# Environmentally Sustainable Business Strategies :
# A Case Study of Infosys

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*Abstract:*

*The term ' Sustainable Development' refers to 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.''Environmental Sustainability' is another angle of Sustainable Development and is all about preserving natural environment in the long run .To achieve this businesses need to make responsible decisions that will reduce their negative impact on the environment. When it comes to environmental conservation, Infosys, as a global leader in consulting, technology and outsourcing solutions has always been at the forefront. In this analysis we have studied environmentally sustainable, eco-friendly and green practices taken up by Infosys, India's one of the leading IT giants. We will be analyzing various sustainability initiatives that Infosys has undertaken so far to achieve significant resource savings.*

## Introduction

Environmental sustainability involves making decisions and taking action that are in the interests of protecting the natural environment. Environmental sustainability involves taking actions which will reduce business' negative impact on the environment.

It is not simply about reducing the amount of waste produce or using less energy, but is concerned with developing processes that will lead to businesses becoming completely sustainable in the future. Currently, environmental sustainability is a urgent issue that receives plenty of attention from the media and from different governmental departments.

For much of the past, most businesses have acted with little concern for the negative impact they have been creating on the environment. Many large and small organisations have been significantly exploiting the environment and engaging in activities that are not at all sustainable. However, it has also been observed that there are now an increasing number of businesses that are working towards having a positive influence on environmental sustainability. Environmental sustainability is forcing businesses to look beyond making short term gains and look at the long term impact they are having on the natural world. They need to consider not only the immediate impact their actions have on the environment, but the long term implications as well.

## Objective of the Study:

* To discuss the rising importance given to environmental sustainability by the organizations in the current scenario

* To present the excellent case of Infosys which has been proactive towards sustainability issues since its inception.

* To highlight various innovative and green business strategies taken up by one of the leading IT companies to safeguard the ecology.

## Research Methodology

The research is based on secondary data. Information has been gathered from various