SUSTAINABLE DEVELOPMENT: A KEY FOR BUSINESS GROWTH A PERSPECTIVE OF SELECTED SMES (VIDARBHA REGION MIDC)

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ABSTRACT
Sustainable development is a road-map, an action plan, for achieving sustainability in any activity that uses resources and where immediate and intergenerational replication is demanded. As such, sustainable development is the organizing principle for sustaining finite resources necessary to provide for the needs of future generations of life. It is a process that help to forecast a desirable future condition for human societies and resource-use continue to meet human needs without undermining the “integrity, stability and beauty” of natural biotic systems.

The organisation which fulfil their targets, deadlines and business and its profit growth through optimal 5 M’s (Money, Material, Machine, Method and Manpower) i.e. SME (Small and Medium Enterprise) under the guidelines and subsidiary of Government.

This paper tries to focus some realities, lacunas and possibilities for sustainable development.

Keywords: SME’s; 5 M’s; Sustainable Development; MIDC

INTRODUCTION
It becomes mandatory for SMEs to promote and deploy good Sustainable Development practices, to achieve their mapped goal. It ensures that their impact on society and the ecosystem is likely to be positive in results.

This comprehensive knowledge is beneficial, shared by the practitioners interested in SMEs. Human sustainability interfaces with economics through the social and ecological consequences of economic activity. Opting and going towards sustainability is also a social challenge that levy, other factors, international and national law, urban planning and transport, local and individual lifestyles and ethical consumer lifestyle. Ways of living more sustainably can take man from reorganizing living conditions (e.g. green villages, green recruiting firms and sustainable cities) \(^{(1)}\), to reframe and reappraising work practices (e.g. green building, sustainable agriculture), or developing new technologies that reduce the consumption of resources \(^{(3)}\).

OBJECTIVES

- To study and understand sustainable growth and development
- To understand the relationship between SMEs growth with sustainable development
- To know the relationship between Sustainable development and corporate social responsibility

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RESEARCH METHODOLOGY

Primary Data
Questionnaire – open ended type
Interview – Informal Interview with managers and middle level executives
Observation – through visit of plant

Secondary Data
Reference books
Articles
Research Journals and Annual Report of MACCIA (Maharashtra agriculture and and Industrial association)

Research Design

<table>
<thead>
<tr>
<th>Research Area and Sample</th>
<th>Akola MIDC , Wardha MIDC, Nagpur MIDC( hingna and Kalameshwar, butibori)</th>
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</thead>
<tbody>
<tr>
<td>Sampling Method</td>
<td>Selected Convenient Random Sampling Method</td>
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<tr>
<td>Research Duration</td>
<td>15 Days</td>
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</tbody>
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Sustainable Development and SMEs relationship

Small- and medium-sized enterprises (SME) can often do social, environmental and economic sustainability as part of their business operations even when it might not be named as such and can seem far removed from core activities. SME owner-managers are often keen to ensure a strong, positive legacy for their business, especially where the business is a family concern. Their smallness can actually be an advantage: owner-managers can strongly influence employee behaviour and a lack of formal management structures can make change easier.

SMEs can also adapt quickly when it suits them, leaving them well-positioned to take advantage of new niche markets for products or services with socially responsible components. SMEs role is very important in sustainable development is very crucial.

- Nascent technology
- Unfair practices and competition of SMEs.
- Uncontrolled unethical practices and dominance of Local Trade unions
- Lack of awareness regarding Corporate Social responsibility.
- Absence of environmental standards (as per ISO)

SMEs have spread like a mushrooms in almost all-major sectors in the Indian industry such as: - Food Processing Agricultural Inputs · Chemicals & Pharmaceuticals, Engineering; Electricals; Electronics, Electro-medical equipment · Textiles and Garments · Leather and leather goods · Meat products · Bioengineering Sports goods Plastics products · Computer Software and all the allied Industries

As a result of globalization and liberalization policies, sandwiched with WTO regime and government compliances. Indian SMEs have been passing through a transitional period. With up and downs of economy in India and abroad, particularly economic giants USA and European countries. With enhanced and edge cutting tough competition from China and Japan many units have been facing a tough time.
Complex Factor Involves in SMEs

Environment, Economy, Health and hygiene, Population and per capita income, Lifestyle, Natural Resources, Food, and, water, Human rights, Employment, Poverty, Technology, Development, Politics, Policies. (3)

- All functions play a vital role in Employee working Life Cycle. (6)
- Coordination and Capacity Building for Sustainability and Environment
- Sustainable Production and Distribution
- Strategy including Prioritization of Financial Resources: Economy and Finance
- Marketing of Sustainable Products and distribution channels of Sales and Marketing through standard buying and selling procedures. (4)

FINDINGS

- None of selected companies is practicing for sustainable development.
- Some of the managers and owners are aware about the Sustainable Practices and its development. (6)
- Few of them interested to see the balance between economy and environment but profits percentage are the first priority among the owners.
- Majority of them are not confident regarding Market response, Employees willingness, stakeholder’s interest.
- Lack of implementation of innovative practices and ideas.
- In India firms take HMS (Health, Environment, and Safety measures) as secondary issues
- Customers are not asking about sustainable development. This pull-push perspective makes it difficult for firms to priorities sustainability – especially service providers who already have a low ecological footprint
- SMES are more involved into supply demand cycle rather than the long term business growth
- Vidarbha is lagging behind with regards to controlling emissions and clean energy use.
- Government laws, regulation is not taken seriously or it can be adjustable by unfair means.
- SME’s are described by some as the lifeblood of most economies as they generate seasonal and short term employment avenues

MEASURES AND SUGGESTIONS

Stage 1

- Communication to shareholders and stakeholders in general regarding green accounting and annual environmental or sustainability audits. 5
- Communication with customers through such items as life cycle based environmental products declarations, LCA data, product environmental performance indicators, or product profiles. (7)
- Communication with public authorities via product information schemes and green public procurement guidelines. (6)
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- Recycling initiatives should be in place and used
- Products should be made for reuse or recycling
- Active program to achieve clean and zero error production
- Green acquisition and attention to the environmental profile of our supply chain
- Production operations should use the minimum of non-renewable raw materials
- Measure emissions and maintain statistics according Maharashtra state pollution control board
- Energy-saving measures should be installed throughout the locale
- Life cycle analysis should be done to ascertain how our products impact the natural environment
- Investments should be made to improve the eco-performance of our operations and our products.
- Promote CSR among stakeholders to retain top talent
- CSR leads to increased revenue and reduced costs.
- When a firm performs well, good stakeholder relations help them run longer and sustainable

Stage 3

The major stages of progression are

Awareness (educate them)
Application, (target and Marking)
Integration, (Unite the efforts and Ideas)
Leadership, (choosing the suitable leadership according to the situation and hurdles)

A company can be seen to pass through these stages as they work to achieve sustainable development goals while simultaneously maintaining a healthy firm.

**Awareness** – Knowing how the firm is performing today and recognizing that there are areas where improvements can be made is the first step. Awareness means that the managers acknowledge the firm’s impact on customers, community, and suppliers and are willing to consider steps to improve performance. Attributes of firms in this stage are open dialogue with employees on hiring, salary and safety conditions; installation of energy saving devices; establishment and follow through on recycling initiatives. Education: Education should be given at all stages of organization The research will contribute it for enhancement.

**Application** – When the managers begin to take decisions that improve the performance of the firm toward the environment, and regarding the welfare of its employees, this marks the second phase. Economic performance should also improve as a result of these measures. Firms in this stage align hiring and salary policies; improve the safety of work conditions; minimize use of virgin, non-renewable raw materials; move toward cleaner production; conduct life-cycle analysis assessments of environmental impact of products and processes.

**Integration** – In this phase, the managers integrate concern for the environment and society with their responsibility to create profit. They create strategy and company-wide programs that achieve objectives in all areas; maintain transparent stakeholder relationships; enforce equitable hiring and salary practices; provide continuous education to maintain and enhance workforce capability; their
attention to environmental impacts extends to the supply chain; invest to redesign product and production methods to achieve best eco-performance.

Leadership – A company that has consistently performed well and acts as a champion for economic-environmental-social accountability can be seen as a leader and role model for others who would achieve the same goals. The stages offer a mechanism by which any firm can assess their level of commitment. It is found that innovating and empowering employees can lead to improvements in both financial and corporate responsibility performance of firms. It is suggested that product and process improvements that reduce pollution and human resource policies that treat employees fairly.(7)

Some measures to think at the time of product life cycle:

- RE-think the product and its functions. For example, the product may be used more efficiently
- RE-place harmful substances with safer alternatives
- RE-pair. Make the product easy to repair e.g. via modules and standard operating procedure (SOP) that can ease the work
- RE-duce energy, material consumption and socio economic impacts throughout a product’s life cycle
- RE-cycle. Select materials that can be recycled
- RE-use. Design the product for disassembly so parts can be reused(8)

CONCLUSION

This paper try to represent the real face through survey conducted in a MIDC of Vidarba (in state of Maharashtra). The findings focuses that sustainable development can be reflected clearly so that SME owners consider some ways or try to think in which they can contribute towards sustainability of the industrial area and the local community. A simple progress charts and performance charts for plotting self assessments proposed as a way to track individual and collective progress of society toward sustainability. Sustainability in long run leads to growth and gears for local markets and market place.

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