Management of Natural Environment with special reference to International Tractors Limited (Sonalika)

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Abstract

Today, companies have accepted their responsibility to do no harm to the environment. In this aspect, Corporate Environmental Responsibility is an integral part of corporate social responsibility. Natural environment is the provider of all the natural, renewable and non-renewable resources used by corporate houses in manufacturing processes. Everyone is talking about climate change, rising temperatures, rising sea levels, pollution, etc. all this has happened in the advanced countries because of the improper and massive use of natural resources for limited purposes and the process they have disturbed the balance of the environment around. International Tractors Limited (Sonalika), which is among the top three tractors manufacturers of India, has been selected for this case study. An attempt has been made in this paper to highlight some of the best practices implemented by the company for natural Environment Management and protection. For the purpose of analysis, Anova has been employed on 15 variables measuring awareness regarding natural environment on a sample of 153 company's employees. Further, Chi-Square has also been performed on the 23 variables to check for the significant differences, if any, in the awareness of managers, Executives, Administrative Staff & Workers. The natural environment is an essential part of our life. If we destroy the environment around, we cannot be survive or successful. Therefore environmental protection and growth is very important.

Keywords:

Environmental management, Environmental protection, Corporate Environmental Responsibility.

Introduction

Earth environment is a rich heritage handed over to us by previous generations. The present civilization is involved in varied activities. Many of these activities generate waste. The ultimate disposal of the waste leads to environmental pollution. We have witnessed environmental degradation during the recent years. Environmental pollution is a worldwide phenomenon. In many parts of the world, the magnitude of pollution of environment has already reached an alarming level. It spoils human health, reduces economic productivity and leads to loss of amenities. Now-a-days, consumers expect firms to meet high health and safety standards for workers, respect human right, protect the interest of consumers and meet environmental standards. Natural resource management refers to the management of natural resources such as land, water, soil, plants and animals, with a particular focus on how management affects the quality of life for both present and future generations.

Environmental management is a systematic approach to minimizing the damage created by an organization to the environment in which it operates. Environmental management has become an issue in organizations because consumers now expect them to be environmentally aware, if not environmentally friendly. Environmental management involves reducing pollution, waste, and the consumption of natural resources by implementing an environmental action plan. Economic resource management is a purposeful activity with the goal to maintain and improve the state of an environment resource affected by human activities. Environmental resource management tries to identify the factors that have a stake in the conflicts that may rise between meeting the needs and protecting the resources. Corporate industrial practices of the past are environmentally unsustainable. Although many companies have embraced the practice of environmental management, few have seriously engaged the idea of sustainability. Those that do might reap competitive and financial benefits.

The world today faces many environmental problems that originate from corporate industrial activities. Toxic wastes by industries are causing crises for thousands of communities around the world. People all over the world became more concerned about the quality of their environment during the 19th century. Industrial accidents such as the Bhopal Disaster have taken heavy environmental tolls. Well known environmental tragedies like the cause of mercury poisoning in Japan, severe smoke pollution episode in London and the massive oil spill caused by Terry Canyon accident reinforced in people's mind the sense that the quality of air, water and a wide range of other natural resources was being seriously degraded. These environmental problems are sounding an alarm with the public. People are concerned about environmental degradation and, increasingly, are worried about the continued functioning of the earth's natural systems: the environmental liabilities we are leaving behind for the next generation may be more than they can handle.

Generally the goal of most businesses is to earn an efficient company while earning a profit. But now the traditional goal has been changed. Most of the companies of today started to perform the environmental friendly activities too. Lyon and Maxwell (2007) define corporate environmental responsibility as "environmentally friendly actions not required by law, also referred to as going beyond compliance, the private provision of public goods, or voluntarily internalizing externalities." Today, companies have accepted their responsibility to do no harm to the environment. In this aspect, corporate environmental responsibility is an integral part of corporate social responsibility and encompasses environmental commitment and awareness, measuring, reporting and auditing, commitment to continuous improvement and going beyond compliance. Each and every organization of today has a better knowledge about their environmental responsibility. They have realized the mere importance of their own responsibility towards the society and the environment which may survive.

Literature Review

Shah Shashank and Bhaskar A. Sudhir (2010) remarked that natural environment is the silent provider of all natural resources used by corporate organizations in manufacturing processes. A lack of concern for its protection would be at the organizations' own long-run cost. They found that environmental welfare can make a lot of business sense and could be a major source of competitive advantage of corporate organizations. If each of the organizations put in their best towards the protection of the environment, sustainable development would be an insurmountable task.

Milad Abdelnabi Salem (2011) has observed that "Corporate Environmental Responsibility is the duty of the corporation to mitigate its impacts on the natural environment, the implementation of such duties is known as an environmental management. While corporate environmental performance refers to the level of harmful environmental impact caused by a firm so that the smaller the harmful environmental impact the better the environmental performance and vice versa. The eco efficiency concept incorporates the main environmental performance indicators such as clean production, pollution prevention, and waste minimization.

Lavanya B. and Anbalagam M. (2012) emphasized that today most of the companies have accepted their responsibility to do no harm to the environment. In many developed nations, environmental protection agencies have come up with regulations relating to the disclosures of environment issues and measurement of cost of environment degradation. They served in most of the environment areas such as water conservation, global warming and in renewable sources of energy. Hence, if all the companies strive to put some effort to increase its responsibility towards the environment, it can surely shine in the society as Toyota motors limited.

Company Profile

Incorporated in 1969 to accomplish newer heights of success, Sonalika Group has come a long way. Today the group is among the top three tractor manufacturers of India and provides a complete product line including tractors, multi-utility vehicles, engines, farm machinery attachments, diesel gensets, auto components and pick & carry cranes. The group understands the requirements of its customers fairly well and tries coming up with exceptional tailor-made products suiting their needs. The group's state-of-the-art production plants spread across many acres and are strategically established in a pollution free zone in Punjab and Himanchal Pradesh. Sonalika Group has also joined hands with some of the leading international names like Yanmar of Japan, JM Finance Trustee & Magma Sharachi Finance. Today Sonalika has become synonymous to prosperity, success and growth. With international technologies, state-of-the-art production units, experienced teams and tailor-made solutions Sonalika has responded really well to its customers' needs in India and abroad. We believe the coming years will bring the same results for us, our associates and our customers provided we go along with the same fervour and optimism. And we are ready for it. Ready to take on the challenges that destiny has in store for us and to climb new horizons of success that are still untouched and unexplored.

Environmental Policy

We ITL family engaged in manufacturing of tractors, silent DG sets & auto components commit ourselves for creating healthy & safe environment through:-

- Prevention of pollution and continual improvement in

environment performance.

- Adhering to environment legislation & regulations and other requirements as per environment wastes.

- Minimizing adverse environmental impact by recycling/reuse and safe disposal of unavoidable wastes.

- Reduction in waste generation and conservation of natural resources and energy.

- Sharing environmental experience within the family, to those working on its behalf and is available to the public.

- Training and involvement of all employees for sustainable development.

Need and Objectives of The Study

In recent years, the adverse environmental effect of economic development has become a matter of great public concern all over the world. Gradually, environment is becoming a much more urgent economic, social and political problem. India as well as other developing countries is facing the twin problem of promoting economic development and protecting the environment. A balance between development and environmental protection is required. A careful assessment of the benefits and costs of environmental damages is necessary to find the tolerance limit of environmental degradation and the required level of development. But unless the proper management work is done either by individual firms or by government itself, it cannot be determined whether both have been fulfilling their responsibilities towards the environment. Therefore the need of environmental management has emerged.

In the view of aforesaid discussions, the present paper has been designed to achieve the following objectives:

- To examine the general awareness of the employees regarding ecological environment.

- To examine the differences in awareness levels of different categories of employees towards natural environment management practices at International Tractors Ltd.

- To highlight the natural environment-related best practices of the International Tractors Ltd.

Research Methdology of The Study

Universe of the study

The universe of the study consists of Managers, Executives, Administrative staff and Workers (men & women) working in the International Tractors Limited. ITL was chosen because it has an important place in the manufacturer of tractors in India.

Nature of the study

The present study is based on empirical data.

Sample Design

Data have been collected during time period from March to May 2012. 200 Respondents had been given the questionnaire of which 171 have responded and 153 questionnaires have been found in order for the purpose of the study.

Statistical Techniques for analysis of data collected

The questionnaire has been designed using variables short listed for the purpose of research study. For the survey based study, questionnaire has been prepared which contained questions based on Likert scale and other questions simply followed by yes/no/can't say. The questionnaire so structured has been pre-tested and suitably amended. The Likert scale is used for rating the employees' perceptions/awareness with regard to their awareness regarding ecological environment. Each response item has five response categories ranging from strongly agree to strongly disagree and score relating to each category is allotted ranging from 1 to 5 respectively where 1 stands for Strongly disagree followed in the sequence by 5 which means Strongly agree. The data so collected has been analyzed in the light of the objectives of the study, using simple percentages, averages, weighted averages, anova and chi square as tools of analysis.

Data Analysis and Interpretation

The data has been analysed in the light of the given objectives of the empirical study. The following data shows:

Demographic Profile of Respondents

Demographic profile usually covers background factors of respondents. In our study, we have covered five demographic factors of respondents of Amritsar district namely gender, age, qualification, occupation and yearly income.

Table 1 gives the breakup of the respondents on the basis of each of the demographic factors. It shows the composition of respondents included in the sample. On the basis of gender, 90.20% of the respondents are male and 9.80% constitute female. Out of the total sample of 153 respondents from Sonalika, maximum number of respondents i.e. 67 belongs to age group of 31-40 years followed by above 40 years (61), and (25 each) of 21-30 years. 43.80% of the respondents are post graduate followed by graduates (28.10%), any other degrees (15.03%) and rest from under graduate background. Table also reveals that majority of the respondents, on the basis of occupation, have been executives i.e. 33.99%, managers (28.10%), administrative staff (24.84%) and workers (13.07%). Above all, most of the respondents i.e. 66 out of 153 fall in the monthly income group of Rs. 20,000 – 40,000 followed by having income less than 20,000 p.m.

Table-1 Demographic Profile of the Respondents

Demographics		Total	
		Total	%age
Gender	Male	138	90.20
	Female	15	9.80
	Total	153	100.00
Age in Years	Upto 20	-	0.00
	20-30	25	16.33
	30-40	67	43.80
	Above 40	61	39.87
	Total	153	100.00
Educational Background	Under Graduate	20	13.07
	Graduate degree	43	28.10
	Post Graduate degree	67	43.80
	Any Other degree	23	15.03
	Total	153	100.00
Occupation	Managers	43	28.10
	Executives	52	33.99
	Administrative Staff	38	24.84
	Workers	20	13.07
	Total	153	100.00
Income (per month in Rs.)	Less than 20,000	39	25.50
	20,001 to 40,000	66	43.13
	40,001 to 60,000	48	31.37
	Above 60,000	-	0.00
	Total	153	100.00

Table -2
Showing Views of different segments of occupation reflecting their awareness level about ecological
environment

VARIABLE LABEL	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total
R1	1O8 (70.6)	34 (22.2)	5 (3.3)	2 (1.3)	4 (2.6)	153 (100.0)
R2	43 (28.1)	87 (56.9)	17 (11.1)	6 (3.9)	0 (0)	153 (100.0)
R3	39 (25.5)	67 (43.8)	35 (22.9)	7 (4.6)	5 (3.3)	153 (100.0)
R4	31 (20.3)	70 (45.8)	33 (21.6)	10 (6.5)	9 (5.9)	153 (100.0)
R5	36 (23.5)	49 (32.0)	45 (29.4)	16 (10.5)	7 (4.6)	153 (100.0)
R6	38 (24.8)	65 (42.5)	48 (31.4)	1 (0.7)	1 (0.7)	153 (100.0)
R7	38 (24.8)	54 (35.3)	55 (35.9)	5 (3.3)	1 (0.7)	153 (100.0)
R8	25 (16.3)	70 (45.8)	46 (30.1)	11 (7.2)	1 (0.7)	153 (100.0)
R9	37 (24.2)	56 (36.6)	47 (30.7)	9 (5.9)	4 (2.6)	153 (100.0)
R10	25 (16.3)	70 (45.8)	46 (30.1)	11 (7.2)	1 (0.7)	153 (100.0)
R11	30 (19.6)	54 (35.3)	53 (34.6)	15 (9.8)	1 (0.7)	153 (100.0)
R12	26 (17.0)	65 (42.5)	51 (33.3)	11 (7.2)	0 (0)	153 (100.0)
R13	37 (24.2)	59 (38.6)	48 (31.4)	8 (5.2)	1 (0.7)	153 (100.0)
R14	33 (21.6)	75 (49.0)	33 (21.6)	9 (5.9)	3 (2.0)	153 (100.0)
R15	35 (22.9)	53 (34.6)	57 (37.3)	8 (5.2)	0 (0)	153 (100.0)

Note: Figures in parenthesis represent percentages to the total.
Source: primary data
Statements marked R1 to R15 above are given in Annexure I

Table -3
Comparing Awareness about ecological environment amongst different segment of occupation
Analysis of variance (ANOVA) Test

	LABEL	Sum of Squares	df	Mean Square	F	Sig.
R1	Between Groups	2.119	3	.706	.998	**.395**
	Within Groups	105.410	149	.707		
	Total	107.529	152			
R2	Between Groups	.297	3	.099	.179	**.911**
	Within Groups	82.422	149	.553		
	Total	82.719	152			
R3	Between Groups	7.782	3	2.594	2.860	**.039***
	Within Groups	135.133	149	.907		
	Total	142.915	152			
R4	Between Groups	14.721	3	4.907	4.730	**.004***
	Within Groups	154.586	149	1.037		
	Total	169.307	152			
R5	Between Groups	15.742	3	5.247	4.678	**.004***
	Within Groups	167.133	149	1.122		
	Total	182.876	152			
R6	Between Groups	9.400	3	3.133	5.298	**.002***
	Within Groups	88.129	149	.591		
	Total	97.529	152			
R7	Between Groups	7.656	3	2.552	3.506	**.017***
	Within Groups	108.462	149	.728		
	Total	116.118	152			
R8	Between Groups	3.858	3	1.286	1.802	**.149**
	Within Groups	106.312	149	.714		
	Total	110.170	152			
R9	Between Groups	10.746	3	3.582	3.960	**.009***
	Within Groups	134.796	149	.905		
	Total	145.542	152			
R10	Between Groups	2.358	3	.786	1.086	**.357**
	Within Groups	107.812	149	.724		
	Total	110.170	152			
R11	Between Groups	5.364	3	1.788	2.112	**.101**
	Within Groups	126.139	149	.847		
	Total	131.503	152			
R12	Between Groups	.611	3	.204	.287	**.835**
	Within Groups	105.951	149	.711		
	Total	106.562	152			
R13	Between Groups	3.988	3	1.329	1.706	**.168**
	Within Groups	116.129	149	.779		
	Total	120.118	152			
R14	Between Groups	.308	3	.103	.124	**.946**
	Within Groups	123.927	149	.832		
	Total	124.235	152			
R15	Between Groups	5.172	3	1.724	2.348	**.075**
	Within Groups	109.390	149	.734		
	Total	114.562	152			

*Significant at 5 percent level
 Source: primary data
Statements marked R1 TO R15 above are given in Annexure I

Null Hypothesis: Ho: There is no significant difference in general awareness about ecological environment amongst different segment of occupation.

The above table compares the mean scores of different segments of occupation vis-a-vis their awareness level about ecological environment. To find out whether there is a significant difference between the opinions of different segments of occupation, statistical technique (ANOVA) has been applied. By analysing the above table, it has been found that in the most of the variables weighted scores of the different segments of occupation i.e. (Managers, Executives, Administrative staff & Workers) do not vary significantly between the groups except in the variables (R3-Nature has its own mechanism which will balance any damage done by human beings, R4-The government of India is doing a

good job with its environmental protection efforts, R5-State government is doing a good job over cutting down pollution, R6-The commission of the European community is doing a good job with its environmental protection efforts, R7-The United Nation is effective in stopping air & water pollution and R9-Business corporations produce an annual environmental performance review),where Null hypothesis stands rejected and it has revealed significant differences in the opinion of different segments of occupation. The difference of opinion in above explained variables can be due to unpredictable human behaviour, family background, varying income, varying age and gender so on. Therefore, it can be interpreted that every segment of occupation under the study has considerable level of awareness about ecological environment. They do not vary much in their opinion about it but for few exceptions.

Table-4
Awareness level of various segments of occupation towards natural environment management
practices at International Tractors Ltd

LABELS	RESPONSES			Total	W.A
	Yes (1)		No (3)		
M1	107 (69.9)	46 (30.1)	0 (0)	153 (100.0)	2.6993
M2	59 (38.6)	91 (59.5)	3 (2.0)	153 (100.0)	2.3660
M3	97 (63.4)	53 (34.6)	3 (2.0)	153 (100.0)	2.6143
M4	72 (47.1)	79 (51.6)	2 (1.3)	153 (100.0)	2.4575
M5	66 (43.1)	85 (55.6)	2 (1.3)	153 (100.0)	2.4183
M6	89 (58.2)	64 (41.8)	0 (0)	153 (100.0)	2.5816
M7	75 (49.0)	77 (50.3)	1 (0.7)	153 (100.0)	2.4836
M8	51 (33.3)	96 (62.7)	6 (3.9)	153 (100.0)	2.2941
M9	101 (66.0)	52 (34.0)	0 (0)	153 (100.0)	2.6601
M10	70 (45.8)	81 (52.9)	2 (1.3)	153 (100.0)	2.4444
M11	63 (41.2)	89 (58.2)	1 (0.7)	153 (100.0)	2.4052
M12	69 (45.1)	82 (53.6)	2 (1.3)	153 (100.0)	2.4379
M13	85 (55.6)	67 (43.8)	1 (0.7)	153 (100.0)	2.5490
M14	79 (51.6)	74 (48.4)	0 (0)	153 (100.0)	2.5163
M15	125 (81.7)	27 (17.6)	1 (0.7)	153 (100.0)	2.8104
M16	111 (72.5)	42 (27.5)	0 (0)	153 (100.0)	2.7254
M17	120 (78.4)	33 (21.6)	0 (0)	153 (100.0)	2.7843
M18	126 (82.4)	25 (16.3)	2 (1.3)	153 (100.0)	2.8104
M19	90 (58.8)	51 (33.3)	12 (7.8)	153 (100.0)	2.5098
M20	105 (68.6)	44 (28.8)	4 (2.6)	153 (100.0)	2.6601
M21	2 (1.3)	89 (58.2)	62 (40.5)	153 (100.0)	1.6078
M22	91 (59.5)	59 (38.6)	3 (2.0)	153 (100.0)	2.5751
M23	61 (39.9)	88 (57.5)	4 (2.6)	153 (100.0)	2.3725

Note: Figures in parenthesis represent percentages to the total.
Source: primary data
Statements marked M1 TO M23 above are given in Annexure II

Table-5
Natural Environment-related best practices of the International Tractors Ltd.
Chi-Square Test

Variables:		Value	Df	Asymp. Sig. (2-sided)
M1	Pearson Chi-Square	13.351 a	3	**.004***
	Likelihood Ratio	15.375	3	.002
	Linear-by-Linear Association	.107	1	.743
	N of Valid Cases	153		
M2	Pearson Chi-Square	19.518^a	6	**.003***
	Likelihood Ratio	21.963	6	.001
	Linear-by-Linear Association	12.754	1	.000
	N of Valid Cases	153		
M3	Pearson Chi-Square	7.475^a	6	**.279**
	Likelihood Ratio	7.854	6	.249
	Linear-by-Linear Association	6.306	1	.012
	N of Valid Cases	153		
M4	Pearson Chi-Square	6.212^a	6	**.400**
	Likelihood Ratio	6.935	6	.327
	Linear-by-Linear Association	1.968	1	.161
	N of Valid Cases	153		
M5	Pearson Chi-Square	14.728^a	6	**.022***
	Likelihood Ratio	15.405	6	.017
	Linear-by-Linear Association	9.023	1	.003
	N of Valid Cases	153		
M6	Pearson Chi-Square	.705^a	3	**.872**
	Likelihood Ratio	.706	3	.872
	Linear-by-Linear Association	.127	1	.722
	N of Valid Cases	153		
M7	Pearson Chi-Square	12.757^a	6	**.047***
	Likelihood Ratio	12.150	6	.059
	Linear-by-Linear Association	6.299	1	.012
	N of Valid Cases	153		
M8	Pearson Chi-Square	5.165^a	6	**.523**
	Likelihood Ratio	4.647	6	.590
	Linear-by-Linear Association	3.816	1	.051
	N of Valid Cases	153		
M9	Pearson Chi-Square	4.287^a	3	**.232**
	Likelihood Ratio	4.284	3	.232
	Linear-by-Linear Association	3.790	1	.052
	N of Valid Cases	153		
M10	Pearson Chi-Square	12.797^a	6	**.046***
	Likelihood Ratio	13.192	6	.040
	Linear-by-Linear Association	7.702	1	.006
	N of Valid Cases	153		
M11	Pearson Chi-Square	4.492^a	6	**.610**
	Likelihood Ratio	4.813	6	.568
	Linear-by-Linear Association	.823	1	.364
	N of Valid Cases	153		
M12	Pearson Chi-Square	5.848^a	6	**.440**
	Likelihood Ratio	6.574	6	.362
	Linear-by-Linear Association	2.208	1	.137
	N of Valid Cases	153		
M13	Pearson Chi-Square	12.479^a	6	**.052**
	Likelihood Ratio	10.016	6	.124
	Linear-by-Linear Association	3.944	1	.047
	N of Valid Cases	153		
M14	Pearson Chi-Square	6.679^a	3	**.083**
	Likelihood Ratio	6.785	3	.079
	Linear-by-Linear Association	4.218	1	.040

	N of Valid Cases	153		
M15	Pearson Chi-Square	6.638[a]	6	**.356**
	Likelihood Ratio	6.693	6	.381
	Linear-by-Linear Association	1.053	1	.305
	N of Valid Cases	153		
M16	Pearson Chi-Square	24.253[a]	3	**.000***
	Likelihood Ratio	22.455	3	.000
	Linear-by-Linear Association	13.519	1	.000
	N of Valid Cases	153		
M17	Pearson Chi-Square	11.221[a]	3	**.011***
	Likelihood Ratio	9.601	3	.022
	Linear-by-Linear Association	4.357	1	.037
	N of Valid Cases	153		
M18	Pearson Chi-Square	8.130[a]	6	**.229**
	Likelihood Ratio	8.504	6	.203
	Linear-by-Linear Association	.358	1	.549
	N of Valid Cases	153		
M19	Pearson Chi-Square	8.675[a]	6	**.193**
	Likelihood Ratio	8.156	6	.227
	Linear-by-Linear Association	.656	1	.418
	N of Valid Cases	153		
M20	Pearson Chi-Square	15.728[a]	6	**.015***
	Likelihood Ratio	16.070	6	.013
	Linear-by-Linear Association	.033	1	.855
	N of Valid Cases	153		
M21	Pearson Chi-Square	5.273[a]	6	**.509**
	Likelihood Ratio	5.947	6	.429
	Linear-by-Linear Association	.001	1	.975
	N of Valid Cases	153		
M22	Pearson Chi-Square	6.537[a]	6	**.366**
	Likelihood Ratio	6.822	6	.338
	Linear-by-Linear Association	2.888	1	.089
	N of Valid Cases	153		
M23	Pearson Chi-Square	5.593[a]	6	**.470**
	Likelihood Ratio	6.955	6	.325
	Linear-by-Linear Association	.524	1	.469
	N of Valid Cases	153		

*Significant at 5 percent level.
Source: primary data
Statements marked M1 TO M23 above are given in annexure II

Null hypothesis: Ho: There is no significant difference between the responses of different categories of occupation under study regarding their awareness about natural management practices followed by their company.

The above table reveals the relationship between the occupational status and their knowledge about various variables that act as change agents for promoting green marketing practices. Now to find whether there is significant difference of opinion among different segments of occupation regarding their awareness about natural management practices followed by their company, chi-square test has been applied. By analysing Pearson's chi square values of significance i.e. M3-Has your company implemented environmentally friendly business practices (.279), M4-Does your company have an environmental committee (.400), M6- Does your company monitor and report on its performance in sustainable development (.872), M8-Is your organization implementing any eco-mark (.523), M9-Is your organization implementing any environmental management system i.e. ISO 14001 (.232), M11-Does your company has any program in place or planned for promoting resource efficiency (.610), M12- Has your organization implemented energy saving programmes (.440), M13-Has your company tried to reduce emissions or reduce energy usage (.052), M14-Has your organization reduced the amount of waste that it produces (.083), M15- Do you use recycled paper (.356), M18-To avoid mistake, do you print a trial copy before printing big batches (.229), M19-Do you think all staff knows how to use recycling system (.193), M21-Has your company ever been cited for non-compliance of an environmental or safety issue (.509), M22-Does your company feel that it has a responsibility not to harm the environment (.366), M23-Do you have an environmental or ethical or sustainable purchasing policy (.470), it has been found that

above all are insignificant at 5 percent level of significance in all the cases studied above and the null hypothesis stands accepted. Therefore, it can be interpreted that there is no significant difference between the opinions of respondents based on their occupational status. Hence it can be concluded that categories of occupations undertaken for the study do not impact on the awareness level of respondents about natural management practices followed by their company significantly. Further the values i.e. M1-Does your company have a corporate social responsibility (CSR) policy (.004), M2-Does your company have a sustainable development plan (.003), M5-Do you have budget for environmental initiatives (.022), M6-Does your company monitor and report on its performance in sustainable development (.047), M10-Does your organization promote efficient use of resources (.046), M16-Are double-sided printed pages used (.000), M17-Do you make double sided photocopies (.011), M20-Does your Staff use reusable mugs and glasses rather than disposable cups (.015), has been found that above all are significant at 5 percent level of significance in all the cases studied above and the null hypothesis stands rejected. Therefore, it can be interpreted that there is a significant difference between the opinions of respondents based on their occupational status. Hence it can be concluded that categories of occupations undertaken for the study has an impact on the awareness level of respondents about natural management practices followed by their company.

CSR Policy of International Tractors Ltd.

Aanand Ashram

The endeavours of Sonalika are not limited to any industrial brackets but being a social identity it is also concerned for the welfare of the society it operates in. Sonalika understands its social responsibilities very well and is indeed committed towards the upliftment of underprivileged children. 'Sonalika Charitable Trust' the social wing of Sonalika has taken up a unique initiative "Aanand Ashram". The initiative focuses intensely on a strategy known as LIFE (Living in Family Environment) to provide permanent residential care to orphaned and abandoned children. LIFE emphasizes mainly on promotion of family bonding amongst deprived children, their mental and physical health and enhancing social integration to enable them experience 'Joy of Living'. Sonalika puts in its best efforts to make these children live happy and become a part of society. We also welcome the volunteers who understand their social responsibilities and can make a significant difference to the lives of these children.

How you can spread smiles with us?

- Educating the children in the best possible manner to make them self-sustaining

- Inculcating human values in children

- Volunteering and donating time to coach them in academics, hobbies and other activities

- Tell your friends to spread the awareness and seek more people to help

Project clean and green

Sonalika Group not only produces world class tractors and farm equipment's, it is also committed to promote best environment protection practices as part of Corporate Social Responsibility (CSR). In 2004, the Group took lead in inviting leading industrialists of Hoshiarpur and formed the Clean & Green Association (CGA). Throughout the year, CGA organises cleanliness and plantation drives in different parts of Hoshiarpur city "The main purpose of organising these drives is to create awareness among residents about the benefits of clean and green environ," says Mr A.S. Mittal, Vice Chairman of the Sonalika Group.

Public Parks Upgraded

The Clean & Green Association (CGA) of Hoshiarpur, a movement led by Sonalika Group to promote greenery and cleanliness in the city, recently upgraded two more city parks – Budh Ram Colony Park, and New Model Colony Park – by undertaking a plantation drive, and building boundary wall and benches for people to relax in green environment. The important aspect of the CGAs plantation drives is that about 99 per cent plants survive, which is a kind of record for any plantation drive.

In another initiative by the CGA, residents of nearby villages are being given employment in Sonalika and some other industries in Hoshiarpur. Those young villagers who do not have any formal education are being provided education and training to make them employable.

Conclusion and Recommendations

Business concern should adapt to green management practices to conserve environment. Each and every concern should identify those areas which have a direct impact on the environment and monitor for the improvement of green management. The business concern should highlight the importance of green management to the staff and get the concern certified for environmental standards. This case gives us an insight into the diverse initiatives undertaken by an industry leader like International Tractors Ltd. (Sonalika) towards Natural Environment Management. The issue of environmental conservation and sustainability is no longer limited to any particular country or industry. It is almost universal in nature and efforts in this direction have to be jointly taken by all across countries and industries. The company has also undertaken substantial environmental reporting initiatives to share its best practices with others in the industry. If each of the organizations put in their best towards the protection of the environment, sustainable development would not be an insuperable task. The natural environment is an essential part of our life. If we destroy the environment around, we cannot be survive or successful. This helps the company to gain sufficient reputation from the public. This in turn will increase its sales volume and profit. International Tractors Limited is an example for all the companies in the world in preventing the environment. Hence, if all the companies strive to put some effort to increase its responsibility towards the environment, it can surely shine in the society as International Tractors Limited. Therefore environmental protection and growth is very important. Sonalika, which is among the top three tractor manufacturers of India, this is true of its environment-related initiatives as well. The International Tractors Limited is successfully undertaking the environmental protection issues through their prevention techniques in their organization.

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ANNEXURE I.

VARIABLE LABEL	VARIABLE NAME
R1	Environment has become a serious problem.
R2	It is more important to reduce pollution than to build up economy.
R3	Nature has its own mechanism which will balance any damage done by human beings.
R4	The government of India is doing a good job with its environmental protection efforts.
R5	State government is doing a good job over cutting down pollution.
R6	The commission of the European community is doing a good job with its environmental protection efforts.
R7	The United Nation is effective in stopping air & water pollution.
R8	Most manufacturing companies have programs to eliminate wastes.
R9	Business corporations produce an annual environmental performance review.
R10	Companies regularly measure and monitor relevant environmental impacts.
R11	Companies have conducted a review of the business and identified environmental opportunities for improvement.
R12	Companies have developed/adopted environmental benchmarks relevant to the business.
R13	Corporations have a stronger responsibility to make profit than they do to adopt environmental ethics program.
R14	Companies should be guilty of negligence on environmental matters.
R15	Companies have complaints with relevant environmental legislation.

ANNEXURE II.

VARIABLE LABEL	VARIABLE NAME
M1	Does your company have a corporate social responsibility (CSR) policy?
M2	Does your company have a sustainable development plan?
M3	Has your company implemented environmentally friendly business practices?
M4	Does your company have an environmental committee?
M5	Do you have budget for environmental initiatives?
M6	Does your company monitor and report on its performance in sustainable development?
M7	Does your company have a green plan for your operation?
M8	Is your organization implementing any eco-mark?
M9	Is your organization implementing any environmental management system i.e. ISO 14001?
M10	Does your organization promote efficient use of resources?
M11	Does your company has any program in place or planned for promoting resource efficiency?
M12	Has your organization implemented energy saving programmes?
M13	Has your company tried to reduce emissions or reduce energy usage?
M14	Has your organization reduced the amount of waste that it produces?
M15	Do you use recycled paper?
M16	Are double-sided printed pages used?
M17	Do you make double sided photocopies?
M18	To avoid mistake, do you print a trial copy before printing big batches?
M19	Do you think all staff knows how to use recycling system?
M20	Does your Staff use reusable mugs and glasses rather than disposable cups?
M21	Has your company ever been cited for non-compliance of an environmental or safety issue?
M22	Does your company feel that it has a responsibility not to harm the environment?
M23	Do you have an environmental or ethical or sustainable purchasing policy?