


# Chapter 11

## A Study of Green Building Prospects on Sustainable Management Decision Making

**Subhra Mondal**

 <https://orcid.org/0000-0003-1194-5678>

*Duy Tan University, Vietnam*

**Kalyan Kumar Sahoo**

*African University College of Communications (AUCC), Ghana*

### ABSTRACT

*The world faces many environmental crises such as increased threat of climate change, the depletion of key natural resources, increasing air and water pollution, and growing levels of solid wastes. These issues are becoming the major aspects of value in real estate and a key driver in the decision-making processes. The strategic sustainability process called “the halo effect” was more worldwide which is affected by the popularity in environmental actions criteria. It showed consequence that green concept has to not only focus on technical or moral issues, but also need to base more on the economic and financial imperative.*

### INTRODUCTION

Nowadays, the world faces various natural crises, for instance, the extended threat of ecological change, the utilization of shared resources, growing air and water tainting and creating measurements of solid wastes (Gilbert et al., 2006). These issues are transforming into the genuine pieces of critical worth in land and a key driver in the essential authority frames. The supportability process as called “the brilliance sway” was logically by and large which is impacted by the reputation in environmental action criteria (Mansfield, 2009). Mansfield (2009) exhibited a result that green thought has focused on the particular or good issue just as the need to assemble more as for the financial and budgetary target. There has numerous

DOI: 10.4018/978-1-5225-9754-4.ch011

evidence to clear up these issues in the gathered condition and a great deal of its show skilled in current orchestrating, plan, advancement and property the administrators in the environment and the advancing utilization of nonrenewable resources. Various organizations have more participate in condition commitments by signatories to all-inclusive courses of action and traditions seeing issues, for instance, carbon outpouring, and ozone draining substance. “Property perception has been changed in the past ten years. The green structure has ended up being subject for the property business (Robinson, 2007)”. Thus, they have various terms of land audit for calling “reasonable improvement, for instance, “green structure” (US term), “sensible structure” (the UK and Australia term), “supportable plan” and “monetary advancement” (Mansfield, 2009; Sayce, 2010). As a property perspective changed, the of down to earth property will stress in structure qualities and execution as impacted by the property’s estimation and market regard (Lorenz, 2007). The standard three focused motivations behind supportability confirmation are money related prospering, social progress, and security. The business property publicizes that try to complete in supportability inspiration and diminishing in any realized an additional structure costs called ‘green’ structures (Francesco, 2008). In the latest decade, there has been a quick improvement of industrialization on the planet, especially in the making similarly as making countries like India. (Das Sharma, 2008). It has evaluated that 2030, 60 percent of the total masses will live in urban territories. From a reasonable improvement perspective, the cooperative natural association between municipal networks and the urban and rural districts are of inconceivable essentialness to the success of who and what is to come. The fast improvement realized by industrialization has led to the unconstrained headway of urban zones. The change of cultivating zone to social living arrangement and deforestation has made it difficult to keep up characteristic leveling. A quick steady in masses advancement and development in urban locales have caused across the board sully (Das Sharma, 2008). In case urban zones are not indeed organized and managed, the nature of the air, the availability of water, waste taking care of, reusing structures and all attributes of the urban condition adding to human flourishing will be under hazard.

### **Green Building in India: An Emerging Business Opportunity**

The Indian advancement part is creating at a rate of 9.2% as against the world typical of 5.5%. The zone is presumably going to record higher advancement in the coming years. India has advancement limits in the regions of structures, establishment improvement, and expressway adventures. The improvement of advancement industry offers power to other collecting divisions like bond, metal and steel, control, manufactured substances, etc.,

### **Green Building Movement in India**

The Green Building advancement has expanded enormous power amid the past five years, as far back as the Green Business Center left on achieving the LEED rating for their individual inside at Hyderabad.

The ‘Platinum Rating’ for the Green Business Center structure has honed the accomplices of the improvement business. Today, a couple of corporate and Government affiliations are contemplating Green Buildings permanently. It has realized a spurt in the enthusiasm for green materials and apparatus.

From a modest beginning of 20,000 sq.ft of the green impression in the country in the year 2003 to an astounding 70 million sq.ft till date, green structures are all around prepared to accomplish scalar

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/a-study-of-green-building-prospects-on-sustainable-management-decision-making/231682](http://www.igi-global.com/chapter/a-study-of-green-building-prospects-on-sustainable-management-decision-making/231682)

## Related Content

---

### Developing Knowledge About Cultural and Heritage Tourism Products Through Digital Story Telling

Ruchika Kulshrestha, Ashutosh Pandey and Aanchal Sharma (2023). *Sustainable Development Goal Advancement Through Digital Innovation in the Service Sector* (pp. 1-13).

[www.irma-international.org/chapter/developing-knowledge-about-cultural-and-heritage-tourism-products-through-digital-story-telling/332689](http://www.irma-international.org/chapter/developing-knowledge-about-cultural-and-heritage-tourism-products-through-digital-story-telling/332689)

### Harmonizing Natural and Built Environments: Integrating Wetlands in Land-Use Planning for Sustainable Development – A Case Study of Ananya R/A, Chittagong

Kanu Kumar Das, Rezuana Islam and Mainak Ghosh (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-14).

[www.irma-international.org/article/harmonizing-natural-and-built-environments/287121](http://www.irma-international.org/article/harmonizing-natural-and-built-environments/287121)

### Lowest Tariff Load Shifting Demand Side Management Technique in Smart Grid Environment

Ravindra Kumar Yadav, P. N. Hrishikesh and Vikas Singh Bhadoria (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-16).

[www.irma-international.org/article/lowest-tariff-load-shifting-demand-side-management-technique-in-smart-grid-environment/302468](http://www.irma-international.org/article/lowest-tariff-load-shifting-demand-side-management-technique-in-smart-grid-environment/302468)

### The Modelling of the Economy by Means of C-V-M Matrices

Grigori S. Pushnoi (2019). *Emerging Economic Models for Global Sustainability and Social Development* (pp. 329-372).

[www.irma-international.org/chapter/the-modelling-of-the-economy-by-means-of-c-v-m-matrices/209921](http://www.irma-international.org/chapter/the-modelling-of-the-economy-by-means-of-c-v-m-matrices/209921)

### Feasibility Study of Visual Computing and Machine Learning Application for Textile Material Sorting

Siu Cheung Ho and Jiannong Cao (2021). *Eco-Friendly Energy Processes and Technologies for Achieving Sustainable Development* (pp. 243-267).

[www.irma-international.org/chapter/feasibility-study-of-visual-computing-and-machine-learning-application-for-textile-material-sorting/263934](http://www.irma-international.org/chapter/feasibility-study-of-visual-computing-and-machine-learning-application-for-textile-material-sorting/263934)