibility environmental responsibility, social responsibility and economic response. There should be perfect balance and at the same time it must have the positive impact in all the things positive impact on the planet that is the environment positive impact on the society that is the community the people. And the stakeholders that means, who are engaged with your business that is the from the for the for their economic perspective like the stakeholders who have invested in your organization they must be they must be benefited they must be the beneficiary of your you know profit your profit the stakeholders. So, you have to maintain the perfect balance between responsibility and its impact.

Now, now the most all of us we know that since long you know corporate social responsibility has been very common. So, all the organizations earlier it was you know it was voluntary, but after some time it has been made mandatory by the government that every company all organizations So, out of their profit they have to they have to give they have to utilize they have to give 2 percent of their profit and they have to invest it in the social development in the community development. So, that is called the corporate social responsibility the every corporates they are bound to give 2 percent of their profit and invest them in for the social upliftment social benefit and an environmental development. So, corporate social responsibility very known as the CSR it refers actually to the communities commitment and practice to environmental social responsibilities to be that means, to be the leader to be the leader of the environment the social landscape in which they operate the function or they have started they are running their they have started their industry or they are running their business. So, that is why CSR is it refers to primarily the need for the business to be the good corporate citizen.

the corporate employer the corporate employers who have started these things. So, in the they must conduct they must carry on their business in such a way that they would be acclaimed as the good corporate citizens even though they run the corporates, but they are the good corporate citizens. So, that is a CSR involves going beyond the law of requirements even if legally what has been mentioned, but they go beyond the big they go beyond the legal requirements. They follow their ethical guidelines, they follow the morality, they follow the follow the humanitarian applications. So, primarily their focus is on social welfare.

So, that is a CSR goes beyond the financial profit or the earning money only for the stakeholders rather for the social upliftment environmental development. So, that is why it is now concerned with how to protect the it is concerned primarily with the protecting the interest of the stakeholders such as employees, customers, suppliers etcetera and the communities of the people who are directly involved in the business. Besides that CSR also adopts the human employee practices like you know it falls under their governance, it falls under the governance. That the what are the employee employee well being practices, employee you know employee compensation packages, employee you know holidays, leave rules and their salaries, their perks, their DAs, their areas facilities. So, these are the things the employee practices what are the human more human humanitarian practices there.

they are they have introduced for their employees caring for the environment like for example, they are very much careful about the environment like the resources they are not they are utilizing from that and how they are giving back to and how can they you know starting from you know energy consumption that is the energy consumption to waste management to everything. And to invest more in the philanthropic endeavors philanthropic that is much beyond the profitable that means, you cannot restrict that the corporates actually good corporates like the Tata's and the Birla's and Ambani's So, Ambani's actually they are pro people, pro society, pro environment that means, they take care of their environment not only environment, but also people community where this the stakeholder not just stakeholders, but the society, but the community where it is established. So, that is the corporates those who follow the moral ethical and moral ethical humanitarian principles to you know to give it back whatever we are taking let us give more than that give it back the 100 percent back to the community to the environment society. So, they are actually known as they are known as the good corporate citizens. Similarly, we when we categorize we classify the organizations that corporate sectors who are the best.

who are people friendly, who are employee friendly, who are customer friendly, who are environmental friendly. So, we automatically say that these companies they have done a lot in this for example, in the environment, in the social development. For example, the best example I can say that Tata's, Tata group of industries. So, Tata's not just that they diversify their business, they give the employment, they do the skill development programs etcetera, but wherever they establish their industry they actually develop the whole township. So, you can look at the Bokaro steel plant, Jamshedpur city and you know wherever and whatever wherever they have set up their factories, industries or any branch or any etcetera they have completely developed the total set of total city, total urban area, total township and with all kinds of facilities education, health, water.

you know entertainment, business that means, the business that means, marketing shopping malls all kinds of the facilities even entertainment parks also. So, they actually fully that they actually they are they bring the transformation that that township that they focus on 360 degree transformation that locality in the people's quality of life the resources the environment all kinds of through all kinds of you know all kinds of philanthropic endeavours that is going beyond CSR going beyond going beyond the ESG components. So, that is called the that means, you are the corporate citizens in this way actually it enhances the brand image of the corporates. So, not just they are the sustainable organization, but they are the branded they are globally acclaimed branded organizations they have a brand. So, sustainability again is the practice of living life what how can you bring changes in the quality of life of your of your of your resources of your people as a human resources of your natural resources like the water, the air, the soil, the wetland, the forest.

So, not only you protect you also improves like the quality of water drinking water in Air quality increases, soil quality is the marine life, the forest all the kind resources their lifestyle their quality changes. So, and similarly if the all these resource natural resources quality changes definitely people's life quality of life will change. So, it is more very often it is sustainability since actually sustainability is primarily You know it is conceived as the very much environmentally focused, but it is not environmentally focused only, but not just conservation of the natural resources. But how by preserving the resources by you know creating the long term planning proposal you know adding to by you know through technology we create many more you know energies. When we talk about clean energy the natural energy clean energy when we are saying whatever consume that means, whatever energy were consumed from the from this natural world.

Now, how can we store it? plan our operations and production in such a way that it will be restored for the future generation also. So, long term planning required for the to fulfill to ensure that the needs of the future generation can also be made that is actually the definition of sustainability not just sustainably use the resources and maintaining the balance of people planet and profit, but also at the same time to to conserve and to restore or to save the resources for the future generations. So, that is why you know preserving the natural resources is again the priority in the priority of the sustainability. So, some people actually use sustainability more broadly to include that anything that helps to protect the organizational ability to operate. That is not the definition complete definition of you know organization.

Now, you are just mapping it how cost effectively minimizing by minimizing my expenses how can I run the business that is not sustainability, but you have to give it back to. So, some companies they actually adopt this CSR kind of thing now the sustainability has

become almost become the compulsory mandatory component. But, before that when see people were using the CSR that they are you know they advertise it that means, we are we contribute this much we have done in the CSR we have done this this this for the society for the thing that as an advertisement advertisement for you know for their reputation for their brand image image management like this. But, actually it goes beyond profitability of the company. So, CSR is know some people some organizations like they do its here the they do the CSR out of humanity out of moral obligation out of ethical values standards like they that means, they just they just do not restrict themselves with the with the you know 2 percent to somehow invest in somewhere like not that, but beyond 2 percent.

Even sometimes the 40 percent say 40 percent or more than 40 percent they invest in society, in community development, in education, in health. And so, they do it out of their compassion, out of their human values, out of their ethical obligation, moral obligation. So, now, this so, treating the environment well in is important for the business practices. So, but and the companies those who treat the environment very well actually it reflects their corporate CSR programs. So, definitely usually they disclose it that corporate they what sort of social CSR programs they are engaged in what they are doing it actually the company they also reflect it they also explain it reflecting in their website and put it in the put it in their website.

in their you know annual report etcetera what are the what sort of CSR program they are doing. So, it is definitely that means, socially it is a definitely socially responsible practice is a good business. So, running the good business it is very important factor. So, sustainable operations you know primarily driven by the combination of factors it is not just you have invested you know plantation of the trees or you know drinking what safe drinking water supplying the safe drinking water not just one or two things, but also it includes multiple you know for you know for even for organizing different kinds of awareness camps, public awareness camps about the environmental issues, about the sustainable consumption, about the sustainable living, lifestyle. Similarly, growing and now because now even there are some organizations they are adopting the social equality.

So, they address through workshop they address social inequality to enhance the public awareness and what is the human rights and what is the So, all kinds of what is biodiversity, what is waste management all these regarding all these things that they make aware this make the awareness programs to you know to alert the public the common practitioner the public layman. So, and this practice often you causes the operational efficiency and cost saving also. So, when you propagate it you advocate all these things in the community through repeated workshops and campaigns like etcetera. Definitely people they themselves become very conscious like when you advocate for the safe drinking water. water as a water as a natural resources say water like all kinds of through campaigns

etcetera definitely people they start you know using it sustainably.

They start using it the sustain not just sustainability, but cost effectively and you know save they start saving the water as a natural resource because how difficult it is to get the safe drinking water. So, similarly nowadays organizations are also increasing increasingly becoming innovative you know there is a very competition in the global market regarding that not just about your profit and stakeholder, but in every aspect starting from your customer satisfaction to your brand to the carbon footprint, how do you manage your waste, waste management, resource consumption all kinds of even. So, all kinds of things. So, hence every company now in the global setup in the global context they need to update themselves, they need to update themselves and resolve all the all the dilemmas, all the conflicts in the interface of economic, social and environmental platforms. So, and to run a very to get a very business successful business model.

So, it is again it is a competition and it is again an innovation and create and creative attempt. So, nowadays you know all of us we are also listening to the green technology. So, green technology we have already studied that TV it is the technical and vocational green green TV green how technical and vocational can also be given in a green mode that is with minimum carbon footprint. So, so that means, sustainable industries also nowadays they are also they are also clearly declare they are also they also clearly. Advertise what are the sustainable business practices they are using and they are also propagating advocating it for the public.

And in whichever place they have run they have set up their business houses how the people they have started they have started living sustainably adopting the sustainable lifestyle and consumption. So, then again the to regularly to regularly engage with the stakeholders yes definitely all the organizations they their stakeholders are the their direct stakeholders are the customers and the investors and they are communities the people people communities and the employees So, all they are the stakeholders how to engage the company industry, how to engage with the different diverse stakeholders to inform their strategy and report their sustainability performance. What they are doing, how sustainability they are saving energy, they are saving the cost, saving the and distributing and you can say discharging the humanitarian programs, that skill development program, education program, training programs, how they are creating the jobs. and how they ensure the job safety everything etcetera they clearly explain it explain it that because they have the you know they have the you know you can say they have the another department is who look after the looks after the public relations public relations and the brand image and publicity and the and the stakeholder and the external stakeholders relationship through communication through workshops through different kinds of you know community programs community based programs. So, they have to they have to communicate, they



have to advocate, they have to explain narrate what are the sustainable performances they are practicing and how in return, how it saves energy, how it saves money, how it saves the natural resources etcetera.

So, because in this kind of communication because the communication automatically they it helps in building the trust and credibility, suppose the an organization they have set up the you know Forget about the older organization branded already established organization, the new organizations new business houses those who are coming up recently very this hardly within 5 to 10 years, they have to build a trust among all the stakeholders, they have to establish their credibility. And you know because value is the values like the trust credibility is the most important asset in the market place you know. So, that is why that is why sustainable organization they prioritize their actions, they follow certain guidelines and policies and you know guidelines policies and which goes beyond profit making. Profit is one part, economic advantage economic profit is one part.

but not at the cost of other things. So, it is one part say even. So, your targets should be equally distributed over the profit people and planet. So, they engage in very various kinds of proactive majors, training programs, skill development programs, awareness camps, you know outreach programs as you know which have the long term implications of implications for their own operations, its impact on the society and the that is environment and it is also community people's awareness also increases. So, it includes you know commitment how they are committed to reduce the carbon footprint and how they are adopting certain practices which you know which increases the energy efficiency. Nowadays most of the fire companies they are you know industry they are using you know the solar energy panel, solar panel solar energy to utilize because it is available its natural energy source of energy and it is plentifully available why not to capture it and use it.

So, that so, solar energy is cost effective and the clean energy and to ensure the fair labor practices with regard to labor laws, labor wages, labor you know leaves, labor labour safety, they are you know they are safety, then they nowadays almost as I know almost all the companies be it is MSME startup or you know big company, small company every every companies now they are they are they are maintaining this you know they are safety they have many there is a mandatory like the PF. Provident fund contributions is a you know mandatory component I think believe for all the kinds of labors may they be they temporary, contractual or the long term whatever for every set of every type of labor forces this PF and medical, provident fund and medical these are the compulsory part, mandatory components in the governance and the rules. So, the legislation and policies both at the national and international level also reflect these values like that means, you have to equally that means, environmental clearance, environmental safety, security, protection of the biodiversity that is one aspect and the people safety, security, their future you know

security, job security, their health, safety all kinds of things these are also These are also the important values which are narrated in international national level in the all kinds of you know acts WHO acts and all kinds of UNESCO acts etcetera which reflects these human values and environmental sustainable practices. Now, so CSR that is a so CSR used to primarily describe the efforts that what the organization what sort of efforts they are making the stances that examples and the policies that the companies undertake.

So, in an effort to positively impact them. So, whatever impact what in whichever way it gives back to the environment it must have a positive impact. So, they are known as the corporate citizens and it must align with the values well values of whatever we are using we must give it back to the for a better society. So, CSR initiative as you know these are the activities often engaged that organizations are often engaged in things what is improvement of the environment, social justice some organizations are exclusively working on you know. on gender equality and gender equality and social justice. So, not just in their recruitment, but in their work practices and thus you know in facilitating this kind of platforms also you know through advocating or through you know through setting up some cells for sponsoring the funds and for studies and research.

So, social justice effort they are making for gender equality and equal pay package and decent jobs. and women safety also primarily women safety or equal pay packets for the women employees facilities extra facilities for the women employees. So, that is an employee voluntarism sometimes some employees of the organization the voluntar the voluntar out of you know out of their morality moral ethics. and ethics, ethical practices that they you know it is a kind of humanitarian principle like you know that that means, I must go beyond this kind of 10 to 5 job, 9 to 5 job, I must do something for the society, do something for some cause, some noble cause. So, employees some employees they can also volunteer sometime and the organization they may have some platform to who can offer this your your voluntary membership or you know services etcetera and charitable often organizations they also do some charitable contributions new to for example, setting up a cancer hospital, eye hospital, you know blood donation, blood bank.

So, these are some charitable contribution also organizations they make as a part of CSR and often they also partner with other bigger companies like. So, that bigger companies they also partner with those companies so that for they can achieve they can focus more on the social betterment. So, the companies are increasingly to now there is also restructuring themselves like their structure the organizational structure the framework the their supply chain their you know how they function the functionaries then starting from their you know recruitment to the you know on to the waste management person waste management CSR activity everything now they are restructuring all these things. So, therefore, the approaches to sustainability and CSR vary according to the industry. The thing is that CSR is there

corporate social sustainability is there, but how CSR and sustainability can be embedded or how CSR can be done in a more sustainable way.

So, approaches to sustainability and CSR vary definitely vary according to different industry because CSR primarily focuses on moral obligations, what is their moral obligation they primarily focus on that. Whereas, sustainability is a way of practicing, is a way of running the business, it is a way of living, it is a way of doing business. So, and they offer insights into the ethics and economic sustainability, environmental sustainability and social equity. Now, as because sustainability has emerged as a very important component and concept or keyword in our lifestyle in our social life also. So, how to maintain the balance between CSR and the sustainability.

So, sustainability primary focuses on maintaining that balance. So, how the companies may determine what factors to favor in the ethical decisions and which are the which can have an intangible impact in ethical dilemmas that means, what are the some kind of moral dilemmas, ethical dilemmas are there and companies they determine what kind of factors they favor in that ethical decision making or dilemmas or the best practices for developing the ethical culture in the organization. Like suppose may be that they are like for example, may be in a such a conflict or dilemma case may be that they are losing some they are losing some money, some financial resources, some that means, they are incurring some loss huge business loss, but still then they are they are willing lose willing to lose money, but at the same time they overweight that means, that means, over focus on the balance ethical balance of you know supporting the manpower, supporting the society, providing the jobs or scale level or doing something good for the people or the society for the environment. So, they are willing to will bear that loss in business transactions in financial loss especially at the cost of at the cost of. So, at the cost of bearing that loss financial loss they are willing to are there they you know they out go themselves to compensate the compensate any kind of you know dilemma any kind to overcome to men to.

Compensate for the people for the to do something justice to do something justice and the ethical ground on the society on the environment on the people that means, people safety or the or kind of the customers. So, they run this kind they practice this kind of best practices which has the ability Ethical component more that means, weight is on the ethical component, ethical decision, ethical practices even at the cost of some financial loss, business loss. So, that is it is a kind of commitment. So, in this way the organizations develop kind of ethical value oriented culture, ethical work culture know in their in their culture some because it helps in developing the big brand and the work culture. So, in the work culture these are the pro friendly, pro people, pro people, people friendly or pro people, pro employee.

kind of organizations who give more importance to their employees than anything else. Similarly, some organizations they give exclusive or exclusive importance to the environment. to the natural resources to the environment to the greenery. So, that is that is it becomes a brand value of that organizations. So, commitment to change and sustainability is imperative for any organizations to evolve as into a future proof business if you run in this way.

So, it is long term sustainability will be there in organizations not just they are doing practicing the sustainability as a way of doing business, but they will retain their position brand image for the future also for the long term future that is the future proof business. That is called as you can say sustainable organizations. Organizations who are practicing sustainability for a long time, they will end up becoming the sustainable organizations for the future generations. So, organizations should therefore, that is why organizations should be mindful, they should be very attentive, very mindful, very alert, very judiciously they must take the steps steps in you know in you know in their policies and the practices and you know always checking with checking with or deeply contemplating on its impact on the society on the on the people on the community on the environment etcetera. So, before before doing something before starting before taking some drastic decision they must calculate being mindful and build resilience.

Resilience again we have already discussed how to you know to be resilient in adopting ourselves to the new environment, facing the challenges, overcoming the challenges with the solutions and then again coming back to the normalcy with the experience of you know for the their experience which can we which we can implement for the future business practices. So, building resilience and boost the stakeholder buy-in. Stakeholder what the actually we are doing the business, what the stakeholders they take back from us that is the stakeholders buy in what actually they get from us. We are running the business for our business goals etcetera, but we are resilient because we can sustain any kind of challenge etcetera, but at the same time all our stakeholders all the business investors suppliers. employees, customers, people community people everybody they must we must have something to give it back to the society.

So, they stakeholder must buy in what they learn what they take up take take on from our business houses from our business organizations. So, that is the to focus on embedding and establishing the environmental social and Now, this ESG framework so, it is beyond CSR ESG framework governance that is environment society and governance framework that comprise a strong corporate governance structure. Then you know sustainable procurement whatever resources we are procuring, we are utilizing, we are extracting, we must do it sustainably. And we must address the diversity and inclusion components and we must also focus on supporting the local businessman like we have started a big business and it

affects negatively the local business man, local shopkeepers, local small time entrepreneurs. No it should not be, it should support the local businessman, entrepreneurs etcetera.

So, and the and the conscious of the future resource consumption. So, in this process some organization they have even started teaching communicating educating the consumers educating the customers to take on to buy to purchase to consume as much as required. So, now, all these you know it is their big companies their marketing policies or advertisement this sale this offer these are for their marketing policies practices ads further maximize for maximizing their profit, but in other way other some companies also you know they They they reject all the back dated all the back dated things back dated things and goods and etcetera clause and etcetera, but rather they advocate they advertise for sustainable consumption, sustainable purchasing behavior, sustainable buying behavior and sustainable use of the things. So, keeping aside their marketing strategies or keeping aside their profits etcetera, they also try to educate the users, educate the citizens, educate the people and public or all the stakeholders how to consume sustainably. and how to buy how to buy and purchase as much as required is sustainably or sustainably sustainable consumption and production. Production it is so, they are also following the guideline of sustainable production at the same time advertising, advocating, propagating and guiding and educating the customers or the stakeholders how to consume.

good things and sustainable way in the long term for the long term health benefits. So, now, all these you know natural products you know all these natural medicine, natural health all the ayurvedic products etcetera their companies primarily you see you know our people our you know environment friendly eco friendly products and we can use with the cost effective prices you can you can use it for the long term. So, they themselves also put it in their advertisement. So, this is all about for this class this is all about CSR and sustainability and in the next class we will continue with this topic. Thank you very much.