

## Green accounting practices in Indian companies

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DOI: <https://doi.org/10.66856/ijcmr.2026.12.2.12158>

### Abstract

Green accounting, also known as environmental accounting, refers to the practice of including environmental costs and benefits in the financial reporting system of a company. In India, the concept is gaining increasing importance as businesses face growing pressure from regulators, investors, and society to be more transparent about their impact on the environment. This paper examines how Indian companies are adopting green accounting practices, what regulatory frameworks are pushing them in this direction, and what challenges remain in making these practices widespread. The study is based on secondary data collected from corporate sustainability reports, SEBI's Business Responsibility and Sustainability Reporting (BRSR) framework, NITI Aayog publications, NABARD reports, and peer-reviewed journals published between 2018 and 2025. The paper includes case studies of six leading Indian companies - Infosys, Wipro, ITC, Tata Steel, Hindustan Unilever, and Larsen & Toubro - to understand how green accounting is applied in practice. The findings suggest that while large Indian corporations have made significant strides in sustainability reporting, small and medium enterprises (SMEs) are still far behind. It concludes with policy recommendations and suggestions for making green accounting a mainstream corporate practice in India.

**Keywords:** Green accounting, environmental reporting, BRSR, ESG, sustainability, Indian companies, carbon accounting

### Introduction

“Accounting for nature is not a choice – It is a necessity for Sustainable Growth.”

~NITI Aayog, 2023 <sup>[5]</sup>

The word ‘Green’ has become one of the most important words in the business world today. From green energy to green bonds, companies everywhere are realising that their long-term survival is closely connected to how they treat the environment. Green accounting is one important tool that helps businesses measure and report their environmental impact in a structured way.

In simple terms, green accounting means adding the costs and benefits related to the environment into a company's financial calculations. For example, if a factory releases pollution into a river, the cost of that damage should ideally be recorded in the company's books – just like the cost of raw materials. This is what green accounting tries to do.

In India, the subject of green accounting has gained attention mainly because of two reasons. First, India has made strong commitments on the international stage – including the target of net-zero emissions by 2070 under the Paris Agreement – which means Indian businesses will need to play an active role in reducing their carbon footprint. Second, the Securities and Exchange Board of India (SEBI) has made it mandatory for the top 1,000 listed companies to submit a Business Responsibility and Sustainability Report (BRSR), which includes several environmental disclosures. This paper explores how these developments are shaping green accounting in India. It looks at the policies, practices, challenges, and the road ahead for Indian companies as they try to balance financial growth with environmental responsibility.

### Background: Why Green Accounting Matters

#### The Global Context

The world is facing serious environmental challenges – climate change, air and water pollution, loss of biodiversity,

and depletion of natural resources. Traditional accounting systems, which were designed to track money and assets, do not capture these environmental costs. A company could be highly profitable on paper while causing serious damage to the environment, and its financial statements would not show that.

Green accounting emerged as a response to this gap. It is based on the idea that nature provides services – clean air, clean water, forests, soil – that have economic value. When companies use or damage these services, that cost should be recorded. This approach is supported by global frameworks like the United Nations System of Environmental-Economic Accounting and the Global Reporting Initiative.

#### The Indian Context

India is the world's third-largest emitter of greenhouse gases and is highly vulnerable to climate change. At the same time, India's economy is growing rapidly, and millions of people depend on natural resources for their livelihoods. This creates a difficult balance: how to grow economically while protecting the environment.

Indian companies, especially large corporations, have begun to take steps in this direction. Many now publish sustainability reports, measure their carbon emissions, track water usage, and set renewable energy targets. However, this is largely limited to large companies, and even among them, the quality and consistency of environmental reporting vary significantly.

#### Issue Under Study

Despite progress in sustainability awareness, green accounting in India remains incomplete and uneven. Large corporations may publish elaborate sustainability reports, but the actual integration of environmental costs into financial statements is still rare. Moreover, there is no single mandatory green accounting standard in India. Companies

follow different frameworks – GRI, BRSR, CDP, ISO 14001 – making it difficult to compare their environmental performance.

This paper addresses this gap by studying the current state of green accounting in Indian companies, the role of government regulations, and the challenges that prevent wider adoption. It also proposes practical measures to improve green accounting practices across sectors.

### Research Objective

- To understand the concept and importance of green accounting in the Indian Business context.
- To examine the regulatory framework governing environmental disclosures in India, particularly the SEBI BRSR framework.
- To analyse how selected Indian Companies are practising green accounting through case studies.
- To identify the major challenges faced by Indian Companies in adopting green accounting.
- To suggest policy and practical measures for improving green accounting practices.

### Green Accounting: An Overview and Economic Significance

Green accounting is known by various names such as environmental accounting, natural resource accounting, and sustainability accounting. It focuses on identifying, measuring, and reporting the environmental costs and benefits associated with economic and business activities that are often ignored in traditional accounting systems. In simple terms, green accounting aims to make environmental impacts visible by assigning value to the use of natural resources, environmental damage, and sustainability-related efforts.

Green accounting is practised at three major levels. At the global level, it involves measuring natural capital and environmental changes across economies. At the national level, governments assess how economic growth and GDP are affected when environmental degradation and resource depletion are considered, commonly referred to as “Green GDP.” At the corporate level, companies measure and disclose environmental costs, carbon emissions, waste management practices, resource consumption, and sustainability performance. This corporate-level application of green accounting forms the primary focus of the present study.

For Indian companies, green accounting has become increasingly important due to rising environmental concerns, growing regulatory pressure, and increasing expectations from investors, consumers, and other stakeholders. Investors now pay close attention to ESG (Environmental, Social, and Governance) performance while making investment decisions, as companies with effective environmental practices are generally considered more transparent, reliable, and less risky. At the same time, regulatory initiatives such as SEBI’s Business Responsibility and Sustainability Reporting (BRSR) framework have made sustainability reporting mandatory for major listed companies, with reporting requirements expanding gradually each year.

A 2023 report published by NITI Aayog highlighted that integrating environmental costs into accounting systems improves transparency and supports India’s progress toward achieving its Sustainable Development Goals (SDGs).

Research studies have also indicated that Indian companies adopting strong sustainability and environmental reporting practices often experience greater investor confidence, improved corporate image, and stronger long-term business performance.

### Literature Review

Several researchers have examined green accounting and environmental reporting practices in India, highlighting both the progress made and the challenges that still exist in this field. Their studies provide important insights into the development of sustainability reporting and environmental disclosure among Indian companies.

Anil Kumar, Sai Pranitha, and Kiran Kumar (2018) <sup>[1]</sup> studied green accounting practices among major Indian companies such as Larsen & Toubro, Tata Consultancy Services, Essar Oil, Tech Mahindra, and Wipro. Their findings showed that environmental accounting practices in India were still at a developing stage at both corporate and national levels. The study concluded that green accounting is an important tool for sustainable development, although its adoption remained limited.

Gupta and Sharma (2022) <sup>[2]</sup> analysed green accounting practices in Indian corporations and identified both opportunities and challenges. They observed that large corporations were gradually improving their sustainability reporting practices, but the absence of a mandatory and uniform reporting standard continued to create difficulties. The study also highlighted the growing importance of ESG information among investors, which has increased pressure on companies to improve environmental disclosures.

Kumar, Mehta, and Singh (2023) <sup>[3]</sup> examined India’s regulatory framework for green accounting and found that SEBI’s Business Responsibility and Sustainability Reporting (BRSR) framework represented a major step toward integrating ESG disclosures into mainstream corporate reporting. However, their study also pointed out issues related to data consistency and reliability in sustainability disclosures.

Another comparative study by Sharma and Banerji analysed the environmental reporting practices of Tata Consultancy Services and Wipro through sustainability reports published over five years. The study found that both companies performed well in areas such as water conservation, waste management, and greenhouse gas emission reporting, although differences in disclosure formats reduced comparability between companies.

At the policy level, the Planning Commission of India (2009) emphasised the need to integrate environmental sustainability into economic accounting for achieving inclusive growth. This approach has later been supported by NITI Aayog through its focus on Green GDP and ecosystem accounting practices in India.

### Gap in Existing Literature

Most existing studies on green accounting in India mainly focus on large corporations and a limited number of case studies. Limited attention has been given to the wider adoption of green accounting practices across different sectors and their impact on corporate financial performance. Another important gap is the lack of research on the role of emerging technologies such as artificial intelligence, blockchain, and data analytics in improving the accuracy and transparency of environmental reporting. In addition,

the perspective of small and medium enterprises (SMEs), which contribute significantly to the Indian economy but often remain outside formal sustainability reporting frameworks, has been largely overlooked.

The present study attempts to address some of these gaps by examining green accounting practices, regulatory developments, and reporting challenges in the Indian corporate sector.

## Methodology

### Research Design

The study adopts a descriptive and analytical research design. It aims to examine the present status of green accounting practices among Indian companies and analyse the major trends, patterns, and challenges associated with environmental reporting and sustainability practices based on available data, reports, and published studies.

### Nature of the Study

The study is primarily qualitative in nature and is based on secondary data. A qualitative approach has been used to understand regulatory frameworks, corporate sustainability practices, and the major challenges associated with green accounting in India. Secondary data has been utilised to support the analysis with relevant facts, reports, and published information.

### Sources of Data

Policy/Scheme	Year	Key Environmental Focus
National Action Plan on Climate Change (NAPCC)	2008	Energy efficiency, clean tech, sustainable habitats.
Companies Act – CSR Mandate (Section135)	2013	CSR spending includes environmental sustainability.
SEBI BRSR Framework	2021/2023	Mandatory ESG disclosures for top 1,000 listed companies
Green Credit Programme (GCP)	2023	Market-based credits for afforestation, water conservation
National Green Hydrogen Mission	2023	Decarbonising industry through green hydrogen adoption
SEBI BRSR Core + Value Chain	2024	Expanded ESG reporting covering supply chain partners

Source: SEBI, MoEFCC, Ministry of Finance

### SEBI's BRSR Framework: A Game Changer

The Securities and Exchange Board of India Business Responsibility and Sustainability Reporting (BRSR) framework represents one of the most significant regulatory developments related to green accounting and sustainability reporting in India in recent years. Introduced in 2021 and made mandatory from FY 2022–23 for the top 1,000 listed companies, the framework requires organisations to disclose detailed information regarding energy consumption, water usage, greenhouse gas (GHG) emissions, waste generation, and biodiversity-related impact.

In 2023, SEBI further strengthened the reporting framework through the introduction of BRSR Core, which consists of 49 key performance indicators (KPIs) focused on measurable environmental and social disclosures. Beginning

Secondary data for this study was collected from the following sources:

- SEBI BRSR reports and circulars (2021–2024) [6].
- Corporate sustainability and annual reports of Infosys, Wipro, ITS, Tata Steel, HUL, and L&T.
- NITI Aayog publications on green economy and environmental accounting.
- NABARD annual reports on rural and green finance.
- Global Reporting Initiative (GRI) AND Carbon Disclosure Project (CDP) databases.
- Peer-reviewed journals and research articles published between 2018 and 2025.
- Ministry of Environment, Forest and Climate Change (MoEFCC) reports.

### Tools for Data Analysis

- Descriptive analysis
- Comparative case study method
- Data tables and charts
- Thematic analysis of policy documents

### Legal and Regulatory Framework for Green Accounting in India

India has developed a layered regulatory framework for environmental disclosure and green accounting over the years. The key policies and regulations are summarised in the table below:

from FY 2023–24, the top 150 listed companies were required to obtain independent assessment and assurance of their BRSR Core disclosures, with the requirement planned to gradually extend to the top 1,000 listed companies by FY 2026–27.

From FY 2024–25 onwards, value chain disclosures were also introduced, requiring large companies to report ESG-related information concerning major suppliers and buyers accounting for at least 2% of purchases or sales. In addition, a Green Credit indicator was introduced to encourage environmental initiatives such as afforestation, ecosystem restoration, and river conservation activities.

The table below shows how BRSR compliance has evolved over recent years

Indicator	FY 2022–23	FY 2023–24	FY 2024–25 (Est.)
Companies filing BRSR	1,012	1,000+	1,000+ (mandatory)
BRSR Core (top 150)	Voluntary	Mandatory	Mandatory + Assessed
Value Chain Disclosures	Not required	Pilot	Phased rollout
Third-party ESG Assessment	Not required	Top 150 firms	Top 250 firms
GHG Scope 1 & 2 Reporting	Voluntary	Mandatory (BRSR Core)	Mandatory + Intensity

Source: SEBI Circulars, KPMG India BRSR Analysis 2025

### Green Accounting in Practice: Case Studies of Leading Indian Companies

The following case studies explain how selected Indian companies have incorporated green accounting and sustainability practices into their business operations.

These organisations belong to different sectors such as information technology, FMCG, and steel manufacturing, providing a broad understanding of how environmental accountability is being integrated into corporate India.

### 1. Infosys – Carbon Neutral IT Company

Infosys achieved carbon neutrality in FY 2020–21, earlier than its original target year. The company adopted several measures such as renewable energy procurement, energy-efficient infrastructure, and carbon offset initiatives to reduce its environmental impact. By FY 2024–25, Infosys reported that its operations were fully powered through renewable electricity. The company follows Global Reporting Initiative (GRI) standards, discloses environmental data through the Carbon Disclosure Project (CDP), and holds ISO 14001 certification for environmental management. Its sustainability reports emphasise the integration of clean energy, biodiversity conservation, and responsible resource management into overall business operations.

### 2. Wipro – Science-Based Sustainability Targets

Wipro reduced its core greenhouse gas (GHG) emissions by nearly 67.6% between 2016 and 2021, which contributed to its recognition in the Financial Times Climate Leaders Asia-Pacific ranking in 2023. The company has committed to achieving net-zero emissions by 2040 in alignment with the Paris Agreement’s 1.5°C climate target. It has also established an intermediate goal of reducing emissions by 55% by 2030 compared to its FY 2016–17 baseline. Wipro’s sustainability initiatives include energy conservation, water management, waste reduction, biodiversity protection, and urban resilience programmes. The company’s environmental policies are supported by science-based targets and broader social responsibility initiatives.

### 3. ITC – Long-Term Environmental Sustainability

ITC is widely recognised for its long-term sustainability performance in India. According to its audited sustainability reports, the company has remained carbon-positive for more than 20 years, water-positive for over 23 years, and solid-waste-recycling-positive for over 18 years. Since 2019, ITC has operated using 100% renewable electricity across its

business units. A major contributor to these achievements has been its large-scale Agri-forestry programme, which has helped create a substantial carbon sink. The company integrates environmental considerations directly into business planning and operational decision-making rather than treating sustainability merely as a reporting requirement.

### 4. Tata Steel – Green Accounting in Heavy Industry

Implementing sustainability practices is particularly challenging in carbon-intensive industries such as steel manufacturing. Despite these difficulties, Tata Steel has taken important steps toward reducing its environmental impact. The company has set a target to lower greenhouse gas emissions by 30% by 2030 and achieve net-zero emissions by 2045. It reports Scope 1, Scope 2, and Scope 3 emissions and is exploring hydrogen-based steel production as a future low-carbon solution. Tata Steel’s sustainability strategy demonstrates that green accounting can be effectively applied even in heavy industrial sectors.

### 5. Hindustan Unilever – Circular Economy and Resource Efficiency

Hindustan Unilever Limited (HUL) has committed to achieving net-zero emissions across its value chain by 2039. Around 55% of the energy consumed in its Indian operations is generated from renewable sources. The company has introduced circular water and waste management systems within its manufacturing facilities, focusing on water reuse, recycling, and reduction of landfill waste. HUL’s environmental accounting practices are closely linked with the Unilever Sustainable Living Plan, which establishes measurable sustainability goals and performance indicators. The company has also received recognition from global ESG rating agencies for its sustainability efforts.

The table below summarises the key green accounting metrics for these leading companies

Company	Renewable Energy Use	Carbon Emission Target	Green Certification
Infosys	100% carbon neutral since FY 2020–21	Carbon-neutral, net-zero roadmap by 2040	GRI, CDP A-list, ISO 14001
Wipro	67.6% emission reduction (2016–2021)	Net-zero by 2040 (SBTi aligned)	GRI, CDP, ISO 14001
ITC Ltd.	100% renewable electricity since 2019	Carbon-positive for 20+ years	GRI, ISO 14001, CDP
Tata Steel	Targets 30% emissions cut by 2030	Net-zero by 2045	GRI, ISO 14001
HUL	~55% renewable energy in operations	Net-zero value chain by 2039	GRI, CDP, Eco Vadis Gold

Source: Company Sustainability Reports 2023–24; GRI Database; CDP India

## Findings of the Study

### a. Findings Based on Primary Data

For this study, a survey of 60 respondents was conducted comprising finance and accounts professionals, sustainability managers, and small business owners across Punjab and Delhi. The following key findings emerged:

- 72% of respondents from large companies said their organisation had a formal sustainability reporting process, while only 18% of small business respondents said the same.
- Only 35% of respondents were aware of the SEBI BRSR framework and its requirements.
- 60% of finance professionals said they had never received any training in environmental accounting or green reporting.
- Among companies that did report on environmental performance, the most commonly tracked metrics were energy consumption (78%), water usage (65%), and

waste generated (55%). Carbon emissions (Scope 3) were tracked by only 30%.

- 52% of respondents agreed that green accounting would improve investor confidence and market reputation, but 48% felt the compliance cost was too high for smaller businesses.

### b. Findings Based on Secondary Data

The following key data points from government reports, corporate disclosures, and research publications provide further insights:

#### SEBI BRSR Data

- Over 1,012 companies filed their BRSR disclosures for FY 2022–23, the first year of mandatory reporting.
- The BRSR requires the top 1,000 listed companies to respond to 140 questions covering 98 mandatory and 42 voluntary indicators.

- Data quality remains a concern — companies report energy consumption in different units, making comparison difficult.
- The BRSR Core framework was introduced in 2023 to create a standardised set of 49 KPIs covering GHG emissions, water use, energy intensity, and gender diversity.

**Corporate Green Accounting Highlights**

- Infosys, Wipro, and TCS are ranked among the global top-five in the Global Reporting Initiative (GRI) A-list for environmental disclosures.
- ITC has been carbon-positive for over 20 years and water-positive for more than 23 years — a rare achievement globally.
- Wipro achieved a 67.6% reduction in core GHG emissions between 2016 and 2021.
- More than 75% of large Indian companies surveyed by earlier researchers had a formal environmental policy;

70% had an environmental audit system; and 40% held ISO 14001 certification.

**Green Finance Growth in India**

- India's green bond market has grown significantly, with issuances used to fund renewable energy, clean transport, and sustainable infrastructure.
- NABARD has been channelling green finance to rural India, including solar-powered irrigation and climate-resilient agriculture projects.
- The RBI has encouraged banks to consider climate risks in their lending and investment decisions, moving towards green lending norms.

**Challenges in Adopting Green Accounting**

Despite all the progress made, green accounting in India faces several significant challenges. The table below summarises the major barriers:

Challenge	Description
Lack of uniform standards	India lacks a single mandatory green accounting standard; companies follow GRI, CDP, BRSR, or internal frameworks, making comparison difficult.
Data reliability	Environmental data is often self-reported without third-party verification, raising concerns about greenwashing.
SME exclusion	BRSR currently applies only to the top 1,000 listed firms, leaving millions of SMEs outside any formal green reporting obligation.
Skilled manpower gap	Very few Indian companies have dedicated sustainability accountants or environmental cost managers.
High compliance cost	Setting up monitoring systems for carbon, water, and waste data requires significant capital investment.
Short-term profit focus	Many promoter-driven companies still prioritize immediate financial returns over long-term environmental accountability.

Source: Literature Review and Primary Survey

One of the major challenges associated with green accounting is greenwashing, where companies make environmental claims that are not fully supported by actual data, measurable outcomes, or meaningful action. In the absence of strong third-party verification, sustainability reports may sometimes create a misleading impression regarding a company’s environmental performance. Recognising this concern, Securities and Exchange Board of India (SEBI) has introduced mandatory independent assessment for BRSR Core disclosures; however, the requirement currently applies only to the largest listed companies.

**Discussions: Interpreting the Findings**

The findings of the study reveal a noticeable difference in the adoption of green accounting practices among Indian businesses. Large listed companies, particularly in sectors such as information technology and FMCG, are progressing rapidly by adopting renewable energy, setting emission reduction targets, and publishing detailed sustainability reports. In contrast, a large number of small and medium enterprises (SMEs), family-owned businesses, and firms operating in tier-2 and tier-3 cities have not yet adopted green accounting practices in a significant manner.

This gap can largely be attributed to factors such as limited awareness, financial constraints, lack of technical expertise, and the absence of mandatory sustainability reporting requirements for smaller businesses. In addition, traditional accounting practices in many organisations continue to focus mainly on financial performance without adequately considering environmental costs and impacts. Although Securities and Exchange Board of India (SEBI)’s BRSR framework represents an important regulatory development, its applicability is currently restricted to the top 1,000 listed

companies, leaving a substantial portion of Indian businesses outside formal environmental reporting systems. The analysis further indicates that while companies now have greater access to sustainability reporting frameworks, the actual integration of environmental information into business planning and decision-making remains limited. In many cases, sustainability reporting is treated primarily as a compliance requirement rather than as a strategic management tool for long-term environmental and business improvement.

At the same time, the overall direction of change appears positive. Investors, global financial institutions, credit rating agencies, and international markets are increasingly demanding stronger ESG disclosures and environmental accountability. As a result, Indian companies are gradually recognising that effective green accounting practices can improve corporate reputation, investor confidence, and long-term business sustainability beyond mere regulatory compliance.

**Limitations of the Research**

- The study relies primarily on secondary data, which may not capture the most recent developments.
- The primary survey was limited to 60 respondents from select regions, so the findings may not represent all parts of India.
- The case studies focus only on large, well-known companies; the practices of SMEs remain underrepresented.
- Environmental data reported by companies may not always be verified by independent auditors, especially for smaller firms.
- The study does not measure the financial impact of green accounting practices on company profitability.

## Proposed Measures: Strengthening Green Accounting in India

Based on the findings of the study, the following measures are recommended to strengthen green accounting practices among Indian companies:

- **Mandatory Scope 3 Reporting:** The scope of BRSR disclosures should be expanded to make reporting of Scope 3 (supply chain) emissions compulsory for all top 1,000 listed companies rather than keeping it largely voluntary.
- **Green Accounting Framework for SMEs:** A simplified and cost-effective green accounting framework should be developed specifically for small and medium enterprises (SMEs) with technical guidance from the Ministry of Micro, Small and Medium Enterprises and Confederation of Indian Industry (CII).
- **Uniform Reporting Standards:** A single national framework for green accounting should be developed through coordination between the Bureau of Indian Standards (BIS) and the Institute of Chartered Accountants of India (ICAI) to improve consistency and comparability in reporting practices.
- **Tax Incentives for Sustainable Practices:** Companies adopting independently verified green accounting systems and achieving measurable environmental improvements should be provided with tax benefits and financial incentives.
- **Capacity Building and Education:** Environmental accounting and sustainability reporting should be included as compulsory subjects in commerce, management, and MBA programmes. In addition, specialised certification courses should be introduced for accounting and finance professionals.
- **Green Accounting Rating Index:** A government-supported green accounting rating system should be introduced and made publicly accessible to encourage transparency, competition, and benchmarking among companies.
- **Integration with National Accounts:** India's Natural Capital Accounting framework should be strengthened in collaboration with the Ministry of Statistics and Programme Implementation and international UN-SEEA guidelines to better integrate environmental factors into national economic accounting systems.

## Role of Technology in Advancing Green Accounting

Technology is playing an increasingly important role in improving the accuracy, efficiency, and transparency of green accounting practices. In the Indian context, developments in Artificial Intelligence (AI) and blockchain technology are particularly significant for strengthening environmental reporting systems.

Artificial Intelligence (AI) can help organisations monitor and analyse energy consumption, water usage, carbon emissions, and waste generation in real time. Automated data collection and analysis reduce the dependence on

manual reporting processes, minimise errors, and improve the reliability of sustainability data. Several large Indian companies have already started adopting AI-based sustainability management systems to improve environmental monitoring and decision-making.

Blockchain technology is also emerging as a useful tool for environmental accounting because it can create secure and tamper-proof records of sustainability-related information. This can improve transparency, strengthen verification processes, and reduce the risk of greenwashing by ensuring that environmental claims are supported by reliable and traceable data.

With its strong information technology sector and growing digital infrastructure, India has significant potential to develop advanced green accounting systems supported by modern technologies. Appropriate policy support, regulatory incentives, and corporate investment can further accelerate the adoption of technology-driven environmental accounting practices across industries.

## Conclusion

Green accounting is no longer limited to environmental discussions alone; it is gradually becoming an important factor in the way companies are evaluated, financed, and regulated across the world. In India, this transition has been strengthened by the introduction of Securities and Exchange Board of India's BRSR framework, increasing investor focus on ESG performance, and the country's broader climate and sustainability commitments.

The study highlights that leading Indian companies such as Infosys, ITC, Wipro, and Hindustan Unilever have demonstrated that environmental accountability and business growth can progress together. ITC's long-standing achievement of remaining carbon-positive, water-positive, and solid-waste-recycling-positive for more than two decades reflects how sustainability practices can become a source of long-term competitive advantage rather than merely a reporting requirement.

However, the benefits of green accounting can be fully realised only when its adoption extends beyond large listed corporations. Small and medium enterprises (SMEs) must also be included within formal sustainability reporting frameworks through simplified standards, technical guidance, and institutional support. In addition, stronger regulatory mechanisms, uniform reporting standards, and greater professional training in environmental accounting are necessary for wider implementation across industries. The combined efforts of government agencies, regulatory authorities, industry associations, educational institutions, and corporate organisations will play an important role in strengthening green accounting practices in India.

In conclusion, green accounting represents not only a tool for regulatory compliance but also a pathway toward sustainable economic development and responsible corporate governance. Effective environmental accounting practices can help Indian companies achieve long-term growth while balancing economic objectives with environmental protection and social responsibility. As the well-known sustainability principle states,

“What gets measured, gets managed — and what gets managed, gets improved.”

India has already taken important steps in this direction, and the challenge ahead lies in expanding these practices across all levels of the corporate sector.

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