

Green Initiatives and Corporate Practices at Hind lamps of Bajaj Electricals Ltd.

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The objectives of the project were to highlight the organizational Culture of Bajaj Hind Lamps, by assessing the managerial values and Leadership styles of staff of the organization. Documentation of the Green initiatives and rural development activities and assessing the possible role of these green initiatives in changing their corporate practices.

Looking at the projected GDP growth of Indian economy, where industries are contributing substantially, there is a strong likelihood that it will further degrade the physical environment and put the people at further disadvantage in terms of environmental and societal development. However, the case of Hind Lamps of Bajaj Electricals Ltd. has very successfully practiced the



Personal Interview with ED, Hind lamps

environmental and social initiatives in business. The key functionaries of Bajaj Electricals Limited are motivated by triple bottom line approach that recognizes the potential for business to effect societal changes through green initiatives as well as create economic wealth by developing market for greener products.

It was found that although they have the values for promoting participatory and healthy work environment, however, there was need to improve the motivational environment, encourage more transparency in communication among different levels and have more functional approach to conflict management.

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Bajaj Electricals has under taken many social and environmental activities under Corporate Social



A discussion with Women's Group at Shikohabad

Responsibility (CSR). Hence it is recommended that beyond reporting their financial gains they should also go for the GRI reporting pattern for their social and environmental initiatives. It will put them on the national as well as international CSR map and further enable them to act effectively for business, society and environment as per the concept of 'Be ethical' given by their veteran leader Jamnalal Bajaj.