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## **UNIT 10 ETHICAL PRACTICES IN SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES IN RETAIL BUSINESSES**

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### **10.0 OBJECTIVES**

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After studying this unit, you will be able to

- Identify social and environmental responsibilities in retail,
- Explain corporate social responsibility (CSR), its importance and strategies,
- Discuss the importance of buying and sourcing local resources,
- Explain the role of retailing in waste management, recycling, and hygiene,
- Explain ethical perspective of environmental compliances in retail,
- Discuss green retailing, concept and strategies.

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## 10.1 INTRODUCTION

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Every company follows certain ethics at work to make sure things are going well and that the customers are satisfied, and employees are happy. There are ethical practices that a retailing company must follow to fulfil social and environmental responsibilities. The companies need to follow various norms, rules and regulations as prescribed by the government besides undertaking certain responsibilities towards the customers, employees, and community where they exist. Some responsibilities are governed by the local laws and acts whereas others are voluntary which a company is expected to follow. The consumers in turn prefer products manufactured by companies which comply by these norms and that contribute towards conservation of nature and environmental resources. The organizations also have certain responsibilities commonly known as Corporate Social Responsibilities (CSR) that they need to mandatorily fulfill for greater acceptance in the society and better placement amongst the customers. It also means it exists not only for-profit motive but also for the welfare of the people and betterment of the society.

In this unit, you will understand the meaning and importance of social and environmental responsibilities for a retail business, besides focusing on the CSR initiatives of the companies. You will also get an insight into other equally vital ethical issues such as buying and sourcing local resources, promotion of local talent and the importance of engagement of local communities in retailing business. Additionally, local retailing business also have responsibility of conserving the local ecosystem which includes waste management and waste disposal, recycling of used products, and maintenance of hygiene in and around the company.

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## 10.2 OVERVIEW OF SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES IN RETAIL BUSINESS

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The importance of social and environmental responsibility is increasing to psychological research and practice (Aquino & Glavas, 2012; Oskamp, 2000). According to the 95% of the CEOs participating in the United Nations Global Compact, society increasingly expects companies to assume greater public responsibility (Bielak, Bonini, & Oppenheim, 2007). Moreover, investing in sustainability and green initiatives is proposed to offer such benefits due to increase in public opinion, customer relations, and the ability to attract and retain talent (Fox, 2008). Let us now try to understand the concepts of social responsibility and environmental responsibility in retail industry in detail.

### 10.2.1 Social Responsibility:

The fundamental objectives of a business, particularly in a predetermined neighbourhood, are to ensure that their client stays faithful and their

business continues to expand. A few factors, such as emotional dependence, individuality, favourable associations, and identity, affect client loyalty. Many of those factors can and will be ascertained each time a client enters the establishment, engages with the employees, or has a certain experience. Nevertheless, for them to have a favourable perception, both present and potential consumers must be aware of what the brand stands for. This is one of the main arguments in favour of the importance of social responsibility. Customers will immediately figure out if someone is in the business just to earn money.

People are more concerned than ever about local and global concerns. They want to support companies that uphold ethical labour standards, implement sustainable practices, and take a lot of interest in their charitable endeavours. The retailer's reputation can be enhanced and even the brand given a facelift when the firm shows the customers that they share similar values.

#### **10.2.1.1 Ways of Becoming Socially Responsible Organization**

Now that you understand the concept of social responsibility, let us try to see how an organization can be socially responsible. Even on a small scale, retailers can demonstrate their social responsibility in a variety of ways. Being more active in the community and hands-on is one of the simplest options. For example:

1. Sponsorship of various socially relevant and beneficial events;
2. Adoption of parks, highways, traffic islands, health-centres, hospitals, etc.;
3. Volunteer in shelter homes, orphanages, etc.;
4. Organizing food drives for the economically weaker sections of the society.

It is also possible to concentrate on technologically driven "behind the scenes" activities. For instance, by implementing a few drives and publicizing them, one might demonstrate that the company supports sustainability and environmental norms. The business can launch a recycling initiative within the company or concentrate on offering environmentally friendly goods. Customers can be informed by updating the website and through marketing initiatives when the shop "greenifies" the firm. It will not only improve the retailer's reputation, but it can also encourage others to follow suit.

#### **10.2.1.2 Merits of Being a Socially Responsible Organization:**

There are several advantages for a company when they become socially responsible. Let us now try to see how the company stands to benefit when it is socially responsible.

1. **Employee Level:** The employees must be actively involved in the creation of the company's social responsibility culture. Employee loyalty to the company is more likely to grow when they believe they are making a positive impact on their friends, neighbours, and community. Their work and dedication will demonstrate their pride in what they accomplish.
2. **Workplace Engagement:** The participation of employees in group volunteer work or engage in socially conscious activities outside of the store leads to increased workplace engagement. It's an effective method to foster a positive work environment in the organization. It boosts employee morale and leads to a more motivated workforce.
3. **Macro Level:** Furthermore, before making an investment, more conscientious investors and customers take a company's social responsibility policies into consideration. Accepting social responsibility might therefore help the primary goal, which is to maximize shareholder wealth.

Therefore, social responsibility improves company's image and contributes to its growth. It demonstrates to prospective clients that the company genuinely cares about the community it operates in and is committed to maintaining its excellence through charitable giving.

### 10.2.2 Environmental Responsibility

Businesses have an obligation to prevent and mitigate any environmental harm that may result from their operations, better known as environmental responsibility. Before making an investment, an increasing number of institutional investors assess the company's initiatives towards fulfilment of environmental responsibility. Governments are also enforcing stringent environmental responsibility laws and policies concurrently. Businesses have environmental duties such as putting corporate social responsibility initiatives into action, encouraging ethical marketing practices, exercising stewardship over natural resources, and funding educational projects that increase public understanding of sustainability issues.

#### 10.2.2.1 Importance of Environmental Responsibility

Environmental responsibility is crucial for survival; all living things have historically relied on the natural world, and this still holds true for individuals living in the modern world. We now live in a crucial era where it is essential that we make the transition to sustainable methods of living since our wants have far outpaced what our environment can give. In the present world, businesses play a major role in environmental degradation. Each company that harms the environment, is making the globe a less friendly place for future generations to dwell.

Given this, it is obvious that all companies, regardless of size and nature of operations, have an obligation to lessen their adverse effects on the environment and contribute to it's wellbeing in whatever way they can. There are numerous reasons why a company should prioritize environmental responsibility above and beyond only avoiding environmental harm and the disastrous effects that would follow. Some of them are as follows:

- **Waste Reduction, Enhanced Efficiency and Reduced Costs:** Being an environmentally friendly business first and foremost entails cutting waste and consuming less energy and other resources, which raises efficiency and lowers costs as a very real advantage over businesses that do not follow suit.
- **Preparedness for the Future:** A company's ability to thrive in the long run will soon depend on its environmental practices. As more people start to value purchasing items from ethical companies and as regulations tighten on the kind of products that can be produced, many popular and successful but extremely harmful business methods will become less and less viable in the years to come. To reduce marine debris, the European Union, for instance, banned several single-use plastic products, including straws and cutlery, as well as other products made of other materials, such polystyrene, in July 2021. This implies that eventually the only products accessible would be those made without plastic, such as shampoos, conditioners, and a host of other items. There are plans for additional restrictions on plastic products in the EU, and restrictions on other materials that harm the environment will undoubtedly follow the arrival of alternatives.

Similarly, “in a significant first, India piloted a resolution on addressing Single-Use Plastic (SUP) products pollution at the 4th United Nations Environment Assembly (UNEA) held in Nairobi, Kenya in March 2019. The resolution was adopted as an important step forward in focusing the attention of the global community on this worldwide environmental scourge of modern times”. Considering the importance of initiating a concerted effort in this direction, “the Ministry of Environment, Forest and Climate Change notified the Plastic Waste Management (Amendment) Rules 2021 on 12 August 2021, prohibiting the manufacture, import, stocking, distribution, sale, and use of the following identified Single-Use Plastic items (including polystyrene and expanded polystyrene), which have low utility and high littering potential with effect from 1 July 2022:

- Ear buds with plastic sticks
- Plastic sticks for balloons

- Plastic flags
- Candy sticks
- Ice-cream sticks
- Polystyrene [Thermocol] for decoration
- Plates
- Cups and glasses
- Cutlery such as forks, spoons, knives, straw, trays
- Wrapping or packing films around sweet boxes, invitation cards, Cigarette packets
- Plastic or PVC banners less than 100 micron
- Stirrers.

Similar regulations will probably be imposed in the future by many more nations, impacting businesses elsewhere in the world. When rules like this take effect, businesses who primarily rely on ecologically unsustainable activities will find it more difficult to switch, and if they don't, they risk legal repercussions.

- **Company Image and Reputation:** The importance of environmental stewardship is becoming more widely recognized worldwide. It is not just a legal obligation but also an ethical one. Businesses must go beyond simply following the letter of the law when it comes to environmental sustainability. They will be expected to do more and must do more in order to truly make an impact. Buying goods and services that don't damage the environment is becoming more and more important to many people, especially the younger generation. This is true even if it means spending more money. Therefore, companies who don't live up to these increased environmental standards will unavoidably lose clients and appear less appealing. Businesses that take the initiative and prioritize environmental responsibility stand to gain greatly from the growing trend of potential customers seeking out environmentally friendly companies to do business with. On the one hand, companies that fall short of environmental expectations stand to lose greatly.
- **Better Recruitment:** One more benefit of running a sustainable and ethical firm is that it will draw in qualified candidates who would not have joined an irresponsible organization.

#### 10.2.2.2 Measures to be Taken for Environmental Responsibility

It is not always simple to shift to more environmentally friendly business practices since far bigger, global adjustments are required for all

businesses to function efficiently with no negative environmental impact. In spite of this, most businesses still have a great deal of influence over how they affect the environment—certainly enough to have a significant impact. Several initiatives can be taken by organizations for assuming environmental responsibility.

- **Sources of Electricity, Supply, and other Resources:** The companies have to see whether they currently buy their products from ethical and sustainable vendors, or should they look elsewhere? Are the resources used to make the items coming from ethical sources? They should consider placing solar panels on the rooftops of corporate buildings or implementing any of the current examples of sustainability into the business to see if one can reduce the environmental impact of the electricity use. Due to its intriguing environmental benefits, solar energy is frequently at the top of the list for corporate executives.
- **Reduce Use of Resources:** They should try to use fewer resources for the company, as this will also cut expenses. For instance, they may buy more energy-efficient lighting, heating, and other devices, and could also encourage staff members to conserve energy wherever they can to make sure that their workspaces are not using more than they need to. If the place of employment is an office, they should also minimize the waste from the goods they use, such as paper and stationery, or recycle baled cardboard for companies like supermarkets.
- **Encourage Use of Digital Technologies to Increase Output:** The companies should make an investment in cutting-edge digital technologies to enhance the output, production methods, and much more. With the use of green technologies, increasing productivity and creating better products may lower the amount of energy and raw materials used, draw in new clients, boost sales, and improve sustainability.
- **Assess the Effects of Few of the Regular Business Operations:** For instance, if the staff must travel frequently, investigate more environmentally friendly ways to get there, particularly if it involves flying by air. Ideally, meetings and other activities might be conducted virtually, negating the need for any travel at all.
- **Recycle and Reuse:** The companies need to make sure to recycle and reuse as much as they can. Additionally, one ought to buy items like office supplies that are composed of recyclable materials.
- **Use of Sustainable Building Materials:** Sustainable concrete and other renewable materials should be used when building new facilities, and sustainable urban design should be referred to. It

will also be less harmful to the environment in the long run if the new construction is made with durability in mind.

- **Increase Planting Trees:** The world needs a lot more trees, and every business can contribute to undoing the harm they have caused by, for instance, planting more trees on their property or contributing a portion of their profits to global tree-planting organizations.

Even while a company's efforts to make its operations sustainable and ethical may appear insignificant, each one that follows suit elevates the bar a little bit and contributes to the realization that environmental stewardship is a requirement that all businesses must meet.

### Case Study of IKEA

To be able to genuinely be regarded as models of environmental responsibility, most multinational corporations still have a long way to go in terms of advancing their sustainable business practices. Being sustainable also presents challenges if the company's core offerings are more throwaway and mass-produced goods.

IKEA, a Swedish furniture store, is a noteworthy illustration of environmental responsibility. One corporation that has gone above and beyond the average in making environmental stewardship a top priority is IKEA. IKEA uses wood from sustainable sources, including recycled wood, for most of its products.

Additionally, their furniture is created to be lighter during transportation, requiring less fuel, and with minimal waste generated during production. IKEA derives all its cotton from sustainable sources, and in the coming years, it hopes to achieve the same with wool.

Though there is still work to be done, the company's plastic aspirations are similar: by 2030, it wants to only employ recycled and renewable plastics. Single-use throwaway plastic items, such as plastic shopping bags, have now been phased out and replaced with disposables made of renewable resources. IKEA has also been able to achieve energy independence, depending entirely on self-generated renewable energy from its hundreds of wind turbines and the innumerable solar panels that cover its stores.

Doubtlessly, IKEA is a fascinating illustration of how businesses might attempt to use environmental sustainability case studies to become more environmentally sustainable.

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## 10.3 CORPORATE SOCIAL RESPONSIBILITY (CSR) : STRATEGIES AND PRACTICES

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A self-regulating business concept known as "Corporate Social Responsibility" (CSR) assists an organization in being held socially



responsible by the public, its stakeholders, and itself. Companies can be aware of their impact on the social, economic, and environmental facets of society by engaging in corporate social responsibility, often known as corporate citizenship.

When a firm practises corporate social responsibility (CSR), it means that it operates in a way that benefits society and the environment rather than detracting from them. Depending on the business and industry, corporate social responsibility is a broad term that can take many different shapes. Businesses may help society while enhancing their brands by participating in CSR initiatives, volunteering, and charity.

A firm must be accountable to its investors and to itself before it can be considered socially responsible. Businesses that participate in CSR initiatives frequently have developed to the point where they are able to contribute to the community. As a result, big businesses usually employ CSR as a strategy. Ultimately, a firm that enjoys greater success and visibility than its peers have an equally great obligation to set the norm for ethical behavior among its rivals and the industry.

There are also government regulations in India for implementing CSR policies and initiatives in the companies. “The Corporate Social Responsibility concept in India is governed by Section 135 of the Companies Act, 2013 (‘Act’), Schedule VII of the Act and Companies (CSR Policy) Rules, 2014 wherein the criteria have been provided for assessing the CSR eligibility of a company, Implementation and Reporting of their CSR Policies. India having the most elaborated CSR mechanism and implementation strategy has started its journey to set a benchmark in attaining sustainability goals and stakeholder activism in nation building”. Also “Enactment of Companies Act, 2013 by the Ministry of Corporate Affairs, Government of India was one of the world's largest experiments of introducing the CSR as a mandatory provision by imposing statutory obligation on Companies to take up CSR projects towards social welfare activities. This has made India the only country which has regulated and mandated CSR for some select categories of companies registered under the Act. This CSR Initiative will push the nation towards achievement of sustainable development goals and public-private partnership in transforming India”.

### 10.3.1 Types of Corporate Social Responsibility

There are four primary categories of corporate social responsibility in general. A business can choose to participate in any of these independently, and it is not always the case that a business cannot be socially responsible if it chooses not to participate in one of these areas.

- a. **Environmental Responsibility:** The cornerstone of corporate social responsibility, which is based on protecting the environment, is environmental responsibility. A business can guarantee that it leaves

natural resources in a better state than when it started by operating at maximum efficiency and supporting relevant causes. An organization can practice environmental stewardship by

1. Cutting emissions, waste, pollution, and the use of natural resources during the production process.
  2. Recycling materials and products across company operations, including encouraging customers to reuse products.
  3. Counteracting adverse effects by restoring natural resources or assisting initiatives that can lessen the influence of the business. A manufacturer who deforests, for instance, might promise to plant an equal or greater amount.
  4. Consciously distributing products by selecting techniques that minimize emissions and pollution.
  5. Developing product categories that uphold these principles. A company that sells gas lawnmowers, for instance, might create an electric version.
- b. **Ethical Responsibility:** The second cornerstone of corporate social responsibility is ethical responsibility, which is based on behaving morally and fairly. Businesses frequently establish their own standards, but outside factors like customer demands can also influence moral objectives. Examples of moral obligation include:
1. Equitable treatment for all clients, irrespective of their age, ethnicity, culture, or gender preference.
  2. Treating every employee well, providing them with benefits and compensation above the legally required minimums. This is treating every applicant equally when hiring, regardless of personal preferences.
  3. Growing usage of vendors to hire suppliers of various racial, gender, veteran, or socioeconomic backgrounds.
  4. Timely and polite disclosure to investors of operational concerns in an honest manner. Although it's not always needed, a business may decide to handle its relationships with outside parties in a way that goes above and beyond what's required by law.
- c. **Philanthropic Responsibility:** The third cornerstone of corporate social responsibility, philanthropic responsibility questions a company's behavior and social contributions. To put it simply, philanthropic responsibility is the use of a company's resources to improve the world. This includes:
1. Whether a business gives its profits to worthy organizations or charities.

2. Whether a business only does business with vendors or suppliers who share its values.
  3. If a corporation offers paid time off or matches employee donations for charitable causes.
  4. Whether a business participates in community outreach programs or sponsors fundraising activities.
- d. **Financial Responsibility:** The cornerstone of corporate social responsibility that unites the three aspects is financial responsibility. A business may decide to focus on becoming more ethical, charitable, and ecologically conscious; nevertheless, it must support these intentions financially through donations, initiatives, or product development. Spending on the following is included in this:
1. Product development and research for new items that promote sustainability.
  2. Hiring a variety of talent to guarantee a diversified staff.
  3. Programs that educate staff members about environmental issues, social consciousness, or DEI.
  4. Procedures that could cost more but produce better CSR outcomes.
  5. Making sure financial reporting is timely and transparent, including external audits.

### 10.3.2 Benefits of Corporate Social Responsibility

Corporate Social Responsibility (CSR) has equal value for a company as it does for the society. CSR initiatives can strengthen the relationship between workers and businesses, improve morale, and help both parties feel more a part of the world. These are some further justifications for why companies pursue corporate social responsibility, in addition to the benefits to the environment.

- **Brand Recognition:** Consumers are starting to rely their purchasing decisions on a company's corporate social responsibility (CSR) practices as they become more conscious of the effects that businesses can have on their communities. An organization is more likely to experience positive brand recognition the more CSR it participates in.
- **Investor Relations:** Adopting CSR methods tends to enhance investors' perceptions of a company's worth and organization, giving businesses a competitive advantage over their rivals.
- **Employee Engagement:** Employee loyalty is higher in a company that inspires them. This lowers the overall cost of hiring a new employee, angry staff, and employee turnover.

- **Risk Mitigation:** By avoiding problematic situations, firms can reduce risk by following CSR policies. Preventing negative behaviors like prejudice against specific employee groups, disrespect for the environment, or unethical use of corporate finances are all part of this. Litigation, lawsuits, and other legal actions are likely to result from this kind of activity, which could financially hurt the business or put it in the press.

### 10.3.3 ISO 26000

A set of voluntary standards ISO 26000 were published in 2010 by the International Organization for Standardization (ISO) with the goal of assisting businesses in implementing corporate social responsibility. Because CSR is more qualitative than quantitative in nature, ISO 26000 offers guidelines rather than mandates, unlike other ISO standards, and its standards are not certified.

The definition of social responsibility is made clearer by ISO 26000, which also assists firms in putting CSR ideas into practice. All kinds of organizations, regardless of their size, location, or activity, are targeted by the standard. Additionally, an international consensus was reached in the development of ISO 26000 thanks to the contributions of numerous important stakeholders from around the globe.

### 10.3.4 Examples of Corporate Social Responsibility

- a. **Starbucks:** Starbucks (SBUX) is well-known for its strong dedication to sustainability and community welfare, as well as its acute sense of corporate social responsibility. The world's largest coffee company lists protecting the environment and its employees as two of its top CSR goals in its 2022 Environmental and Social Impact Report. Starbucks highlights its commitment to employee well-being by offering stock awards and extra medical, family, and educational perks. The corporation wants to cut its waste, water use, and greenhouse gas emissions by 50% by 2030 to be more environmentally sustainable.
- b. **General Motors:** In 2021, General Motors was named one of Diversity Inc.'s top 50 companies for diversity for the seventh year in a row. The company also won the Sustainability Leadership Award from Business Intelligence Group in 2022. As to the most recent Sustainability Report, the carmaker has committed to utilizing only renewable electricity at its U.S. locations by 2025, and it has granted grants totaling \$60 million to over 400 nonprofit organizations in the country that address social issues.

### Check your Progress A

1. Enlist the ways of becoming a socially responsible organization.
2. Define corporate social responsibility.
3. List four important advantages of corporate social responsibility?

4. What is ISO-26000?
5. Which of the following statements are **True** or **False**?
  - (i) Building customer trust is the fundamental objective of a business.
  - (ii) Employees are actively involved in the creation of the company's CSR.
  - (iii) There are three types of CSR.
  - (iv) A retailer can reduce risk by following CSR policies.
  - (v) Higher inspiration brings lower loyalty among employees.

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## 10.4 BUY AND SOURCE LOCAL RESOURCES

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After having delved in detail the importance of corporate social responsibility for the organizations and the community, let us now try to understand the reasons behind buying and sourcing local resources and their ethical implications.

### 10.4.1 Difficulty in Buying and Sourcing Local Resources

Many organizations can only source a portion of their goods and services locally, particularly if they are in a developing nation. It is typically due to one or more of the following four reasons:

- Inadequate product delivery,
- Poor quality,
- Uncompetitive pricing, and
- Lack of local availability.

These obstacles can be overcome by making improvements to the supply or adjusting business requirements. They are proactively increasing the capabilities of their countries' private sectors in this way. Even when it might not be feasible to obtain all the products, services, and raw materials required to run a business locally, trying to source as much as possible locally can have a significant positive impact on the company.

### 10.4.2 Benefits of Local Sourcing

The advantages of local buying and sourcing are as follows:

- **Reduction in Supply Chain Costs:** Tightening the supply chain is a good idea in addition to tightening the expenditure. The companies ship and receive goods and parts from distant places. These costs quickly mount-up, especially when one considers that the items must be kept in warehouses until they are either sent to the client or the following supplier. Localizing the supply chain will help the company

cut a lot of these expenses. Additionally, since a smaller portion of the budget is allocated to logistics, the company has more money to preserve, reinvest in other parts of the company, or boost the earnings.

- **Mitigate Currency Risks:** Businesses can mitigate the risk of currency exchange rate volatility by procuring from local suppliers who use the same currency. Over the length of a supplier contract, exchange rates may fluctuate relatively significantly, which has a considerable impact on the pricing of imported items. Currency risk is a significant concern for businesses located in nations where currency fluctuations occur often. These businesses can also reduce non-financial risks by using local sourcing. These include trade battles, which are frequently a feature of global sourcing, and hazards associated with unsettled regiments abroad.
- **Better Flexibility:** The challenges or opportunities present themselves anytime. Prior to selecting a vendor for procurement, buyers prefer to be aware of the product's growth pattern. Scalability is essential. Lead times are shortened because local suppliers are typically more responsive than those located farther away. They have speedier product delivery. Coordinating shipments within the same town is less difficult for suppliers than doing it internationally.
- **Enhanced Control:** A business's degree of control decreases with its distance from the various links in the supply chain. Suppliers may claim to handle all their clients and purchase orders with the same care, but they will probably be more watchful if they expect the buyer to visit their location or request a drop-in meeting. By coming in person, the business may resolve issues and make sure that every product satisfies the necessary requirements. Additionally, there is a decreased possibility of misplacing items during transitions, which frequently occurs when working with large teams, many of whom are not using the products on the floor.
- **Decreased Environmental Impact:** The acceptance of deliveries or truckloads of stuff results in a carbon footprint. The suppliers won't have to travel as far to reach the buyer if one sources from them. This results in a reduced carbon footprint and faster delivery of what is needed. More sustainability also results from lower emissions. However, it also helps reduce the storage, which lowers the overall energy use, in addition to the shipping and fuel it burns. Local sourcing promotes green production and fosters consumer trust. When customers buy with confidence, the company gains more favorable brand awareness and loyal customers.
- **Community Well-being:** Purchasing locally from domestic vendors boosts not just buyer's own revenue but also that of the suppliers and nearby firms. All residents locally will ultimately benefit from a stronger local economy because of this. Employees who are content

and well-paid are far more inclined to support local companies. Companies that are well-known and operating efficiently are also better able to support the neighborhood through sponsorships, fundraisers, volunteer work, and other means.

- **Additional Income:** Local procurement is not just economical; it might also assist the business in earning more of it. Businesses in the community might appreciate that the firm is attempting to use local suppliers and products rather than outsourcing, which eventually helps attract more new clients. The unique selling concept, which incorporates the commitment to local sourcing, may be what sets one apart from the competition and brings in additional business.
- **Quicker and Easier Launch of Products:** Local suppliers can collaborate with businesses in the same time zone as manufacturers which facilitates more effective communication. To satisfy consumer requests, it is simpler to offer items more swiftly and fix issues promptly. Furthermore, local sourcing can enhance a nation's total productive knowledge base, which is crucial for development. A company develops more when it can go from manufacturing commodities and other basic things to generating more complex ones. They typically gravitate toward goods that are like what they currently produce. However, global companies can assist a nation in becoming capable of producing more complicated products by sourcing locally and working with suppliers.

Now that you have a clear understanding of the important of buying and sourcing local resources for the companies, let us know try to study the social and ethical role and responsibilities of the companies in promoting local talent.

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## 10.5 PROMOTION OF LOCAL TALENT

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Emerging markets are the countries with strong economic potential that yet deal with serious issues including social inequality, poor infrastructure, and unstable political systems. Although these markets present appealing prospects for international corporations, a thorough grasp of the local context and tastes is also necessary. Gaining a competitive edge can be achieved through hiring and developing local talent since they can offer insightful opinions, industry-relevant connections, and market-relevant abilities. Additionally, local talent can assist you in establishing confidence and trustworthiness with partners, customers, and authorities.

### 10.5.1 Ways to Attract Local Talent

The company must provide a value proposition that fulfills the expectations and aspirations of local talent for drawing them in. To do this, market research and an awareness of the factors that inspire and motivate the local talent are necessary. Their choice to join the organization may be influenced

by several factors, including the company's reputation and social impact, possibilities for professional growth and education, pay and perks, work culture, and diversity and inclusion policies. To display the employer brand and draw in quality prospects, one needs also to use efficient recruitment channels and methods to connect with and engage your target audience. Some examples of these are social media, referrals, and local collaborations.

### **10.5.2 How to Develop Local Talent**

The company must provide local talent the tools and encouragement they require to advance and be successful in their positions if the company wants to see them flourish. This entails creating and implementing learning and development initiatives that are specific to the requirements and context of the local community. Consider factors like the language and style of the training materials and delivery, the participants' cultural and learning preferences, the skills and competencies that are current and in demand in the market, and the appropriate and efficient mechanisms for feedback and evaluation.

Furthermore, develop and advertise career trajectories and possibilities that let regional talent grow and succeed inside the company. Provide them with worldwide exposure and mobility opportunities so they may experience and learn from different markets and cultures. One can also offer mentorship, coaching, or sponsorship programs that put them in contact with senior leaders and role models.

### **10.5.3 Retention of Local Talent**

A company must encourage a feeling of involvement and belonging in local talent to keep them interested in staying in the company and contributing to the company. This entails giving them meaningful and challenging tasks in addition to acknowledging and praising their success and potential. Celebrate and acknowledge their accomplishments, ask for and consider their opinions and suggestions, include them in the process of making decisions and solving problems, and give them the freedom to take the initiative. Additionally, cultivate an inclusive and trustworthy culture and appreciate and value their uniqueness and identity. Respect their work-life balance and well-being, acknowledge, and accommodate their cultural and personal differences, deal with any problems or disputes that may emerge, communicate honestly and freely, and foster a feeling of community and cooperation.

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## **10.6 LOCAL COMMUNITIES ENGAGEMENT**

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Retailers frequently rely on the work of two teams: their staff and their clientele. On the one hand, a lot of your daily retail operations rely heavily on the efforts of your employees. However, developing an enthusiastic and vibrant community is essential to expanding a loyal clientele. Retailers need to find a strategy to improve their reputation in the community and raise employee morale to succeed as a business. Retailers who deliberately engage



with the community can accomplish their objectives quickly and successfully.

### 10.6.1 Reasons for Community Involvement

It is essential for a retailer to involve community and be a part of the community itself. Apart from its social responsibility, engaging with the local community provides a sense of inclusion and boosts employee morale. Some of the main reasons behind community involvement for a company are as follows:

- **Focuses on the Sense of Purpose as a Retailer:** Community involvement helps in persuading prospective clients that the company is valuable to both clients and their community. Showing the community that you care can help you stand out from the other retailers, even while your competition may just be motivated by sales. Imagine that a person must decide between you and a rival in a related market, how can the company differentiate itself as the dependable choice if it competes based on comparable quality and pricing points? As a result of the community activity, the company gains the attention of committed community members, who might be persuaded to pick you over a less involved rival.
- **Brand Outreach and Popularity:** Engage the community to promote the brand; this is a proven method of enhancing word-of-mouth and building a loyal clientele. By engaging with the community and promoting the company, the company is also leaving an impact on a group of people who were previously unbiased. Developing connections in neighborhood areas is the first step toward fortifying one's own retail community.
- **Customization of Products:** Initiating personalization tactics can benefit the business through community involvement, also known as community engagement. Retailers have long used personalization to tailor their merchandise to the preferences of their target market. One can understand one's audience from a community perspective by taking part in events and activities that foster community. With this information at hand, the business can adjust its tactics to give the community and clients a more engaging experience.
- **Motivation for the Employees:** Participating in the community can help employees feel more engaged since it gives them a cause to be proud of. Employees develop a stronger sense of concern and devotion to their employer when they believe they are truly lending a hand or giving back. Participating in a community involvement program can provide employees various advantages, like paid training or classes, a sense of purpose in your company or brand, and a change of scenery.

## 10.6.2 Ways of Community Involvement

The following are some of the ways by which a company can enhance community involvement

1. **Sponsoring a Community Event:** As a company who cares about the community, demonstrate your concern by volunteering or sponsoring activities. Since the company is collaborating on an already-planned event, this option needs very little planning. The degree of involvement that suits the company and its staff the best can be chosen. The business name will frequently be called out or displayed in a brochure of the sponsored event, which might draw in new clients to the business. The staff members can be asked to volunteer if the company wants to get more involved with an event. There are many advantages to this, including increased staff loyalty and brand exposure.
2. **In-store Event:** Retailer can organize in-store events, promotions, or classes to draw the community to the store. Bring community members into the shop location and up the discounts and sales game. Based on the retail niche, the retailer will need to select a theme for this promotion or event. A retailer of apparel offering a fashion lesson with a local influencer or a retailer of food and drink organizing a taste.
3. **Funding a Unique Experience or Event:** Invest in an engaging experience that will benefit both the staff and the clients. The long-term advantages of this outweigh the time and preparation required. Bringing senior staff members to a specialized event, like a workshop or masterclass, is one example. By providing funding for such an event, one may strengthen one's retail community and encourage staff to go above and beyond.

The benefits of community involvement and engagement are many, only the retailing company must assess when and what strategies to implement for long-term achievement of its goals. After having a comprehensive understanding of community involvement for a company, we will now study the concept of waste management and its importance for an organization.

### Check Your Progress B

1. What are the reasons for difficulty in buying and sourcing local resources?
2. What are the different ways of community involvement?
3. How can a company develop the local talent?
4. Enlist the benefits of local sourcing?
5. Which of the following statements are **True** or **False**?

- (i) Lack of availability leads to difficulty in buying and sourcing local resources.
- (ii) Local sourcing increases supply chain costs.
- (iii) Social media is one of the medium to attract local talent.
- (iv) Accountability does not help in improving the performance.
- (v) Integrity helps in fostering trust in the employees.

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## 10.7 WASTE MANAGEMENT, RECYCLING AND HYGIENCE

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A waste management system is a streamlined procedure used by businesses to avoid, minimize, and repurpose garbage. Alternatively referred to as waste disposal, this method involves businesses putting in place all-encompassing plans to effectively handle wastes from the point of origin to the point of disposal. Recycling, composting, incineration, landfills, bioremediation, waste-to-energy, and waste minimization are examples of potential waste disposal techniques.

There have been government regulations from time to time on waste management in India, namely, Plastic Waste Management Rules, 2016 (plastic waste rules), Battery Waste Management Rules, 2022 (battery waste rules) and E-Waste Management Rules, 2023 (e-waste rules), Solid Waste Management Rules, 2016, Bio-medical Waste Management Rules, 2016, The Hazardous Wastes (Management, Handling and Transboundary Movement) Rules, 2008, The Environment Protection Act, 1986, etc.

### 10.7.1 Methods of Waste Disposal

There are several methods for management of waste, some of the commonly used ones are as follows:

1. **Recycling:** Recycling, often referred to as physical reprocessing, is the best method for getting rid of inorganic trash including metals, glass, and plastic. Composting is a superior way to dispose of waste because it turns organic waste into nutrient-rich fertilizer, even though organic waste like food and paper may also be recycled.
2. **Waste-to-energy:** Waste-to-energy is the process of turning non-recyclable garbage into fuel, heat, or power utilizing anaerobic digestion and plasma gasification, which are two renewable energy sources.
3. **Biological Reprocessing:** This is the process of organic conversion of human waste and animal dung into biogas high in methane. Hazardous waste can be converted into syngas by a process called plasma gasification, which involves a vessel filled with plasma and run at high temperatures and little oxygen. Bioremediation, which

uses microorganisms to remediate pollutants, poisons, and contaminants, is an additional method for getting rid of hazardous material.

### 10.7.2 Principles of Waste Management

The principles of waste management are determined by the 5Rs that provide the necessary guidelines to the companies for waste disposal these are:

1. **Refuse:** This involves avoiding use of unnecessary things such as excessive packaging and single-use plastics.
2. **Reduce:** This entails minimizing waste and reducing use of substances that generate waste causing ecological disbalance.
3. **Repurpose:** This means giving an added use to products, enhancing, or diversifying their life and usage.
4. **Recycle:** It entails turning waste materials into new products, minimizing the influence on the environment generally, and lessening the requirement for raw materials.
5. **Reuse:** Companies can look for ways to reuse objects rather than throwing them away after using them just once. This could entail using long-lasting, sturdy products or repurposing existing items.

### 10.7.3 Introduction to Recycling

The handling of waste has a significant impact on both our health and the environment. Inadequate garbage disposal practices can result in many environmental issues such as pollution and tainted water supplies. Recycling is one of the best waste management strategies. The process of turning waste products into new products is known as recycling. To make new products, waste materials must be gathered, sorted, and processed. Recycling lowers greenhouse gas emissions, the quantity of garbage that ends up in landfills, and the utilization of natural resources.

#### 10.7.3.1 Advantages of Recycling

The benefits of recycling as one of the ways of waste management are many. Some of the important ones are as follows:

1. **Conservation of Natural Resources:** Recycling contributes to the preservation of natural resources including minerals, water, and wood. For example, recycling paper lessens the need to cut down trees to produce new paper. Similarly, recycling metals lessens the requirement for fresh ore mining.
2. **Reduction in Landfill Waste:** Recycling contributes to the decrease of garbage sent to landfills. One important source of contamination in the environment is landfills. They contribute to climate change by releasing greenhouse gases like carbon dioxide and methane.

Recycling contributes to a decrease in the quantity of garbage dumped in landfills, which lowers the quantity of greenhouse gases discharged into the environment.

3. **Energy Conservation:** Energy conservation also benefits from recycling. Compared to the creation of items from raw materials, the production of new products from recycled materials uses less energy. For instance, it uses 95% less energy to recycle aluminum cans than it does to make new ones from raw materials.
4. **Contribution to Economy:** Recycling lowers the cost of garbage disposal and adds jobs to the recycling sector. Additionally, as recycled materials are sometimes less expensive than raw materials, it helps to lower the cost of making new products.

### 10.7.3.2 Process of Recycling

Recycling is accomplished in following steps:

1. **Conducting Cost-benefit Analysis:** If needed, engage a consultant to perform a cost-benefit analysis of the garbage the business produces. This will make it clear to whether the waste management practices are benefiting or hurting the business. This should consider value enhancements like goodwill and reputation enhancement in addition to financial considerations.
2. **Collecting Recyclable Material:** Gathering recyclables is the next stage in the recycling process once the decision is made to move forward. Paper, cardboard, plastic, glass, and metal are some of these materials. These can be gathered from work or home and placed in a recycling container.
3. **Sorting and Cleaning Material:** Sorting is required after recyclables have been gathered. Sorting entails dividing items into groups, such as glass, metal, plastic, and paper. One can arrange them into piles or use different bins for each type. Cleaning recyclable materials is a must before recycling them. Cleaning entails clearing the materials of any impurities, such as dirt or food stains. Recycled materials with greater quality can be produced more easily from clean resources.
4. **Recycling Material:** Recycling the materials is the last stage in the recycling process. They can be placed in a curbside recycling bin or transport them to a recycling center. Recycling facilities transform the materials into new goods by processing them.
5. **Educating Employees:** It is necessary to educate and train the employees on the importance of recycling so that they too appreciate the initiative and contribute to the process of waste management. Besides, regular assessment exercises are also needed to check that the process is in place, and it is being carried out as per the plan of the company.

Thus, it can be said that a crucial component of waste management is recycling. It contributes to job creation, energy conservation, landfill waste reduction, and natural resource conservation. Recycling is a simple process and accessible to all. A company may contribute to environmental protection and the development of a more sustainable future by taking the actions listed above.

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## 10.8 ETHICAL PERSPECTIVE OF ENVIRONMENTAL COMPLIANCES

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Fundamentally, environmental compliance is the process through which companies and organizations make sure that their operations, goods, and services abide by environmental laws, rules, standards, and other external obligations. The purpose of these guidelines is to reduce damage to the environment, which in turn protects people and ecosystems that depend on a healthy environment.

### 10.8.1 Dimensions of Environmental Compliance:

The dimensions of environmental compliance are:

1. **Air:** Ensuring that the number of pollutants released into the environment is kept within allowable bounds, frequently necessitating the deployment of clean technology and air quality management methods by enterprises.
2. **Water:** Managing water quality and quantity entails ensuring that wastewater is suitably cleansed before it is released, and that water is utilized effectively to reduce waste.
3. **Land:** Managing garbage properly, particularly hazardous waste, and making sure that land is not deteriorated by activities like careless mining or excessive deforestation.
4. **Wildlife:** Ensuring that operations, particularly in regions with rich biodiversity, do not harm protected species or their ecosystems.

### 10.8.2 Mechanisms of Environmental Compliance:

There are several ways for ensuring environmental compliance such as:

1. **Permits and Licensing:** Many governments, particularly those where there is a possibility of environmental impact, mandate that enterprises seek permissions that outline the specific terms under which they can operate.
2. **Monitoring and Reporting:** To guarantee continued compliance, regular environmental audits and evaluations may be required with the findings to be submitted to regulatory agencies.

3. **Company Environmental Management System:** A proactive strategy in which businesses put in place mechanisms to control and enhance their environmental performance over time.

Technological developments have led to the development of complex technologies that support compliance assurance and monitoring. Examples are satellite imaging for tracking changes in land use, software for tracking and reporting environmental data, and sensors to monitor the quality of the air and water.

However, considering the dynamic nature of the environment, it is at times rather challenging for the companies to regularly implement and monitor control measures that help to protect environment and ensure compliance.

### **10.8.3 Indian Regulations for Environmental Compliance:**

Some of the important regulations implemented by the Government of India towards environmental compliance and which all the companies including retailing businesses need follow are as follows:

The Ozone Depleting Substances (Regulation and Control) Rules, 2000

Environment Protection Act 1986

The Noise Pollution (Regulation and Control Rules) 2000

The Hazardous Wastes (Management, Handling and Transboundary Movement) Rules, 2008

The Plastics (Manufacture, Usage and Waste Management) Rules, 2009

Bio-Medical Waste (Management and Handling) Rules, 1998

The E-Waste (Management and Handling Rules) 2010

The Water (Prevention and Control of Pollution) Act, 1974, amended 1988

The Water (Prevention and Control of Pollution) Act, 1971

Air (Prevention and Control of Pollution) Act 1981, Amended 1987 and the Air (Prevention and Control of Pollution) Rules, 1982

Plastic Waste Management Rules, 2016

Battery Waste Management Rules, 2022

E-Waste Management Rules, 2023

Solid Waste Management Rules, 2016

Bio-medical Waste Management Rules, 2016

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## **10.9 GREEN RETAILING**

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“Green retailing” is a modern concept which involves managing a store by utilizing eco-friendly practices. A lot of different businesses, including cafés, motels, and restaurants, adopt this idea. These days, customers are more

conscious and prefer to buy from companies that exclusively employ environmentally friendly items. As a result, it is critical that retailers follow the current trend and transform their establishment into a green one.

Customers may, for instance, select retailers from where they can travel by flexible means, so reducing their energy usage. On the other hand, the hospitality industry is always coming up with new and creative ways to save expenses, which in turn motivates customers to make larger and more frequent purchases.

Going green can benefit the company in two ways: it can boost demand from customers and cut expenses. Additionally, it provides corporate sustainability. When green retailing first started, retailers concentrated on selling organic products. However, these days, retailers stress adopting green practices in their stores in addition to selling green products. In green retailing, green techniques are used throughout the supply chain and shop. As consumer demand for eco-friendly items grows, more and more retailers are turning to green retailing as a means of expanding their business. Green retailing is a common business strategy used by businesses to set their goods apart from those of their rivals.

### 10.9.1 Advantages of Green Retailing:

1. **Healthier Workplace:** The companies can make the workplace healthier by using green practices. Employee productivity will rise in a healthier workplace because workers will feel more invigorated, content, and less likely to take medical leaves. Company medical costs will go down considerably, and the employees will enjoy coming to work. Make little adjustments to the office to make it healthier, such as reducing the amount of plastic used there, offering organic food in the cafeteria, and implementing green themes.
2. **Reduced Waste:** The ability to save money due to the decreased waste generated is one of the main benefits of being green. For instance, shutting off computers after work will conserve electricity and lower your power usage. Office waste reduction strategies include shutting off lights, recycling paper products, encouraging staff to bring their own cups for coffee instead of single-use glasses, and more. By doing this, you can benefit the environment in addition to your financial line.
3. **Tax Incentives:** The government provides firms who choose to use green practices with several advantages, including tax incentives. Without a doubt, tax credits will boost earnings. Companies must choose to conduct business in a way that the government deems environmentally favorable to qualify for these incentives. Using renewable energy sources and switching to electric or hybrid fleet cars are two examples.



4. **Reduced Costs:** Implementing a green strategy could be initially expensive. However, when used correctly, it aids in cost reduction and revenue growth. Additionally, implementing minor adjustments like urging employees to refrain from printing emails and using fewer disposable cups for water, tea, or coffee are also important. The company will be able to invest the large amount of money you will save each month in other lucrative ventures.
5. **Growing Demand:** Globally, there is a growing need for environmentally friendly and sustainable products. "Going green" is a benefit that one may leverage to boost product sales. The items will become more and more popular, giving the best of all worlds in terms of lower expenses and higher earnings.
6. **Better Public Image:** Going green has many advantages beyond financial savings. Public perception of the company will change because of being green, which is one of the finest benefits. They will respect the company in addition to appreciating it. By getting the audience involved in green initiative campaigns, one can enhance the public relations. The company's green initiatives, as well as the future goals, should be the main subjects of the marketing campaigns. By employing these strategies, one can draw in clients who share the values but have previously supported the company rivals.
7. **Sustainability:** Sustainability is ensured by going green. A survey indicates that organizations who opt to go green at the outset or at any point in their existence are considerably more sustainable than those that do not. The company will outperform other organizations that choose not to include social and environmental considerations into their daily operations.

### 10.9.2 Ways of Transforming into Green Retailing Business

The different ways of transforming a retailing business into green retailing are as follows:

1. Use of green and safe material for cleaning i.e. clean greener
2. Switch to energy efficient lighting system
3. Plant indoor plants in the room
4. Put used fixtures which are made of natural materials
5. Use equipment which are energy efficient
6. Make bags and paper receipts optional
7. Use of natural lighting and ventilation
8. Switch off electrical appliances when not in use or put them in power saver mode

9. Reduce waste while packaging
10. Emphasize on selling green products

There are numerous ways by which a retailing company can go green and help save the environment. All it needs is a systematic approach and adequate awareness towards adopting green measures to save the planet from ecological disturbance.

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## 10.10 LET US SUM UP

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To sum up, social and environmental responsibilities make sure that the company complies with the relevant requirements for existing and operating within the society and it also ensures that the company fulfils its responsibilities towards the society and consumers while focusing on its profitability. Moreover, people also are more concerned than ever about local and global concerns. They support companies that uphold ethical labour standards, implement sustainable practices, and take a lot of interest in their charitable endeavours. The retailer's reputation can be enhanced and even the brand given a facelift when the firm shows the customers that they share similar values. They render importance to social norms, ethics, and responsibilities. Environmental responsibility is yet another crucial dimension of CSR that a company needs to be aware of. In the present world, businesses play a major role in environmental degradation. Each company that harms the environment, is making the globe a less friendly place for future generations to dwell. Given this, it is obvious that all companies, regardless of size, have an obligation to lessen their adverse effects on the environment and contribute to it in whatever way they can.

Further, the concept "Corporate Social Responsibility" (CSR) assists an organization in being held socially responsible by the public, its stakeholders, and itself. Companies can be aware of their impact on the social, economic, and environmental facets of society by engaging in corporate social responsibility, often known as corporate citizenship. Yet another vital aspect for an organization is making efforts to buy and source raw material locally which not only gives local suppliers more opportunity to promote business but also enhances the local reputation and credibility of the company. Similarly, the company has the responsibility of engaging local talent with the objective of involving the local people in its business and profitability, thus engaging the community also in its endeavor.

Additionally, a crucial dimension for a company that governs its social and environmental responsibility is the contribution towards encouraging waste management and recycling in the company. This goes a long way in environment protection and balancing the ecosystem. The extent to which a company is involved in such activities clearly shows its responsiveness towards maintaining ecological balance and protecting the surroundings.

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## 10.11 KEY WORDS

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- CSR** : Corporate Social Responsibility" (CSR) is a management concept which explains how a business uses social and environmental initiatives for the wellbeing of communities and society.
- Waste Management** : A waste management system is an efficient method used by various organizations to reduce, reuse, minimize, and repurpose garbage.
- Recycling** : Recycling is the process of disassembling and repurposing things that would typically be discarded as waste.
- Non-Conventional Energy Resources** : "Non - conventional resources" are natural resources such as wind, tides, solar power, biomass, etc. that produce energy.
- Green Retailing** : Green retailing is the process of applying a management-led strategy to cut down on environmental waste in every area of the company.
- Sustainability** : Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

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## 10.12 ANSWERS TO CHECK YOUR PROGRESS

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- A** (i) True, (ii) True, (iii) False, (iv) True, (v) False
- B** (i) True, (ii) False, (iii) True, (iv) False, (v) True

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## 10.13 TERMINAL QUESTIONS

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1. Discuss the ways of becoming socially responsible by an organization.
2. What are the social and environmental responsibilities of a retailing company?
3. Discuss the benefits of becoming a socially responsible organization.
4. Giving an appropriate example, explain philanthropic responsibility of an organization.
5. What is meant by sourcing the local resources? Explain its advantages.
6. How can the local talent be promoted? What are its advantages?
7. Explain the concept of green retailing and its advantages for an organization?

8. What is the importance of environmental compliance for an organization? Explain the mechanisms of ensuring environmental compliance.
9. What are the factors determining the principles of waste management?
10. Explain the ways by which a company can enhance community involvement.

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