

## "GREEN CAMPUS" - A COMPETITIVE ADVANTAGE AND SUSTAINABILITY FOR MANAGEMENT INSTITUTIONS

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### ABSTRACT

*Managing green is an environmental initiative to reduce the student carbon footprints in management institutions. Through green campus the institutions are doing what they can, to lower the institutions footprints on the environment. Green Campus is an environment which improves energy efficiency, conserving resources and enhancing environmental quality by educating for sustainability and creating healthy, living and learning environments. Green campuses have two essential characteristics. They are environment friendly and the exploration of knowledge capital. Green campus initiatives help institutions to find alternative paths to cut cost which plays a competitive advantage in the global education market. The objective of the study is to find out the importance and benefit of integration of environmental management and knowledge management, to know the green practices in management institutions and how these initiatives can lead to sustainable development.*

**Key words:** Green Campus, Greening Work Culture, Sustainability

### Introduction

Getting a big career break has never been easy. But if you're a recent graduate armed with a green MBA, you just might have a leg up in landing a cutting-edge job. Since 2008, as corporate sustainability careers have grown into legitimate career paths, companies and managers have begun framing the jobs and identifying responsibilities that go with the positions. Many of these new jobs are one-of-a-kind

offerings that play an important role in guiding company sustainability efforts. From corporate careers to nonprofits to public service, the yellow brick road is really diverse for green MBA graduates. In a few short years, eco-friendly practices have gone from being new-fangled selling points to becoming essential requirements, with states vying with each other to offer incentives and legislation that promote

green technology and business. While the corporate world is scrambling to devise strategies to address sustainability, business schools across the country have been incorporating it into their curriculum for the past several years, both in response to student demand and in line with industry trends. MBA students graduating from these progressive schools will receive a solid grounding in environmental issues. These futuristic programs will prepare them for the reality of tomorrow's markets by equipping them with the social, environmental and economic perspectives required for business success in a competitive and fast changing world.

Today's uneven economic and business conditions have forced the institutions to bring constant changes and move along at a rapid pace. Any institution that is not willing to adapt these changing demands has to move out and make way for other players. They face the threat to survival. The institutions therefore, have to be more proactive, responsive, less bureaucratic and less hierarchical. Institutions that develop a reputation for environmental excellence and that produce and deliver services with concerns for their sustainability can attract environmentally aware students.

Greening of management means managing environment in different green ways like controlling pollution, planting trees, managing waste materials, recycling etc.

### **Green Campus**

A green campus demonstrates its commitment to ecological sustainability through its academic programs, its research, its campus life, and its physical operation. "Campus Greening" is a concept which stands for the efforts to establish environmentally sustainable practises in educational institutions the world over. Its goal is to diminish the impact of ecological footprints by implementing the principles of sustainability at every level of institutional functioning.

### **Green Initiatives for Sustainability**

- **Teaching and Learning practices:** In all institutions there is an ample use of paper by students and faculties in making notes, study materials, assignments, projects etc. There should be use of complete abandon of paper in class room teaching. Presentation and slide show method of teaching should be adopted by both. Electronic Projectors should be facilitated to carry on this type of teaching learning process.
- **Designing of syllabus related to greening management:** Universities and autonomous institutions should design their Syllabus related to green management. Compulsory teaching of Green Management as a core subject will create an awareness among the students. The students will know the importance of greening.

- **Conducting seminars and workshops:** Conducting seminars and workshops related to "go green" will enhance the knowledge of students, faculties and other workforce those who are working under the management tree.
- **Bye bye to plastic materials inside the campus:** No use of plastics in the college premises can be implemented by replacing the plastic cups and plates, poly bags in canteens with disposable paper cups, plates and paper bags. Soft drinks can also be avoided. Shut down of computers, switching of fans and lights while not in use. Solar energy can be used wherever is necessary.
- **Effective use of technology:** It involves effective use of technology like video conferencing, online training, group discussion, virtual interviews and telephonic interviews should be conducted to train the students for placement purposes. Students, faculties and other workforce can plant trees in birthdays and anniversary days to make the campus greener. They also can plant trees in annual function day, teacher's day, children's day, independence and republic day.
- **No use of Vehicles:** Creating pollution free environment inside the campus through use of battery vehicles instead of petrol and diesel vehicles and if possible use of no vehicles policies should be implemented inside the campus can control the internal environment from pollution.
- **Training to employees:** Training can create a new green culture. A Training Needs

Analysis (TNA) can be conducted for evaluating what environmental knowledge and skills staffs need to assess the type and areas of training required in environmental management (Anthony, 1993). Especially environmentally trainers can be appointed to train the students, faculties and other workforce to create an eco friendly environment inside the campus.

- **Integration of different process islands:** Integration of different process islands like admission, student record, attendance, class arrangement, recruitment, placement etc at the institutional level through on-line environment will save time and human energy which is another milestone in green management for management institutions.

#### Steps in green campus

1. **Strategic Planning:** Institutions that cultivate a vision of sustainability must adopt sophisticated strategic planning to allow their top management to assess the full arrange of the institution's effect on the environment. The institutions auditing and forecasting techniques use by these firms help them anticipate a wide range of external influence on the institution, not just ecological influence.
2. **The Administration of Management:** The administration of management has a very important impact on the business

decision decisions they make relating to new building design, repair and renovation, building operations and maintenance, procurement practices they make relating to new building design, repair and renovation projects, building operations and maintenance, procurement practices, recycling at various levels, waste management, custodial services, energy management, transportation, food service and food service and dining operations and hostel management.

**3. Academic Departments:** The learning model is very well suited to the institutions environment and is a way to integrate knowledge base with local requirements and applications. This can have an immediate benefit depending on the nature of the service requirement. Further educational opportunities exist with developing courses on sustainable development, informal workshops and training as well as distance learning. The evolution of a learner friendly class room in environmental and long term issues is a perspective to solve the question of sustainability.

**4. The Institutions Research Activity:** The research activity of the institution has a significant role in terms of its short and long term impacts. The research activity includes publication of papers, magazines, journals, research articles, conducting workshops, seminars, awareness programmes on environmental and sustainability issues. Areas for research could also include large

scale composting, procurement practices, production methods, alternative energy sources, and any number of building design, construction, operations, and maintenance practices.

**5. The Local Society:** The local society can also provide variety of resources to support the sustainability endeavour and which includes alumni, the business community, local public, transportation providers, vendors, utility suppliers, local organizations and associations.

#### **Green Initiatives by Leading Management Institutions**

- Leeds School of Business, University of Colorado at Boulder is home to NREL (National Renewable Energy Laboratory) and has a thriving cleantech industry and Leeds encourages its students to tap opportunities to gain exposure by interacting with local CEOs and executives. The school partner with Cleantech Ventures to run the Cleantech Venture Challenge, which showcases emerging opportunities and ideas from the best universities teams around the world and offers \$25,000 in prize money. It also launched the Sustainable Venturing Initiative in 2005, to foster growth in renewable energy and clean technology. The Leeds school has won recognition because of its strong fundamental courses, which have been infused with Cleantech entrepreneurialism. Leeds School placed

within the top 20 overall and 33rd for course content in the Grey Pristine's Survey. Recently, a majority of MBA students at the Leeds School of Business signed a letter strongly stating that the reason they chose the school was for its leadership position in sustainability and they encouraged the school to add more courses and opportunities related to this emerging field of management.

- Kenan-Flagler Business School at the University of North Carolina-Chapel Hill is one of the top ranked schools in terms of course content, according to the Grey Pinstripes survey. The school had undertaken a recent major project that the school in partnership with UNC's Institute for the Environment was for Bank of America. The school had done a corporate environmental footprint analysis of their domestic operations and suggested ways to reduce their carbon footprint.

- The Aspen Institute conducts a rigorous research survey and ranking called Beyond Grey Pinstripes, which spotlights such innovative full-time MBA programs. The survey ranks the top 100 schools in terms of student exposure and opportunity, course content and faculty research in environmental stewardship. Their global 100 list ranks Stanford University at the top, followed by a mix of Ivy League schools and many other avant-garde universities as well as a few entrants from outside the U.S.

- Universal Business School (UBS), Mumbai is India's first Green Business

School. UBS focuses on the 3E model of Ethics, Environment and Experiential Learning with liberal education a key focus are making UBS a Business school with a SOUL. It is the first business school in Asia to have a Thomas Reuters Trading Room where students learn from professionals and experience trading global markets. It is the first B-School which attracted European students in its first year of operation.

- IIM, Kozhikode, one of the top management institutions in India has practised a good green initiative for sustainability. The IIM has used a pond for rainwater harvesting on its own campus in Kozhikode. But there is a growing realisation that action is required to preserve and enhance this wealth and also promote environmental awareness among students.

- Great Lakes Institute of Management, Chennai, India has always prided itself on its corporate social responsibility and eco-friendliness. Keeping this in mind, the management ensured that the new campus at Manamai was built in as environment-friendly fashion as possible. At the new campus, solar power is used, water is recycled, and buildings are constructed to use as little Air Conditioning as possible and so on. While it is still a delight and an honour, it actually came as no surprise that Great Lakes has won an award from the Indian Green Building Council for its green campus.

- Vidya School of Business, Meerut, India and Green Force, an organisation facilitate the use of natural resource

principles by protecting and promoting public health and enhancing air quality, mutually supports management of all land within the geographical spread of Vidya Knowledge Park in a manner that sustains natural resources and that will in turn contribute to economic and community stability within India to start with and then will be taken to the farfetched corners of Global fraternity.

- TASMACH, Pune has been rated as an "A+" institution by Business India in their Best B - School 2004, 2005, 2006, 2007, 2008, 2009 & 2010 ratings. In the green suburb of Viman Nagar, Pune stands the prominent 4-storied structure of the TASMACH campus. The entire campus administration has a friendly attitude and helps students settle down in their surroundings and experience comfort from day one. Truly, TASMACH Pune has reason to hold its head high in this city of the future.

- ACCMAN Institute of Management, Noida, UP has got the Best Green Campus of 2011 by Greater Noida Authority. ACCMAN also has eco friendly and lush green campus which has also got ISO 9001: 2008 Certification for continuous improvement in quality system. It has created an environment where people become fully involved in achieving the organization's objectives.

- DRIEMS B-School, Cuttack, Odisha, India having 200 acres of green campus, offering MBA and PGDM courses, has restricted the use of motor vehicles inside

the campus. It is a good initiative by the institution in controlling pollution which helps in creating a healthy and hygienic study environment. Outbound Training Programmes (OBTP) are practised from time to time by taking students and faculties to enhance personal growth through experimental learning and increase awareness about various subjects like environment, ecology, geography and wildlife.

#### **Benefits of Green Campus**

1. Reduced maintenance costs.
2. Productivity gains for the occupants of the campus.
3. Carbon Neutral environment.
4. Un-interrupted clean power supply.
5. Drastic pollution reduction.
6. Healthy, hygienic study environment.
7. Recognition for the organization.
8. Attracts enrolment of students.
9. Sustainable future.

#### **Conclusion**

Green initiatives will always harvest benefits in the long run. Institutions can save large amount of money by implementing green way of life. When institutions practices green way of life and greening of workforce they are capable of gathering knowledge capital and provide

students a healthy study atmosphere. In short, proactive environmental management may help institutions not only promote sustainability but also become more competitive in the global educational marketplace by reducing costs, attracting environmentally aware students, innovation and encouraging long range strategic planning that anticipates external change. Green marketing strategy adopted by management institutions which make them globally competitive. By continuing to be environmentally friendly, not only our environment will be benefited but the institutions will also be more reputed with high morale, satisfied students and become globally competitive. The discussion shows that many of the international management institutions have adopted the culture of Green campus and have become successful. So the management institutions in India, particularly in Odisha should adopt green management initiatives to enrol more students in their respective institutions in the coming management era.

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