RELATIONSHIP BETWEEN ECO-FRIENDLY PRACTICES AND SUSTAINABLE GROWTH
[WITH SPECIAL REFERENCE TO INDIAN COMPANIES]

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ABSTRACT
Traditional business practices are counterproductive and have created many of the problems that threaten to make the world uninhabitable. There are lots of benefits of eco friendly practices for a business organisation. Through this article an attempt has been made to analyze the relationship and impact of eco-friendly policies of organizations on sustainable business growth, world wide as well in Indian context. S&P’s ESG index for India establishes a positive relationship between ESG policies and sustainable growth. Shareholder activism is lacking in India and investors prefer to dump funds rather than engage with companies. Corporate India needs to change its mindset, redirecting it towards sustainable growth.

KEYWORDS- Environmental, Social and Corporate governance (ESG), Sustainable, Shareholder activism