
AWARENESS ABOUT ETHICAL MANUFACTURING

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Abstract: *The current study address to find out the scenario of awareness about ethical manufacturing in India. The papers explore the sectors for improvement of the existing and creation of new tools, techniques in awareness about ethical manufacturing in India in the light of the development of natural resources. Awareness about ethical manufacturing in Mumbai district of Maharashtra. The principles are a set of underlying assumptions about how to view the organization and its relation to customers, competitors and suppliers. Awareness about ethical manufacturing based on some principles: natural resources process, continuous improvement and support. All industries can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a quality profile cannot simply be implemented on the basis of the existing management structures and systems. It may require the redesign of work, the redefinition of managerial roles, and the redesign of industrial structures. , the learning of new skills by employees and the reorientation of organizational goals for awareness about ethical manufacturing.*

There are many places which are unaware about ethical manufacturing hence the researcher feels to study on the awareness about manufacturing in the District of Mumbai (Maharashtra).

Key Words: *ethical manufacturing, Quality, environment, Indian awareness, sectors, Mumbai, etc.*

Introduction:

Nowadays ethical manufacturing having so many basic demands those are interrelated. These types of development are mutually dependent, as an innovation in one type may lead to innovations in others. This co-dependency is created because ethical processes are simultaneously before the study it is essential to know what are the aims and objectives of ethical manufacturing India.

The main objectives of awareness about ethical manufacturing:

- a. *To improve the environment condition involving with ethical procedures across the country in the country.*
- b. *To minimize the efforts and improving the technology for organization.*
- c. *To replace a lot of other process to reduce efforts of industries*
- d. *To comprehend with most of the ethical manufacturing.*
- e. *To improve the effect of ethical manufacturing of each and every area.*
- f. *To improve the competitiveness of the industries.*
- g. *To ensure the availability of knowledge for the improvement*
- h. *To reduce the complications in the system and industries.*
- i. *To decrease the unhealthy competition among the states due to unawareness of ethical manufacturing.*
- j. *To reducing the ethical manufacturing problems to avoid further issues.*
- k. *To simplify the process of ethical manufacturing with effect of technology.*

Thus, there are many good and beneficial aims and objectives of using awareness about the ethical manufacturing in India. Mumbai is one of the main districts of Maharashtra. Mumbai is the main city and one of the most dense and populated district. Current study aims to find out the awareness of sectors of Mumbai.

Literature Review:

There are several studies of awareness about ethical manufacturing in India. Few of them are highlighted as:

1. **UthpalaRathnayake, GayaniKarunasenain** 'Business Ethics in Apparel Manufacturing: A Literature Review' Business organizations face ethical questions everyday concerning all aspects of the business. Today the management of ethics has become a very important aspect in the general management of business in order to maintain harmony within the organization and to ensure harmonious existence in the society.
2. **UthpalaRathnayake, GayaniKarunasena** in 'Business Ethics in Apparel Manufacturing: A Literature Review' Business ethics can be defined as the principles and standards that determine acceptable conduct in business organizations which determined by customers, competitors, government regulators, interest groups, and the public, as well as each individual's personal moral principles and values.
3. **LynnSudbury-Riley, FlorianKohlbacher** in 'Ethically minded consumer behaviour: Scale review, development, and validation' This paper details the development and validation of a new research instrument called the ethically minded consumer behaviour (EMCB) scale. The scale conceptualizes ethically minded consumer behaviour as a variety of consumption choices pertaining to environmental issues and corporate social responsibility.

Aims and Objectives of the Study:

- a. To study about ethical manufacturing India
- b. To study about the awareness of about ethical manufacturing in the customers of Mumbai District.
- c. To study about the awareness of about ethical manufacturing among the customers of rural parts of Mumbai District in Maharashtra.

Hypothesis:

- a. There is not clear picture of about ethical manufacturing to the all sectors of Maharashtra.
- b. Rural customers are not having proper knowledge of about ethical manufacturing and quality management.

Methodology of the Study:

Survey method with providing the questionnaire to the respondent is used for current study. Written and interview test are conducted for the organization. Few schemes were also asked them.

Limitation of the Study:

Current study is limited with the Mumbai District in Maharashtra. Hence no data is collected outside this district.

Sources of Data Collection:

Following two types of source is used for the data collection of current study.

- a. **Primary Source:** For the current study the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.
- b. **Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

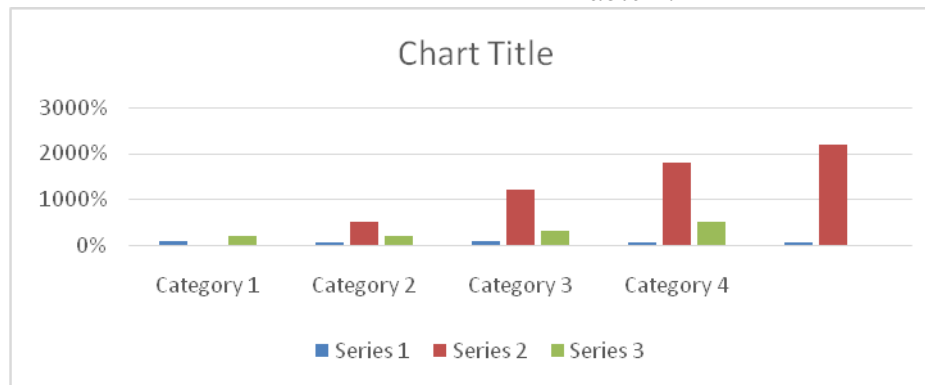
Data Collection Method:

- d. In Mumbai District in Maharashtra. There are total 3 zones. Out of which five sectors are selected for the current study. i.e. Chemical Industry, Textile industries, steel industries, Plastic Industries, and Soap factories. Total 50 people were selected as a sample size from these five places i.e. 10 from each.

Data of North Mumbai:

Sr. no.	Customers' Awareness	Green Economy
01	90%	Chemical Industry
02	60%	Textile industries
03	85%	Steel Industries
04	60%	Plastic Industries
05	50%	Soap factories

Table 1.1

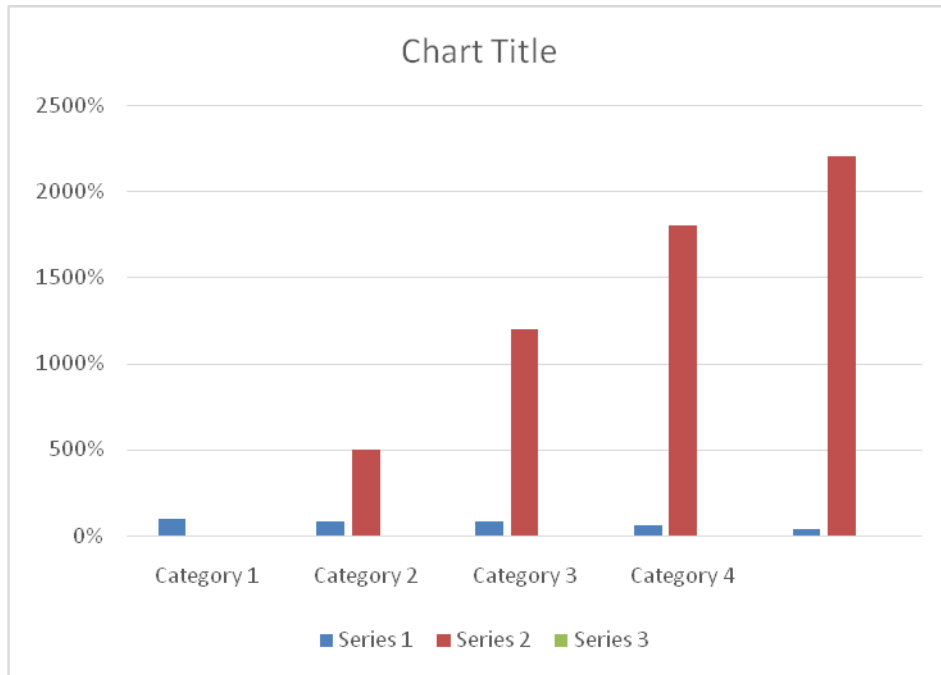


Graph 1.1

Data of Central Mumbai:

Sr. no.	Customers' Awareness	Green Economy
01	95%	Chemical Industry
02	80%	Textile industries
03	85%	Steel Industries
04	60%	Plastic Industries
05	40%	Soap factories

Table 1.2

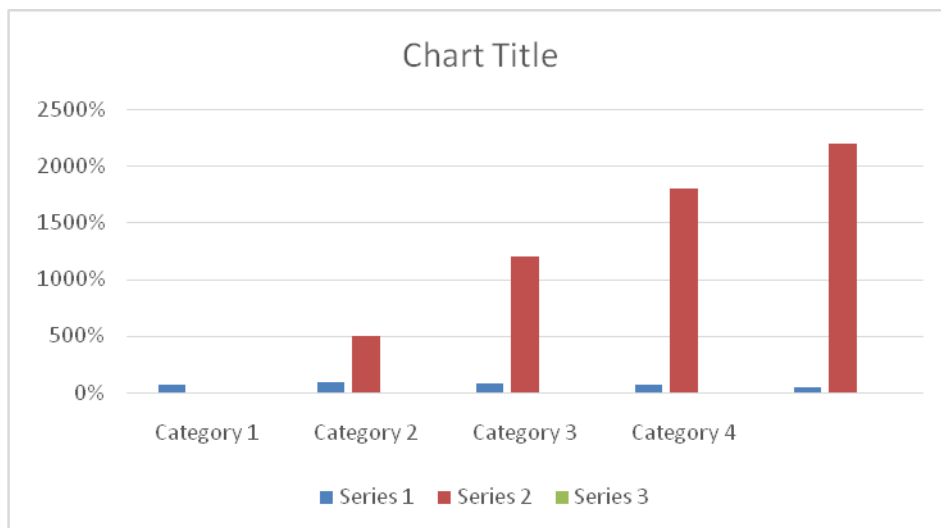


Graph 1.2

Data of South Mumbai

Sr. no.	Customers' Awareness	Green Economy
01	70%	Chemical Industry
02	90%	Textile industries
03	80%	Steel Industries
04	70%	Plastic Industries
05	50%	Soap factories

Table 1.3



Graph 1.3

As shown in above tables and graph, most of the sectors are aware about ethical manufacturing in Mumbai. They know on which sector ethical manufacturers is applicable and on which product it not but they know it about used in everyday life. They are not much more aware about

the about ethical manufacturing system which are having high demand and fast innovative growth. They know only concept and few of them knows about it in details. Finding of the study are given below:

Findings of the Study:

- a. *There are many cases in which client themselves are confused about ethical manufacturing and its applications and norms of it. Therefore, customers knew only that these are digitized and these are under technology.*
- b. *What is exactly ethical and its applications very few of know.*
- c. *As ethical manufacturing is new concept, it will take time to understand to the customers also in the point of view of its benefits.*
- d. *It is not simple and easy to understand the concept of ethical manufacturing process and its applications.*
- e. *Overall study shows that early stage of ethical manufacturing will be a part of creating complication in the mind of consumers.*
- f. *There are negative approach and views of customers about ethical manufacturing and its applications.*
- a. *Lack of IT facilities is also one of the major reasons to make consumers unaware about ethical manufacturing.*

Suggestions of the Study:

- g. *It is essential to give training for practical knowledge of ethical manufacturing and its applications.*
- h. *Need of counselling and communicating to all level of sectors about ethical manufacturing and its benefits.*
- i. *It is necessary to inform the customers that ethical manufacturing is more advanced and innovative than previous technologies*
- j. *It is essential to convey all the sectors to make aware that there is no exemption from ethical manufacturing to anyone, so they should prepare themselves with positive attitude towards the use of it.*
- k. *It needs to go time to understand the particle benefits of ethical manufacturing to consumers*

Conclusion:

Thus, there is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any technology, how one can expect that ethical manufacturing at initial stage should be understood by common people who are the users of system which they require for their routine life. Ethical manufacturing to improvement will take time to understand. It is not as hard as to understand but to apply industries quickly. There were different ratio of previous system which were divided as per location of users. Such complications are not in the application of ethical manufacturing. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when will start to use it by practically through. It needs only proper counseling.

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