

## Lecture - 18 : Sustainability policies and practices

Hello viewers, welcome back to this NPTEL course on Sustainable Happiness. discuss a new topic that is sub topic of the sustainable organizations. Now, regarding the sustainability policies and the practices, how organizations can align their policies and practices as per the sustainability practices, sustainable development goals and sustainable you know organizations etcetera. So, the company must prescribe their policies and principles to ensure that The organization's activities it aligns with the sustainable development goals just like sustainable organization, sustainable leadership, you know it must be suitable for the environmental sustainability, economical sustainability, social sustainability, climate change thing, climate change issues, then you know net zero carbon footprint and you know renewable energies and waste management all these things how the organization policies and practices should align should be aligned with the sustainable development goals. That means, it should facilitate in achieving this SDGs as early as possible. So, environmental sustainability policies are a crucial as they address the direct impact of organizations activities on the planet like you know all the environmental sustainability policies it has a every organization it has an impact on the in the planet.

and the planet in the environment, in the nature, in the even in the even on the society, media society in the communities there, business even the business, business practices, business you know status. So, how this environmental sustainability policies is very crucial and it should be addressed by the adequate policy and updated policy and practices. So, that because it is important because it is it is because every organization it has So, impact on the planet, on the community, on the economic scenario etcetera. So, environmental sustainability policies, so policies is very important.

Now, the policies you know environmental policies definitely it includes reducing the energy consumption and emission reducing the carbon emission and how to transit transform or transit the organizational activities towards the renewal energy that is solar energy. wind energy, hydro energies. So, the policies organizational policies should align with this kind of issues goals and objectives, how to reduce the energy consumption and you know in terms of you know nowadays the chargeable battery and you know EV motor vehicles, automobiles, renewable energy sources like solar energy and wind power energy etcetera. So, the policies must have the direct implications towards the sustainable practices. Similarly, waste management is also another important thing because with the huge population with the huge business activities and all kinds of things.

So, definitely every day volume of waste products are being created. So, how to reduce it, how to minimize it, how to you know mitigate all these kind of waste related issues and

challenges because it directly affects the environment, it also affects the health people, it also affects the business practices. So, waste management practices like the you know for example, reuse, recycle and then dispose it of. So, recycling, composing it with the sustainable alloys, procurement policies, resources, they can you know and reengineering, then recycling all these things are the actually the sustainable practices that should be done in a very responsible way. So, waste management practices through both through the technology, both through the policy and practices to ensure that these waste products are being processed, recycled properly and rather it should be converted towards the positive and usable resource for the environmental So, diversity and inclusion policies we have already discussed, it primarily emphasizes on the social dimensions of sustainability.

That means, if the organization embraces diversity in terms of in terms of types of people, their employees with diverse skills, competencies, cultural backgrounds, education etcetera, how it should be leveraged properly. So, social dimensions or social sustainability. Primarily it includes the diversity and inclusion policies which would be practiced by the organizations. And the primary aim is to foster the inclusive culture and values of the diversity and how diversity can be embraced in a positive way and it can be leveraged for the benefit. So, similarly how to manage how to maintain the social sustainability or diversity and inclusion is by hiring the people from minority groups underrepresented groups and how to raise the awareness among the employees among the co among the co workers in the organizations that how it that means, to create a kind of to train them to train them to you know eliminate any kind of unconscious bias is there and to create a more dynamic and innovative workforce.

So, where everybody will be would be free to know to free to have an dialogue or have an interactions have a you know have a positive interaction and innovations and you know and a dynamic way of acting together or working together. and interacting together. So, that will be so that will come that can that can bring the positive results and impact and the outcome. So, to create a more dynamic workforce more innovative workforce with a heterogeneity as a characteristic because by embracing diversity ah diversity definitely it includes the And heterogeneity workforce heterogeneous workforce is definitely is more productive because with the creative and innovative ideas of different people from different background with different ideas and thoughts. So, now, this employee resource groups are also here every you know every organization they have employee counseling.

group, employee resource group, employee mentors are there, employee you know employee development centers are there. So, employee resource groups actually whoever what type of groups are there in the in the organizations, employee counseling, employee resource group, employee mentoring kind of groups. So, these type of groups play very plays a play very vital role, vital role in supporting the diverse employees. Because you

know these kind of groups they give the awareness give this they spread the you know they spread the you know enriching experiences and they counsel them, they mentor them, they guide them regarding the. You know the variations the cultural differences or may be some linguistic differences or any kind of cultural gap it is there in the workplace.

So, they all these resource groups they address these issues and try to bring all the diverse people into the same platform. So, that they can work cohesively the work together and they share they can share their different perspectives and different perspectives and experiences also work experiences. So, and similarly at the same time ethical policies are there. And just it is the purpose is to ensure the compliance with the ethical standard whether the all the stakeholders, all the suppliers, employees whether they are following the guidelines, ethical guidelines of the organizations or not. That is to ensure that and whether these are these stakeholders are complying with ethical standard or not because ethical standard is directly related to the brand image of the organizations.

So, that in order to ensure that in regular audits would be done. And it this kind of this kind of regular audit also it facilitates it also supports the fair labor practices. That means, even if they if they are even if there is there is any kind of grievances any kind of gaps and communication gaps or any kind of discrepancy it will be sorted out very on the spot sorted out at the earliest it should be sorted out very quickly. quickly and can be addressed properly. So, that it can bring the again it can bring the stability, we can this bring the stability it can it can you can resolve the issues and it can mitigate the challenges, it can mitigate the any kind of if any kind of threat and instabilities there it can be addressed.

So, in this process this audit regular audit Contribute significantly towards the stability of the organizations, towards the you know trustworthiness of the employers, then again to bring the resilience of the resilience in the operations organizational operations like supply chain, marketing, R and D all in all aspects all organizational operations it brings the resilience in these practices as well as it can bring the stability. So, this is the you can this is the framework for you can say for the how to build a sustainable organizations. So, here three important factors have been discussed, one is employee engagement. We have already discussed about how diversity inclusion can be embedded equality and engagement inclusiveness can be embedded in the employee engagement framework in the workplace. So, in order to ensure, in order to enhance the employee engagement, promote the active employee sustainability, their involvement in different practices, giving them the freedom of choice, you know choice to decide and to you know to speak their mind and to you know participate in different innovative practices.

So, train them for the sustainability awareness. So, train them your train you train your employee and your employee will again train the other stakeholders. So, again for you

know for sustainable contribution also you put some incentive some some reward mechanism etcetera for in terms of accolades, in terms of recognition, in terms of financial incentives or promotion etcetera. So, how to employ because these HR resource human resource is the very potential resource in mobilizing the whole organizational activities towards the sustainability. And next is the renewal energy is energy is the base you can say energy is the resource main resource vital is a besides human resource energy is the material.

So, far as the material resources are concerned energy is the largest resource. the usage resource for the usage because you know shift to now how to by using till now we have been using all kinds of you know all kinds of the thermal power or you know electric power, hydro power and all kinds of other kinds of power usage where the emissions of the carbon footprint was very high. So, how to reduce this carbon footprint by enhancing our sustainability practices and we are how we can go for the renewable energies usage and sources. So, that is how to shift to the renewable sources of carbon sources of energy, how to reduce the carbon footprint, how to use the solar energy mechanism that is solar panel for the solar the solar energy utilizing it and how to how to use the clean energy through you again wind energy as an wind energy. So, here our effort is how to move towards the green and cleaner energy energy platform be it hydro, be it wind, be it solar how to provide the green energy platform.

So, and waste reduction again every organization every business activity ends up with some creation of the some waste is how to how to reduce this carbon, how to reduce this waste, how to manage this waste and how to you know rather transform this waste into towards the towards the positive usage positive some to some kind of positive product. So, how to minimize the impact of this waste strategy, how first of all what is your waste management strategy, whatever waste is you are creating, how you are dissolving it, how you are managing it, how you are recycling it. So, reduce reuse and recycle is the basic philosophy of this waste strategy. management that is how to reduce as reduce as much as possible. Again whatever you are creating try to reuse it in different through different processes and after reuse again how do you recycle it, so that it will be completely dissolved in the in the in the in the in the earth in the planet.

So, now, that is why the biodegradable. Now, we are going for the organic products, organic things, organic packaging everything is organic and green using the green technology you know going for the organic materials. So, that it will be easily dissolved in the in the in the earth in the natural environment. So, first of the employees responsible consumption. Now, again not only the employees, but also from time to time the organizations would also conduct some kind of workshop awareness camps and publicity and campaign for you know you sustainable consumption.

So, even though they focus on their business practices, but how this businesses should be done in a sustainable way. So, they should promote advocate for sustainable and responsible consumption not for just for their employees, but for other stakeholders for the community people for the public in general. So, enforcing so, however, how to enforce this policies it requires diligent oversight and commitment to continuous environment. So, whenever the organization frame their vision, mission, then goals, long term goals, short term goals and the action plan etcetera. So, they must have that vision.

That vision and they must be very meticulous, very particular about practicing it, transforming it or implementing all these policies into the practices and they must have a commitment towards the continuous improvement even if they are at the at the moment at the now At present they are they are doing well, but still they will try to reduce the carbon footprint. So, they should not be complacent that yes we have already done well why should we bother about no not like that kind of attitude, but rather even if you are doing well still you think of innovative ways and practices. So, for the continuous improvement in your policies and practices. how much how effectively you reduce your carbon emissions etcetera. So, sustainability reporting and especially the ESG report that is environment society and governance practices all these and ESG report also reflects this kind of sustainability practices.

So, and it, but however, it requires the commitment of the top management people. So, commitment from the top management that is people that is who are the leaders and So, how and how they have embedded, how they have integrated their policies, practices and how they are dedicate, how much they are dedicated or committed to achieve sustainability and how they are integrating their ethos, their values and practices and policies into the practices of the organizations. for the world community, then transparency is a very important, accountable governance is there, social sustainability is there, environmental sustainability is there, these practices should be adhered to and should be highlighted in your business transactions. So, with high degree of openness, regularly reporting their performance to the seniors and what are the sustainability initiatives they are you are taking in every year, in every every year, and how do you cater to the needs of the stakeholders in a very sustainable ways, be it your marketing, be it your research, be it your supply chain whatever. So, how do you handle the stakeholders needs, their needs, their requirements etcetera, at the same time you also maintain the sustainable practices.

So, that is why transparency, accountability, audit, audits. For every activities audit for supply chain activities, audit for your environmental sustainability, audit for your economic sustainability all kinds of things should be maintained should be should be practiced. So, that you can say you can you can at the end of the financial year you can make a you a

very standard particular standard that is a social standard you have set up a social standard, economic standard, environmental sustainability standard. You can ensure that you are you can show it off that yes you are following these standards. So, sustainable organizations again are distinguished by the long term perspective.

So, sustainability does not mean that you are only having this immediate short term goal and for this financial year for this business practices, business houses you are just maintaining it for the timing, but should have a long term planning also, long term perspective because it is sustainability mean itself is the never ending, it is an eternal, it is a for the it is very futuristic, it has to be very futuristic. So, strategic planning, operations, decision making which are very very important activities and that is when that is being affected by the sustainability practices. And sustainability assessments should be done very regularly that we have already discussed. And integration of the environmental social goals, how along with the business or economic and financial goals etcetera, how do you integrate the social goals like making the people happy, making the community happy, ensuring the community well being, people's well How these social well being practices, how these environmental sustainability practices and issues and objectives are being embedded in your business plan that is very important. And for that you need to also you need to collaborate with others, you can develop partnership and you can also implement some key strategies for these organizations.

Because suppose those beginners the small MSMEs or the startups or the small organizations They are not in the initial stage they are not self sustainable. So, they have to depend on others in this in this scenario in this stage. So, in order to maintain their sustainability brand in order to adhere to the government policies rules and regulation in order to achieve the SDG goals. In order to make their in order to prosper in their business activities in order to make their grow business wise financially economically. So, they have to have some partnership with other agencies other organizations.

So, business partnership and collaborations are also the key strategies for these organizations to establish them as the sustainable organization. So, the collaborations can drive them can drive systematic change like you know industry wide commitment, reducing the greenhouse if emissions, how to eliminate the labor labor forces. Now, how to you know how to you know how to embrace technology, how to use the technology, So, how to make the employee, train the employee as to be the techno savvy, and how to use the technology in a sustainable way, sustainable technology, green technology. So, how to any and again to bring the reform your labor policy, labor laws, labor policy, employee compensation, compensation employee, you know, pays or leave rules, governance rules, governance policies, all these things are to be updated. So, employee well being and engagements are also central to all these kind of social sustainability.

And you know for that matter again you have to look at the employee satisfaction, their health, their motivation, and their skill development, their training etcetera from time to time. So, all the HR activities, employee development activities and employee engagement are also very crucial. So, therefore, to invest in a very safe inclusive and fulfilling work environment is the most you know is the most important vital activity and that involves the employees in the sustainability initiative that makes the your employees and the stakeholders to be a part or to participate actively in the sustainability. processes, and foster them to take a sense of the ownership know, such a sense of their ownership, how to bring the alignment with company's goals, objectives, and at the same time how to leave a mark in the in the market, in the global market, in terms of reputation, in terms of brand image, all kinds of things. So, again this is a framework, now frameworks it depends it varies from types of organization to organizations.

Now, the competitive advantage that means, if your organization is having some exclusive policy which caters strategically caters to one particular aspect may be environmental sustainability, social sustainability or your by introducing some specific rules, laws, policies that means, you have an ease over others that is the how to Get the competitive advantage in the market with with you know with the implementation of some exclusive laws, legal practices, ethos, values etcetera. And again strategic priorities in like in your business plan what are the what are important priorities goals are there. You have strategically positioned these goals and objectives to have the to take it as a Priority in business activities, priority in business transactions and other kinds of things. Some organizations they have for example, first and foremost they keep the social development, community development as their strategic priority. Because whatever business they do they must they must satisfy they must cater to the needs of the community people of the stakeholders of their community.

They take care of their employees, consumers, customers etcetera. So, they have already integrated these in their business plan. And organizational pain points rather than again inclusive leadership and the cultural aspects is very important work and the ways of working. That also they have implemented in their design, organizational model is there what whether how what is the structure of that organization, how what type whether it is a flatter more flatter organization or you know hierarchical organizations, how it facilitates what are their how do they how do they in identify the talent recruit them and nurture the talent. So, talent management is another important and these are some specific objectives they look into look into that so that they make an they can make a sustainable business plan.

So, now innovation and adaptability also these are very crucial very critical for sustainable

organization because at the same time you are not on not just maintaining the sustainability, but you have to grow you have to prosper also. So, innovation and innovation and adaptability how quickly you can adapt adjust to the any kind of environmental crisis that is happening or any shortage of resources, but at the same time being innovative and creativity. So, that is why implementing the new technologies and the practices that is how we are now using the technology like anything because you know technology results most of our problems most of our challenges. And how to implement the new technology and practice them and educate the educate and train your employees to use this technology. And how it can get through technology how you can reduce the environmental footprint footprint and how we can improve the efficiency, efficiency that with the human resources being trained at the technology uses, how can you make your make your quality of the product more is better product.

But again you can also smoothen your operations like supply chain things and you know marketing things, how can you bring the smoothness in the operational processes, how can you make your product more qualitative quality and assure the quality. quality of the products and then again for you know not for supply not just for the supply chain, but also you know transport for the communication for the marketing. So, in every in every that means, it how it can be embedded in the logistic and how it and logistic processes, how it can be embedded in integrated to the logistic logistics that you are using for your different operations. So, at the same time agility in responding to changing market again market research market is you know market is volatile, consumers needs are changing, customer needs are changing which is unpredictable, unpredictable and dynamic. So, how to you know you must your organizations must be agile, your employees abilities, their resilience, agility should be there to quickly respond to this changing market scenario.

So, you must have some regulatory mechanism to deal with this kind of emergencies, this kind of challenges or the crisis. So, your organizational practices, business practices should also demonstrate the agility in responding to the changing market, changing needs, changing demand of the market. And, the regulatory demands that relates related to sustainability. Similarly, sustainability regulations are also increasing. So, how can you adopt yourself by enhancing your agility to respond to the changing market scenario as well as you can you know cater to the requirement of the sustainability requirements.

So, here you can say the most importantly deep seated commitment to social responsibility and ethical practices, which is very important for everything that the organizations do. And at the same time legal requirements are also there, you have to follow the or you have to comply with the legal standards, labor laws and the business laws and practices you have to cater to these kind of policies and practices. So, you must have the high ethical standards, so organizations they should also comply with to these kinds of requirements legal, ethical



and moral requirements. And so, and the practice these practices would also reflect the dedication and fairness and respect for the human rights, equality, gender equality, you know fair you can say fair treatment then equal wages and and you know accepting that means, inviting and accepting or you know facilitating the diversity catering to the diverse needs of the your of your employees. So, all these are the different aspects of the sustainability as well as the establishing your brand image for a for being a sustainable organizations.

So, 21st century sustainable organizations now they have become very increasingly very crucial and crucial and due to the prioritization of the environmental, social and economic response to reservoir. So, that is why ESG has become very very important nowadays every Monday and every moment every Every month, every week you can say not just the vision business scenario changes, but the economic conditions, economic you know business trade policies, the stakeholders requirements, the needs, the market, the you know even even the because of the climate change and natural environment also environmental factors also changes. So, how to adopt to this kind of. So, environmental situation context like the ecology, economy as well as the social environment, society, social needs and requirements, how to not just to adopt yourself enhance your adoptability to be again to face these things, mitigate these challenges, being resilient again to come back to the normal or again to come back to the normalcy and again try for the prosperity. So, these are some of the things that we think of that means, we think of even though we are a small startup owner or a small some small business house or a you can a small SME, SMS, MSME things whatever may be whatever sort of you know even in the digital marketing even in the online businesses also you have to be sustainable.

And in order to be sustainable because now sustainable has become a. requirement prerequisite for business is not an desirable component now it has become a mandatory prerequisite. The sooner you realize the sooner you start practicing it then the quicker the sooner earlier you can you can be you can prosper and you can sustain in the future business scenario. So, these are some of the key policies of sustainable organizations regarding environmental sustainability or regarding the diversity and inclusion and regarding ethical sourcing like how to ensure ethical sourcing and fair trade policy, audit suppliers for the ethical compliance, partner for the community and labor fairness and all these things policies for even for diversity and inclusion are also there.

So, all these policies are different. or it should be prescribed in their manual in their recent document in their company company organizational manuals and business business manuals and business reports reports. earn the trust of the employees, trust of the trust of the stakeholders, trust of the investors etcetera, but slowly also by addressing by addressing by you know working on the feedbacks on the comments on the remarks from the

stakeholders from other or from the common man. So, you can bring the slowly you can bring the reform in the organizations. So, from the feedback you can improvise your you know gap areas your weaknesses etcetera and still and it is again it is a learning process to move towards the further sustainability. So, that you can make the make a sustainable future sustainable and futuristic organizations.

So, now I am just stopping this right now, next class we will continue with the other aspects of the sustainable organizations. Thank you very much.