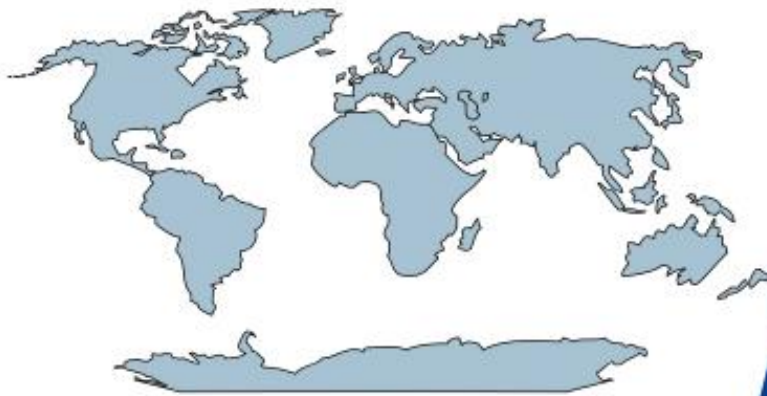


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A STUDY ON GREEN ACCOUNTING TOWARDS SUSTAINABLE DEVELOPMENT

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ABSTRACT

The impact of Green accounting on corporate is studied in the present paper. This research was a causal study which aimed to find an answer to the question, whether green accounting is important for corporate and has green accounting maintained a balance between industrial goals and environmental goals. Environmental Accounting plays an important role in the economy towards environmental welfare and development. Green Accounting becomes an important area in corporate social responsibilities now-a-days. We have circulated a Google form between the people to know whether they are aware of green accounting and their policies.

Key-Words: Green Accounting, corporate, industrial goals, environmental goals, etc.

INTRODUCTION:

Environmental accounting is also called as green accounting refers to modification of the system of national accounts to incorporate the use or depletion of natural resources. Green accounting is an accounting system which focuses and measures the current economic losses that are experienced by renewable and non-renewable resources in the environment. The effect of environmental policies on the economy has always been a controversial topic. Many economists argue that sanctioned limits on pollution curtail economic growth.

OBJECTIVES

- To study the importance of green accounting.
- To analyze the initiative taken by the corporate in environmental accounting.
- To understand and make the potential relation between traditional economic goals and environmental goals.

REVIEW OF LITERATURE :

1. **Jundong Ma , Juntao ma (2019)** in the research paper Review of corporate green accounting information includes establishing a reasonable green accounting system and improving enterprises environmental responsibility
2. **N Anil Kumar et al.(2019)** in the study on green accounting and its practices in India explained, green accounting focuses on factors like resource management and environmental impact in addition to company's revenue and expenses. Practically for developing countries like India it is a twin problem about saving environment and economic development.
3. **Dr. Pradip Kumar Das (2019)** in his research of green accounting in India –The Cry of Our Age has talked about the various resources that are of utmost important especially in India. There is an urgent need to maintain accounts of such resources .Economic development without environmental considerations brings about environmental crises and damages the quality of everyday life.
4. **Manoj Yadav (2018)** , in his studies he has stated that, Environmental Accounting is an important tool for understanding the role played by the business enterprises in the economy. Some developing countries like India are facing problems in environment safety and economic development. A trade-off is required between economic development and environmental safety
5. **Sugandh Mittal (2018)**, in his research paper Imperatives for Green Accounting in India stated that, Green accounting helps the corporate organizations to find out the resource management and cost involved in any operations.
6. **Dr. Varsha Agrawal And Kalpaja L (2018)**, in their study of “A study on the importance of green accounting” explained that, Green Accounting as a tool reduce the environmental costs and also make effective decision making by implementing green technologies. Green accounting will help for effective use of resources and will also reduce pollution.