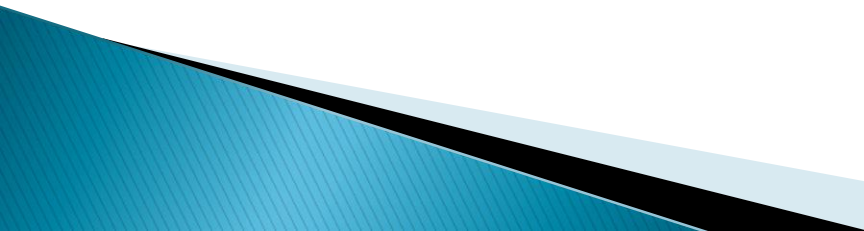


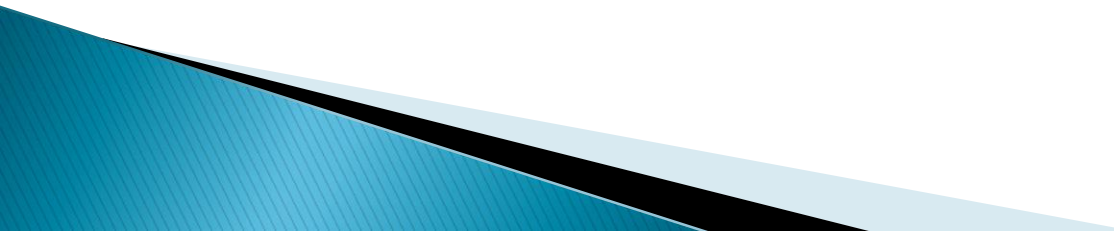
# Green Management –Nature and Scope

It is a specific kind of technological innovations consists of new product and process to avoid or reduce the environmental burden.

Nature:

**1. Nature-Based Knowledge and Technology:** It involves emulating one's own self in terms of growing their own food, harnessing their energy, constructing things, conducting business, healing themselves, processing information and designing their communities.

- ▶ **2. Products of Service to Products of Consumption:** Products of Service are durable goods unlike products of consumption which have shorter life span .The products are produce only of biodegradable materials.
  - ▶ **3. Solar, Wind, Geothermal and Ocean Energy:** These are used extensively without any negative effect on the earth.
  - ▶ **4.Local-Based Organizations and Economies:** This characteristic includes durable, beautify and health communities with locally owned and operated business and locally managed non-profit organizations, along with regional corporations and shareholders working together in partnerships and other collaborations.
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- ▶ 5. **Value Production:** The triple value production establishes three simultaneous requirements of sustainable business activities as financial benefits for the company, natural world betterment, social advantages for the employees and members of the local community.
  - 6. **Continuous Improvement Process:** The continuous process of monitoring, analysing, redesigning and implementing is used to intensify value production as conditions change and new opportunities emerge.
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## ▶ **Scope:**

- ▶ 1. **Green Foods:** Green Business ideas allow people to grow garden parks or small seeded trays. Green foods are an extremely important part of a healthy diet. There are numerous options to choose from and they can easily be incorporated into meals. Green foods like all kinds of leaf vegetables, lady finger, beans, Cauliflower, cabbage.
- ▶ 2. **Green Consulting:** An increasing number of individuals, families and business are starting to look for ways to reduce the carbon footprint and decrease their use of the earth's resources.
- ▶ **Ex.imartal architechture,ultatech**

▶ 3. Green Vehicles: Green Vehicles are nothing but clean vehicles or eco friendly vehicles or environmentally friendly vehicles which produces less harmful impacts to the environment than the conventional one's which run on Diesel or gasoline or some other.

(i) Fuel Efficient Cars (Ex.BMWi3)

(ii) Alternative Fuel Vehicles

(iii) Hybrid Electric Cars

(iv) Electric Vehicles (ex.Tata tiger EV)

- ▶ 4. Green Appliances: The more efficient the appliance, the less energy it will use. Lower energy use means less pollution.
  - ▶ Ex. Refrigerators (Samsung 253 L 3-Star)
  - ▶ , water heaters,
  - ▶ Television (LG-LED Screen)
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