



Figure 2: Cost Savings by Sustainability Practice

### 🕒 Recommendations:

- 1. Professional Partnerships:** Encourage MSMEs to form partnerships with sustainability professionals, offering consulting services on a pro bono or subsidized basis.
- 2. Government-Supported Training Programs:** Provide MSMEs with access to professional-led training programs in sustainability practices and reporting standards.
- 3. Simplified Reporting Frameworks:** Develop streamlined templates for MSMEs to ease the burden of sustainability tracking and reporting, making it accessible for businesses without in-house expertise.

### FUTURE IMPACT ON BUSINESS:

The adoption of sustainability indicators positions MSMEs to adapt to evolving regulations and changing consumer expectations. Anticipated benefits include:

- 1. Enhanced Compliance**
- 2. Competitive Advantage by improving brand reputation and customer loyalty**

### 3. Increased Access to Funding

#### FUTURE SCOPE OF STUDY:

This study can be followed by focused research on the following:

- 1. Industry-Specific Indicators**
- 2. Digital and Data-Driven Solutions**
- 3. Comparative Regional Studies**

#### CONCLUSION:

MSMEs benefit from adopting environmental, social, and governance metrics, as also operational and supply chain indicators. Immediate benefits, such as cost reductions and enhanced stakeholder relationships, position these enterprises for long-term success. Continued research on sector-specific indicators and digital innovations will further strengthen MSMEs' contributions to sustainable development in India. MA

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## Corporate Corner

# Congratulations!!!



**O**ur heartiest congratulations to CMA Ashwani Kumar Gupta on being elevated to the position of Executive Director (Finance) in the Maharatna PSU, POWERGRID, with effect from 29<sup>th</sup> November 2024.

A distinguished professional, CMA Ashwani Kumar Gupta commenced his career in 1990 as Senior Accountant at NHPC. He joined POWERGRID in 1991 as a Junior Officer (Accounts) and has extensive experience across various domains of the Finance and Accounts (F&A) departments. His remarkable journey reflects dedication, expertise, and a commitment to excellence in financial management.

We wish CMA Ashwani Kumar Gupta, the very best for all his future endeavours.