

Study of Environment Health Leading to Better Business Production

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Abstract

Business in terms of money making plans can be divided into service business and actual business. Service business is much towards the positive aspect and works on the needs of the society like health, education and research etc. but actual business works with a mindset of money making strategy like tourism, entertainment, fashion etc. So on applying favorable and unfavorable environmental health variables on the two aspects of business it is found that the business which has a money making motive enjoys profit in a favorable environment. Health condition and goes into losses if the calamity took place on the other hand the service business gains profit in unfavorable environment and serves neutrally in neutral state of environment health and the biggest example is the medical and health service which gains huge profit when the situation is unhealthy.

Key words: Business, Environmental Health, business, service, actual
Introduction



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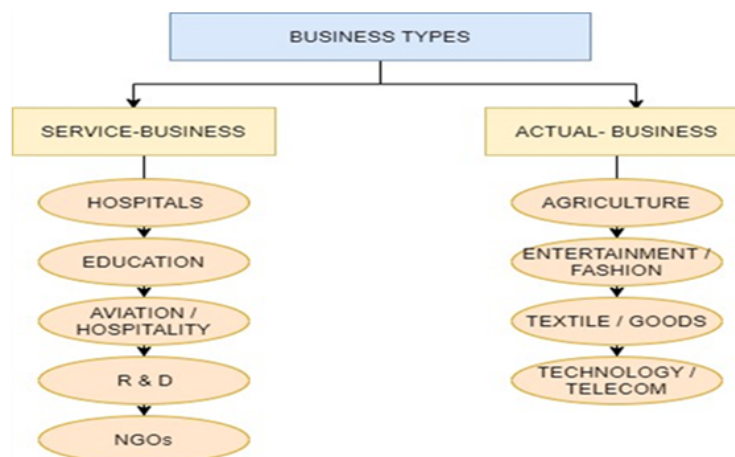


Figure 1 Sectors of Business: Service business and Actual business.

'Business' is an activity or a mode of practice by an individual or a group, to start a profession, occupation or trade with a mindset to make money in future; or 'business' is a venture of those people who are high risk takers and innovators. They are those who want to achieve a position to be the boss and practice leadership on his/her appointed employees. They also go for production of goods or services he/she is dealing with and with an intention of making profit in terms of money, fame or security.

'Business' is a tool for making money through simple ideas and pre-planned methods to supply goods and services (in demand) to the consumers. Business depends upon the effectiveness of the employees who are working in different sectors of business industry according to their quality and education. Business is grouped into different sectors or industries according to the goods and services it provides to the consumers. Business industry can be divided into service-business and actual-business (Blair, A., Hitchcock, D., 2000). Service business as-in a set of protocols that are meant to provide its consumer a sense of service or in a more clear way a business which has a positive impact on life and well-being of its consumer or public who are a part of this business product or services directly or indirectly.

- Aim of the study** The aim of the paper is to inform the people about the environmental Conditions that govern the business production of the society. Therefore they should not spread out the pollutants beyond the limit.
- Hospitals** In the current state of the world this service is on the top priority to India and the world. All the hospitals whether public or private, clinics or any medical body or organization are busy in serving people for their health and well-being. Since the medical profession is treated more as a service to people and the business or money making mind of the hospital or clinic owners are sometimes overlooked. In the current scenario half of people's savings or earning is spent on hospital dues and medical insurance. we can also take this into consideration that environment health is in inverse relation with the medical business, that means if the quality of the environment or people is deteriorates with time due to outbreak of a disease or any causality through environmental disasters then all the treatment and after health related issues is solved in the hospitals, which gives profits to the medical business. Some examples of Private/corporate hospitals with a business plan are Apollo, Medlife, Vedanta, Sahara, etc
- Education** Education plays a very important and essential role in society. Now parents are showing dedication towards their child's education whether in the form of pre-school, kindergarten, college, universities , coaching institutes, training centers etc., for better future of their children and the society. But this service on the other hand has a huge money oriented business plan for the owners of such costly and highly facilitated private schools or colleges. Environment health is not playing any direct role on the business as education and the future of children is the primary need of the society but as in the current situation like degraded environment health of 2020 (covid-year) is putting a negative impact on education industry. Though the education industry has adopted a blended mode of teaching, students are still getting equal opportunity to attend classes and knowledge through various software and online video lectures. Some education business ventures like amity university, lovely professional university, allen (neet coaching), aakash (neet/iit coaching), etc.
- Aviation/Hospitality & Tourism** Hospitality and tourism, both industries have a direct relation with each other example- travelling, dining, stay are three essential parts of tourism and all the three deal with hospitality whether in the form of cabin crew , hotel staff etc. That's why both the business can be taken as a single actual business as Tour and travels. Environment health is the pillar for the growth of this business because it is a non-essential product for the consumer or it can be put in luxury products and services which a consumer demands. Some examples of this business are IndiGo, Spice Jet, etc. and airlines and hospitality and Hotel Taj, the Oberoi in hotel business etc.
- Research & development** Research and development is purely based on the fulfillment of needs and development of society in a more ethical way, in terms of introducing new technologies for the betterment of agricultural productivity, better mode of transportation, less pollution producing advanced machines or medicines, vaccine etc., are all possible due to R&D department of India and the world, but the core of this department is the "need" of the people, society and the environment. This service also depends on funding through government or private agencies, so this R&D also has a little money making in mind behind such progression in its service for the betterment of the society and the people. Examples are Patanjali, Cipla, Dabur, etc.
- Non-governmental organizations (NGOs)** NGOs basically work for the betterment of society through its services for poor, needy, old-elderly people, animals, and even the environment. So this division is more as service to the people rather than a business with money making motives. But in actuality it depends on the funds raised by big business tycoons or government or even common people who believe in service and humanity. Some examples of NGOs are WWF, Being Human, etc.

Agriculture

Agriculture business or bio-business deals with farming, bio-products production, cash crops cultivation, fertilizer, pesticides, transportation and marketing of agricultural products and services, poultry farming, dairy etc., are all part of agriculture business and services. Environmental factors like the health of livestock, soil quality, agriculture, rainfall or irrigation play an important role behind this business plan.

Entertainment/Fashion

Fashion or entertainment businesses are all strategically money making businesses; as a fashion industry based on marketing their products to common people by showcasing their product and new trends with the help of advertisement. They use industry models and known faces as consumer's thought process through advertisement. So these two industries work together with a business plan as the fashion industry promotes their products like jewelry, shoes, and clothes on known faces of entertainment business industry and make a psychological need to the public to go with the flow of new trendy clothes and outfit and discarding the old (Hobson, J..2013) . So in this way this industry plays with the psychological need of the common people.Example of this business collaboration is Aishwarya Rai as the brand face of L'Oreal and Garnier (cosmetic brand), Shraddha Kapoor as brand ambassador of Mellora (Jewelry brand), Alia Bhatt of Flipkart etc.

Technology/Telecom/Internet

In the modern world this IT business is on the top most priority as now each and every business/services directly or indirectly using technology/telecom , whether its use of the internet for selling goods, medicines, online booking for flights ,hotels or spreading information and education through webinars and online lectures.

Research methodology and discussion

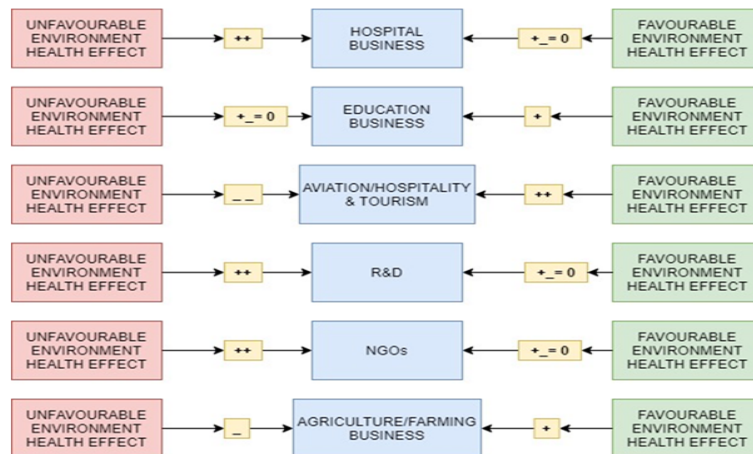
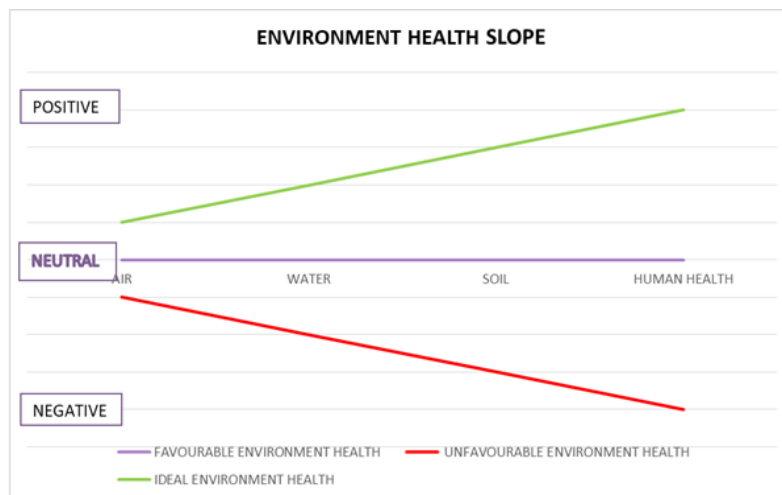


Figure2: Effect of Environment Health on Business/Services

.If on applying two variables that is Unfavorable/Negative Environment health and favorable/Positive Environment Health effect on business then following will be the outcome;

Health care business

On applying two different environment health and its impact on business, firstly if the health of the environment is towards the negative quadrant or having a negative slope, that means if there is polluted air, water and soil and the health of people or consumer is negatively affected than health care business will be positively valued or it will be in profit. On the other hand if the environment is towards a positive slope or environment is in an ideal state then this business will be in loss which is practically impossible to attain an ideal environment, so in a neutral environment or favorable environment this business will be in a neutral stage that is neither in profits nor in loss.

Unfavorable environment health will have a profitable impact on the health care business denoted by (++) double positive sign because in neutral (favorable) environment health this business is still in profit denoted by neutral (0) sign as mortality and natality of living being co-exist and in ideal state, it will be in loss (-) which is practically impossible to attain.

Education business

Education same as health care is treated more like service to the society than an actual business but deep inside this is also an important sector of business in which if the slope of environment health is towards negative quadrant that means if there is negative impact on the health of students for example pandemic situation of 2020 or loss in infrastructure etc. than this business will suffer neither loss nor profit as no student will stop getting educated and will submit fees as online education is still possible and in addition the education infrastructure investment or electricity bill kind of charges is neglected in online education and if the environment is favorable or neutral than this business is already in a profit due to majority of population favors literacy and career and they are ready to invest their huge part of their income on their child's education through college/institutions fees (*Child, J., 1972*).

Unfavorable environment health will have a neutral impact denoted by zero (0) signAs imparting education is not going to cease in any situation and in favorable or neutralCondition it will be in profit denoted by single positive (+) sign due to high imposed feesOr expensive tools of learning and education

Aviation/hospitality and Tourism

This sector of business deals in profit when the environment is in a healthy and peaceful state with respect to the health of the society, people and health of the country and state administration.

Unfavorable environment like terrorism or war or any kind of pandemic tourism Business will suffer a huge loss as there shall be no source of profit from any medium Denoted by double minus (- -) sign and in favorable or neutral condition this businessGains huge profit denoted by double plus (++) sign as travelling accompanied By fooding, lodging to other parts of the world is quite expensive.

Research and Development

The R & D department doesn't come in actual business as it doesn't work with money making motives but is more oriented towards science , technology, development and education , but research becomes more active when the environment is unfavorable or facing some type of calamity as need is the mother of all inventions. So when the time is tough and the world totally relies on some sort of new discoveries and inventions which mostly happen in unfavorable environmental health then funding to this sector either through government or private sectors increases.

As needs is the mother of all research and invention, so in an unfavorable environment health funding or profit to this department increases in comparison to normal or favorable conditions denoted by double plus (++) sign in unfavorable condition and neutral (0) sign in favorable or neutral environmental condition

Non-governmental organizations

As described previously this business is much more inclined towards service rather than an actual business. But when time is unfavorable then this sector plays a huge role for society, people and animals. In terms of food, shelter aid, the public or government provides financial help in form of donations and charity to these NGOs to work for the same, comparatively more than when the time is in neutral state.

During unfavorable environment factors like health, natural calamity like earthquake, flood etc. than NGOs mostly come out with funds for people and animals with an increase amount of donations and charity through society of higher class or government so profit in this service is denoted by double plus (++) sign and in neutral or favorable state it works in neutral state denoted by zero (0) sign.

Agriculture/farming Business

This sector is entirely based on environment health, that is health of soil, water, precipitation, temperature, humidity etc. so it automatically goes into loss if the environment is unfavorable and in profit if the environment is in favorable state.

Unfavorable environmental health such as drought, barren land, locust attack etc. put agriculture sector in huge losses denoted by minus (-) sign and on the other hand favorable climate or neutral climate put agriculture in profits denoted by plus (+) sign.

Entertainment/fashion

Now this is not so important but a sort of luxury for the consumer kind of business, deals with cinema, reality shows, fashion shows, trending jewelry, cosmetics, dresses etc (Sant'Ana MA, Kovalechen F.,2013). so basically it works for the enhancement of lifestyle or happiness of the society. So in favorable conditions it gets profits and unfavorable conditions are toxic for this business industry.

In unfavorable environmental health (for example if society and population is dealing with natural calamity or disasters) then this business will suffer a loss as majority will not be able to consume it as it is more a luxury than a necessity, so loss is denoted by minus (-) sign and in favorable condition it will experience profit denoted by plus (+) sign.

Technology/Internet

Now this is the biggest and most diverse aspect of business as it is connected to the rest of the other eight businesses as mentioned above. Whether it's the fashion industry, technology for broadcasting and advertising etc. In the education sector imparting online courses and lectures through internet and technology, health care is dealing with technology for advertisement, information and online appointments and booking etc. so all the other businesses directly or indirectly deal with this factor. Therefore whether the environment's health is favorable or unfavorable It will always be in profits but more profit will be made when the other businesses are taking support of this sector for their services which can happen when the environment is in unfavorable state.

Technology/internet sector deals in profit in both favorable and unfavorable health of environment but in unfavorable it can gain additional profit denoted by double plus (++) sign for unfavorable and single (+) plus sign for favorable condition.

Conclusion

Environmental health, whether good or bad, surely affects the production and services of business as health of workers, consumers, mental state of consumers, infrastructure all directly or indirectly depends on the environment health. If the environment health is in good state then there will be profit in luxury businesses, which works majorly with a money making through such non-essential business and if the health of the environment is poor then production will be low as consumption of the goods and services will also go down but here some service providing businesses gains profit, which also divides the business in essential and non-essential businesses. There are some key points which can give more production in business along with reduce the load of pollution on our environment. This practice can be help to protect your environment green and healthy. These practices are:

1. Use those practices that reduce your dependency on natural resources (e.g. Roof top rain Harvesting system , Use of solar panels etc.)
2. Use those practices that are made from recycled material (e.g. office supplies made from recycled papers, furniture made from recycled materials etc.)
3. look at those activities to your business which will be more sound for environment sustainability and which can be different from others (e.g. Avoiding traveling by holding conference calls instead of interstate meetings).

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