

Corporate Response towards Environmental Accounting in India: A perceptual study

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INTRODUCTION

The environment is something that makes up our surroundings and affects our ability to live on the earth. It forms the source of our existence. It encompasses the air we breathe, the water that covers most of the earth's surface, plants and animals around us, and much more. It denotes to both abiotic (non-living) and biotic (living) species on the environment.

Natural resources like land, water, air, energy, etc. are the main inputs of any business process. The rapid development in industries are causing more environmental issues like pollution, carbon emission, green house effects, water and air contamination, land and soil contamination, loss of biodiversity etc. So, accountability towards environment has become one of the most essential areas of social responsibility. Our traditional accounting system is limited to record and report financial information of the business process for internal and external stakeholders. This limitation can be removed by implementing Environmental Accounting and Reporting over the traditional accounting system, but requires good knowledge, training and standard guideline. Environmental accounting is associated with the monitoring, measuring and reporting of environmental information, i.e. information on the impact companies' have on the environment.

LITERATURE REVIEW

N Anil Kumar, et al.,(2015) the journal titled “**a study on green accounting and it's practices in india**” it revealed that Green accounting will help the organization to identify the resource utilization and incurred cost and analysing Practically for developing countries like India it is a twin problem about saving environment and economic development and the

researcher was analysed the corporate environmental practices through descriptive research and researcher was used secondary data from various websites finally the researcher finds that Green Accounting and reporting in India is in developing stage both at the corporate level and at the national level. the researcher will conclude that The countries which are adopting green accounting are Norway, Philippines, Namibia, Chile, USA, and Japan ...etc. Green accounting in INDIA is in developing stage. It is one of the best methods to be followed for sustainable development.

Dr. K. Kanaka Raju (June, 2018) the journal titled “green accounting practices” it revealed that costs as well benefits which arise through environmental protection and depletion of the existing capital. It integrates the economy, society and the environment. Incorporating green accounting system in the national economic accounts could facilitate to measure the sustainability, to identify the possible strategies to quantify the various environmental issues in an environmental accounting and researcher The data was collected from the structured questionnaire from the 150 respondents and the secondary data obtained from the existing journals and magazines, and Websites of RINL, BHEL HPCL, etc. and researcher found that The study found that 20.6 percent of variation in measure the environmental performance was explained by the various parameters of green accounting and corporate sustainability the researcher will conclude that that the only 1/5th of performance of environment was explained by the various green accounting parameters, it means there was other parameters also influence the performance of the environment, but amongst the parameters of the green accounting corporate sustainability was more favourable parameter to measure the environmental performance.

Dubravka Krivacic(2018): the study entitled “managerial attitudes on environmentalreporting:evidence from croatia” the reason for conducting this study is The lack of research, especially in European countries, on the importance of environmental reporting for a company’s management and to investigate managerial attitudes regarding the importance of environmental information for companies stakeholders and the researcher was collected data from survey of sample73 companies and finding of this study is Managers believe that the reasons for environmental reporting arise from the ethical responsibility of companies to a greater extent than for the benefits that such business practice can bring the researcher will conclude that managerial attitudes on environmental reporting are positive and statistically significant in relation to the industry of the company, but not in the relation to the size of the company.

Rob Gray et al, (2000): the study entitled “**environmental accounting, managerialism and sustainability: Is the planet safe in the hands of business and accounting?**” the aim of the study is review of the current state of the art in environmental accounting research through this "managerialist" lens and then goes on to illustrate the essence of the problem through the reporting of a new analysis of data from an international study of accounting, sustainability and transnational corporations, The project sought to do this via reporting on case studies from "leading environmental corporations" in six countries and providing data from postal questionnaires³⁵ returned by 116 corporate executives in 19 countries and the findings of the study and also researcher conclude that is there is a need of serious attention to its fundamental assumptions and be more self-consciously aware of its radicalizing and challenging potential.

STATEMENT OF THE PROBLEM

Now a day's environment is polluted due to increase in the large number of industrial activities. Such industrial activities are Industrial hazardous waste, Toxic Chemicals, Greenhouse Gas Emissions etc. It are causes to the environment for the e.g.:- depletion of natural resources. Air pollution, water pollution and soil pollution, Global warming, acid rain, etc. and it also effect on human beings to ill related effect like silicosis and pneumoconiosis, tuberculosis, skin diseases and deafness. Due to all these reasons there is a need of Environmental Accounting in order to protect the Environment in a systematic manner. Environmental accounting is associated with the monitoring, measuring and reporting of environmental information that costs should incur and return of benefits from the environment. So there is need an Environmental Accounting at Corporate level in order to improve the performance and long-term environmental sustainability.

OBJECTIVES OF THE STUDY

- To evaluate the level of Awareness among companies with Respective Environmental Matters
- To Identify The Various Environmental Conservation Initiatives Undertaken by Company

RESEARCH METHODOLOGY

Research Design

The study aims to find out the various environmental conservation activities under taken by the companies. The study is carried through a structured questionnaire.

Sampling Design

Sampling Technique

The sampling technique involved in this research study is convenient sampling.

Sample size of the study

The sample size considered for the study is 20 manufacturing companies. The companies were selected Tumakuru district of Karnataka.

Data collection technique

Collection of data for the purpose of the research study is in the form of primary data and secondary data. Primary data is collected through face to face interview with the help of pretested, well-structured questionnaire which was administered personally. Secondary data were collected through websites, published articles, focus group transcript, newspaper and relevant journals.

DATA ANALYSIS AND INTERPRETATION

This section includes analysis of various environmental resources used by the companies, number trees planted and the area for planting those trees, period for conducting cleaning activities and various voluntary programmes undertaking by the companies to create awareness towards environmental activities are examine.

Table -1 showing Usage of environmental resources

Options	Environmental resources	Respondents	Percentage
A	Air	20	100%
B	Water	20	100%
C	Land	20	100%
D	Flora	20	100%
E	Fauna	4	20%

F	Non-renewable resources	20	100%
G	Renewable resources	20	100%

The above table shows that use of environmental resources in their business activities. It is observed that all the companies are uses air, water, land, flora, non-renewable resources and renewable resources. Only 4% of the companies are uses fauna. The table says that most of all companies are largely depend on environmental resources.

Table-2 showing the number of trees planted by the companies in a year.

Options	Respondents	Percentage
less than 100	19	95%
100-500	0	0%
500-1000	1	5%
more than 1000	0	0%
Total	20	100%

The above table indicates that number trees planting by the company in a year. It is observed that 95% of the companies are planting only less than 100 and only one company i.e. 5% of the company planting the trees between 500-1000. It can be say that companies needs to plant more number of trees for protects the environment from the pollution.

Table-3 showing area for plantation of trees

Plantation of Trees	Frequencies	Percentage
Surrounding areas of factory	19	95%
Within Industrial Estate area	1	5%
Government Forest area	0	0%
Private Forest area	0	0%
Road side / Highway divider	0	0%
Anywhere else	0	0%
Total	20	100%

The above table depicts that selection of areas for plantation of trees by the companies. It is observed that 95% of the companies are planting the trees in their factory surrounding. Only one company i.e. 5% of the companies are planting the trees with in the industrial estate area. It can be say that companies needs to extent their plantation of trees to other areas.

Table-4 showing period of cleaning activities undertaking by the companies.

Period	Frequency	cum. Frequent	Percentage
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Monthly	13	13	65%
Quarterly	4	17	20%
Half yearly	2	19	10%
Yearly	1	20	5%
Total	20		100%

The above table indicates that period of cleaning activities undertaken by the companies. It is observed that 65% of the companies are undertaking the activities monthly, 20% of the companies are undertaking the cleaning activities quarterly, 10% of the companies are undertaking the cleaning activities half yearly and only 5% of the companies are undertaking the cleaning activities yearly. From the above analysis it can be said that cleaning activities are undertaken by the companies more regularly for cleaning the environment.

Table -5 showing Creation of awareness by conducting various voluntary programmes for environmental pollution

Options	Respondents	percentage
Cleaning drives	1	5%
Tree plantation	16	80%
Celebrating world Environmental day	3	15%
Social rally	0	0%
Any Other	0	0%
Not in any	0	0%
Total	20	100%

The above table indicates that various voluntary programmes undertaken by the companies for the creation of awareness in the minds of public to protect the environment from the pollution. 80% of the companies are planting the trees, 15% of the companies are celebrating the world environmental day and only 5% of the companies are conducting cleaning drives.

FINDINGS AND CONCLUSION:

From the above analysis of the study identify the major findings and concluded the study:

- All the companies are largely dependent on environmental resources for their business activities.
- 95% of the companies are planting the trees are very less (i.e. less than 100)
- 95% of the companies are planting the trees in surrounding areas of the factory

- 65% of the companies are conduct the cleaning activities monthly
- 80% of the companies are creating the awareness through tree plantation programme

The major polluters of the environment are manufacturing companies. These companies are started to use the environmental resources hence it is the responsibility of these companies has to undertake many environmental conservative activities to protect the environment and to create awareness through conducting many voluntary programmes.

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