

**ANALYSIS OF ENVIRONMENTAL STRATEGIC PLANNING IN THE  
PUBLIC SECTOR OF PAKISTAN**

**BY**

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**NATIONAL UNIVERSITY OF MODERN LANGUAGES**

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do hereby declare that the thesis “Analysis of environmental strategic planning in the public sector of Pakistan.” submitted by me in partial fulfilment of M.Phil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my dissertation at any stage, even after the award of a degree, the work may be cancelled, and the degree revoked.

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# DEDICATION

To my beloved Daughter

**“Minahil Nasir”**

For her love, & her little hands who always prayed for me.

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## **ABSTRACT**

**Title: Analysis of environmental strategic planning in the public sector of Pakistan.**

The governing method evolved in academia and enterprise has in large part targeted at the improvement of across the world identified perspectives, frameworks, and instruments. Different strategies which include database, case study, and content material evaluation are to be hard to degree environmental strategic planning perspectives. After the scale development measuring, different dimensions with different variables of environmental strategic planning is still missing. Therefore, the study explores and measures the broader, applicable and viable perspective of environmental strategic planning through different variables of environment sustainability. During this process, 7 to 8 variables related to environmental strategic planning were identified from the literature. These items were further reduced to 5 in a process of item validation. Correlation and Validity factor analysis was applied and finally, 17 items were extracted. 150 senior officers from BPS (17-19) working in various divisions (FGEHA, PHA, PWD, NHA, and State Office) under the Ministry of Housing and Works. Most of the officers were Dy. Assistant Directors & Assistant Directors from Housing Authority. Environmental strategic planning consists of five constructs including eco-efficiency, environmental priorities, health & safety, environmental reporting, and Innovation & Technology are identified. Eco-efficiency constructs include energy consumption mechanism, pollution prevention mechanism, and environmental implication. Environmental priorities include indicators like local and international standard's implementation, special initiatives, and employee awareness programs. Health and safety include customer health and safety as well as employee health and safety policies. Environmental reporting is constructed with standardization and clear and accurate environmental reporting as basic indicators. Similarly, Innovation & Technology includes Productivity, Research & Development, and Innovation Surveys. This thesis is used to evaluate the Environmental strategic planning in the Ministry of Housing & Works.



# CHAPTER 1

## INTRODUCTION

### 1.1 Background

In today's world, competition is an important factor to consider. Global climate includes each of those factors that apply to values, uniqueness and to all marks at the level that affects the organization matt. Prior to the onset of the environmental crisis, traces back to the time of the post-secondary cosmic crisis, at which time there was a strong consensus on the nature of the business industry (Kazmi, 2008). The organizational development agenda should operate within the dynamics that establish the current state of the agenda, the major natural forces that point to external factors that cannot be effectively controlled or controlled by local chiefs. (Adebisi 2006). Official regulations need to be put in place to ensure that the business environment is good enough and that the association is ready to stand in the best possible position in the commercial center.

The term participant was adopted by the Stanford Institute in 1963 and is defined as "no party can be supported by the organization." In 1984, Freeman became the first person to attract the attention of ethical participants. The code of conduct not only emphasizes the company's shareholders, but also reflects the results of the various stakeholders in the company's decision-making process. Based on the four areas of education: strategic planning, planning, social responsibility, and organizational ideas, participants look at different company perspectives and provide different definitions of organizational structure and day-to-day operations. According to these four key elements, the idea is for the first time that a company has relationships with different sectors, all of which are influenced by the company's decisions. Second, this relationship is established in the system with the results files of the business and its stakeholders. Thirdly, the internal number of participants and the interests of each participant could not exceed the interests of other participants. Fourth, corporate decision-making is the focus. Many environmental studies have welcomed the views of participants as they have contributed to the impact of the business ecosystem response. (e.g., and environmentally friendly strategies (e.g., however, the results were mixed and the impact of environmental management was inconsistent. For example, Kassinis and Vafeas found that the board of directors of large corporations was important decision makers. Decision regarding the adoption of raw materials. German manufacturers have been identified as influential in the selection of participants regarding environmental reaction patterns and are

connected to their natural resources. In contrast, the relationship between natural strategy and stakeholder management is very limited in Belgian companies.

The main objective of this study was primarily to analyze the effects of environmental degradation effects, as well as adverse effects on tissues, including the instability of natural tissues and those already associated with them. It's about creating a clear atmosphere. The organization can take advantage of the very important environmental needs to enter new markets and decide whether it wants to know the current situation or the current situation. Their motivation is to recognize the key factors that determine the fate of the organization, the external and internal components. The most difficult method of direct environmental filtering is to analyze PEST. Pest is an abbreviation used to describe the dynamic political, economic, social and cultural contexts of an organization. External conditions include openness and risk of external factors and are not uncommon in the temporary management of senior management. Organizational performance has little impact on the external climate.

Corruption is one of the major causes of corruption in the public sector. Institutional Corruption I was exposed to the protection and security of corrupt officials by government agencies. On the other hand, participatory corruption means co-operation between the authorities and the private sector. Pakistan's tax administration will be more corrupt in its participation due to stricter tax laws, higher taxes, and a lack of proper documentation in the private sector, and widespread tax evasion in the tax, cultural and realistic sectors. Grow. Among the most corrupt countries (Preparing Pakistani Civil Servants, Asia Report No. 185, and 16 February 2010). Surprisingly, people / individuals are involved in corruption and money laundering / misappropriation of public funds is recorded but an avoidable punishment for the inefficiency of the political and judicial system. According to the Global Forum Report (2007-08) Corruption has been identified as the third largest problem in Pakistani business, following government officials and poor infrastructure. About 40 percent of Pakistani companies feel that corruption is one of their main concerns. Demonstrating this The Global Corruption Barometer 2007 (International TI) indicates that Pakistan is one of the countries most affected by low bribery. More than 44 percent of respondents reported paying a bribe to obtain a service. Half of all respondents (52 percent) see the government's efforts to make corruption a failure of almost two-thirds (59 percent) think that corruption could increase in the next three years Despite all these problems the government does not want to change the structures of government and apply the principles of good governance in their organizations.

In Pakistan, the main foundations of the state - conferences, social services, and legal authorities have not yet developed traditionally. They moved to the pioneer era. Despite the new flood of development and modernity, Pakistan remains a mere ordinary society based on communication and speculation. This has hindered institutional improvement. Laws are often ridiculed for being wise and choices are made based on political affiliations. Such expulsions of organizations have favored mismanagement. Apart from financial development, private sector development, global trade and freedom, public awareness is still considered important, apart from the private sector, in the country's financial development. Developing Pakistani governments introduced many financial reforms from the 1990s onwards (Dr. Ishrat and Rajiv Kumar, 2010) 'Evaluation of structural reforms in India and Pakistan', yet the vast majority of civil society organizations are not yet well informed due to ineffective governance yet. Instead few analysts have investigated the problems facing the open Pakistani organization. "

### **1.2 Focus of the Research**

The main focus of my research is to implementation of Environment Strategic planning in Ministry of Housing. As I am adopting a scale which I have taken from my base paper 'A Scale Development Study by Gulam Khan Khalid Bighorn Abdul Wahid and Nadeem Talib, 2017'. In this paper four constructs of environment Sustainability are developed which are eco-efficiency, environmental priorities, health & safety and environmental reporting. But in this paper I also used one more variable as moderate which is Innovation & Technology because now a days technology & innovation become the most important factor in implementing Environment Strategic planning. The study aims to investigate the natural key arranging in Housing Ministry of Pakistan which is located in federal capital of Pakistan Islamabad, discover strategic planning positioning exist in Housing Ministry of Pakistan, to investigate the job of environmental Strategic Planning in Housing Ministry of Pakistan and to check the effect of environmental Strategic arranging of on an association/Ministry.

### **1.3 Problem Statement**

The resilience of the country lies in the stability and efficiency of the major institutions. Poor leadership, inefficient/complex legal systems and inefficient civil servants have almost completely disrupted Pakistan's public sector system. The triangle of these systems shows that the parliamentary system is on the weak side. In order to revive the other two institutions and be effective in the community sector institutions, it needs to be strengthened. This can only be achieved if appropriate, competent and honest leadership is provided for power

through environmental Strategic Planning in different institutions. In this way, all institutions can function independently and contribute to access to global development.

To inquire the issue and conduct a study challenges faced by Housing Ministry in implementing strategic planning to provide enabling internal environment through different variables for the organization which will be addressed through research questions. Environmental strategic planning comprises of five constructs including eco-efficiency, environmental priorities, health & safety environmental reporting and Innovation & Technology are identified. Eco-efficiency constructs include energy consumption mechanism, pollution prevention mechanism and environmental implication. Environmental priorities includes indicators like local and international standards implementation, special initiatives and employee awareness programs. Health and safety includes customer health and safety as well as employee health and safety policies. Environmental reporting is construct with standardization and clear and accurate environmental reporting as basic indicators. Similarly Innovation & Technology includes Productivity, Research & Development and Innovation Surveys. So, the problem statement for my research is ‘analyze and inquire into the issue and conduct a study challenge faced by Housing Ministry in implementing Environmental strategic planning using four variables that include environmental efficiency, environmental priorities, health and safety and environmental reporting a moderate variable which is Innovation & technology’

#### **1.4 Research Questions**

The research questions that arise to further explore the parameters of this study are:

- What is the Impact of eco-efficiency on environmental Strategic planning in Housing Ministry of Pakistan?
- What is the impact of environmental priorities on environmental Strategic planning in Housing Ministry of Pakistan?
- What is the impact of health & safety measures on environmental Strategic planning in Housing Ministry of Pakistan?
- What is the impact of environmental reporting on environmental Strategic planning in Housing Ministry of Pakistan?
- What is the impact of Innovation & Technology on environmental Strategic planning in Housing Ministry of Pakistan?

#### **1.5 Research Objectives:**

The specific objectives of this research are:

- To clarify the Impact of eco-efficiency on environmental Strategic planning in Housing Ministry of Pakistan.
- To clarify the impact of environmental priorities on environmental Strategic planning in Housing Ministry of Pakistan.
- Determine the impact of health & safety measures on environmental Strategic planning in Housing Ministry of Pakistan.
- To clarify the impact of environmental reporting on environmental Strategic planning in Housing Ministry of Pakistan.
- To clarify the impact of Innovation & Technology on environmental Strategic planning in Housing Ministry of Pakistan.

### **1.6 Significance of the Study**

The research area that is the difficulties of administration in the Housing Ministry of Pakistan with explicit reference to adequacy of state foundations all in all like parliamentary framework, legal executive and common assistance of Pakistan has not been investigated by any specialist up until this point. This is an obvious hole in the group of information. My research fills some hole and is a huge commitment to the group of information. Discoveries of the examination will be useful for improving administration in Housing Ministry organizations of Pakistan just as of other underdeveloped nations having comparative difficulties of administration in their nations. This study will analyze Environment Strategic Planning practices of companies in Pakistan through a scale which is published in writing “(Abasyn Journal of Social Sciences – Volume 10, Special Issue November 2017: Disaster Risk Management and Climate Change for Business Continuity and Sustainable Development)”.

### **1.7 Organization of study**

In the first Chapter I introduced the topic of the importance of research and set out its purpose. Most Pakistani organizations have not been investigated by any expert so far. This is an obvious hole in the information board. My research fills a certain hole and is a great commitment to the knowledge team. The main purpose of this thesis is to analyze and investigate the matter and to challenge the research challenge facing the Department of Housing in implementing strategies to provide an internal and external environment for the organization to deal with research questions.

In the second chapter I talked about the previous review, the history of the problem. Some organizations are environmentally friendly by adopting and implementing business, safety

and environmental standards that are far more stringent than certain standards set by government agencies. Then I discuss Strategic Planning and its Importance, Strategic Management Process, Constituent Components of Strategic Planning, Strategic Planning Process, The Concept of Environmental Scanning, Importance of Environmental Scanning, Environmental Strategic Planning and Importance of environmental strategic planning.

In third chapter I have mentioned methodological part of the study. The method I have use for is quantitative in nature. Quantitative method of inquiry establishes a relationship between theory and research. Nearly 150 well-structured questionnaires for data collection are generally distributed to respondents from all organizations to analyze and evaluate strategic environmental surveys in Pakistan's Ministry of Housing. The participants of the research are Gov. Officers from BPS (16-19) working in different departments (FGEHA, PHA, PWD, NHA, and State Office) under Ministry of Housing & Works. I have used questionnaires and I am able to collect a more accurate result in less time and add a timeline that also emphasizes the importance of time.

In chapter four Analysis and Discussions is to be done as we know the construction and construction industry is very much focused on creating pollution and spreading pollution throughout Pakistan. Pakistan's housing department has no plans to improve the environment due to the various political, social, economic and technical conditions. Using regression analysis and correlation coefficients, the data for this study is collected through the institutions working under Ministry of Housing & Works. Some developed countries have adopted green construction methods that reduce the impact of the construction industry on the environment.

In the last chapter after the results are generated in SPSS. The results concluded that Pakistan's Department of Housing is unable to implement appropriate environmental planning strategies. It lacks modern innovations, research and development. It shows that there is an important link between eco efficiency, environmental reporting, environmental priorities, knowledge and technology and health and safety through environmental strategic planning. Eco efficiency helps to improve environmental sustainability by reducing chemical pollution as well as recycling and reuse of "waste" building materials. By effectively eradicating and reducing the use of toxic substances, the construction industry can better transform into a green building and have a positive impact on the environment.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Strategic planning is a structural procedure that determines possible ideal future and creates selection rules on how the association can meaningfully and reliably identify the external climate over time. In that case, the result of the required controls will be an arrangement or methodology. The term methodology has three related meanings. First, the methodology is seen as an example of the choice regarding the location of the association in the current situation. This technique can also be considered the "action" of the association. Behavioral coherence is "promoted" by goals, characteristics, and normal hierarchical goals. Extensive research on external forces influences hierarchical behavior and forms these characteristics and goals that suggest "what the association should do". In addition, strategic actions are affected by the core competences of the association, there by describe "what the association can do". Certainly, these standards and areas are frequently the consequence of content analysis by administrative leaders, "tasks/mission that the organization wants to achieve" in the light of environmental opportunities and threats, showing the strengths and weaknesses of the organization.

Viewing staff performance as a key to success has become a thing of the past a common practice in organizations. Performance is focused on balance (de Bruijin, 2001) and personnel management (Flynn and Strehl, 1996). In the public sector, performance means management skills (Ingraham, Joyce & Donahue, 2003). Performance management has now become a file for more important work than other administrative functions (Halligan, 2001). Performance management can be interpreted both as measurement as well managers include knowledge and practice (Bouckaert and Dooren, 2002). It including operational responsibility and accountability (Pollitt and Bouckaert, 2000). It is a process that exists throughout an organization that harmonizes and aligns each task with a complete plan of organization (Rogers, 1990). In the public sector, it is aimed at high achievement of objectives (Management Advisory Committee, 2001). Performance management is often regarded as a joint exercise managers and staff to; organizing an organization, jointly deciding on a project definition, to ensure the alignment of the work with the philosophy of the organization and determine the performance management system and process. Brown (2005) notes many different reasons for presenting performance management. Among those reasons are organization and / or employee's efficiency, organization and / or staff performance, motivation staff, pay for work, accountability; and workers 'alliances' goals and those of the

organization. Performance management today is the best has become an integral part of modern management systems (Pollitt & Bouckaert, 2004). The importance of the concept is often threatened in the public sphere because it is responsible for the management and administration of the community.

Performance measurement in the public sector is a public agreement as provided social services and responds to their needs (Yang and Holzer, 2004). Performance management helps to strengthen other management processes, decision-making, improves law enforcement and increases accountability (Ammon, 1995).

The Pakistani public area is momentarily investigated with regards to the Environmental Strategic Planning, and the fundamental difficulties looking by open area distinguished. Ecological Strategic Planning of the association working under government or working as open area of Pakistan perspectives towards arranging and checking exercises by organization where system is formalized through a formal composed key arrangement and those offices where procedure is casually evolved through a 'dream' or 'casual arrangement'. The fundamental difficulties confronting public area as recognized by the delegates of the public associations of Pakistan identified with the spaces of the examination in these regions. The external working climate is viewed as a huge impact on the exhibition of little and medium measured firms and particularly on account of miniature firms – Hambrick (1981). Its significance increments during time of outrageous vulnerability and choppiness. However, what do we mean by ecological disturbance? Parts of choppiness portrayed in the writing incorporate changes: on the lookout, innovation, client requests and rivalry Cadogan et al (2002) and Jaworski and Kohli (1993). Each part of progress is liable to differing levels of power. The writing fights that natural dynamism drives the level of accentuation on essential arranging – McLarney (2001). For instance, Lang et al (1997) and Pineda et al (1988) express that when little to medium measured firms are defied with a danger or opportunity, they will in general expand their quest for data by filtering the outer climate. Notwithstanding, it ought to be noticed that this is a generally late pattern in more modest firms [Lang et al., 1997; Smith, 1998], and runs corresponding to their expanding regard for parts of the essential arranging measure. Without a doubt, it is apparently that little to medium estimated firms have minimal decision yet to take part in essential arranging, in the event that they are to endure

Pakistan, like many other developing nations, is experiencing severe housing shortages. According to official estimates, Pakistan's population grew at a breakneck pace, rising from 90 million in 1980 to 149 million in 2004. The government's limited financial resources



continue to address the problem of housing deficits, in addition to increasing population demand. In Pakistan, almost six million homes were destroyed in 2004. Six million people are living in the city. In large cities, the demand-supply gap is rapidly widening, forcing low- and middle-income people to live in substandard conditions.

Environmental analysis can be used as a strategic tool. Identify all external and internal components that can impact your business efficiency. The analysis includes an evaluation of the risk or likelihood of elements. These assessments are then converted into decision-making. The analysis helps to link strategy to the environment of the firm. Every day, our market is changing. Over time, there are many new things, and the whole situation could change in only a few seconds. Some variables are beyond your control. But many of these things can be controlled. Companies have a substantial environmental impact. All of the factors that have an impact on businesses daily. Thus, organizations need to evaluate the business and market environment regularly. A corporation has more common strategic analytical techniques. Some of them are more frequent. The PESTLE analysis is one of the most extensively used detailed environmental studies. This is an overview of the company's behavior. This study is used to detect where its market is by managers and strategic planners. It also helps to foresee the future of the company. Katchi abadis close the gap between housing demand and supply by 25%, informal land subdivisions by 60%, and urban densification by 15%. Due to their limited income and rising land and building supply prices, most urban areas cannot afford appropriate housing. Many factors play an important role in housing regulations in Pakistan. Our poor economy and financial situation are the major among them. Housing prices are now increasing on faster rate. This is the great set back to our economy. The study looks at 15 residential systems in the Lahore Metropolitan Area, including at least 1000 plots (LMA). The results demonstrate that most families are not able to accommodate public projects. The high costs of planned habitat plans and land allocation criteria are responsible for this. Many places remain unoccupied for years, and thousands of rupees are discarded under authentic residential systems. The main donors for these residential projects are investors and speculators running their real estate businesses rather than housing legislation, is a key predictor of the housing market outcomes of the primary participants within the legal framework. Using the institutional framework of the thesis as the research technique, this study explores the role of the government and the state authority in providing low-cost housing in an underserved region of Malaysia that has received little attention due to its perceived unimportance.

Pakistan's economy, the research area's economy, is expected to develop as a result of the new Regional Economic Master Plan, resulting in significant urban and rural pull factors. Taking stock of the situation necessitates a study on a low-cost home provision in Pakistan. The preliminary investigation on how the institutional governance structure affects housing law implementation and the provision of low-cost housing is one of the article's outcomes. First, the study establishes a structural discussion on the impact of residential regulation. It then looks at how an institutional approach could benefit from how regulations affect housing provision. The research context will be outlined next before the study approach is described. Before the research is finished, the findings are disclosed.

According to the interview analysis, the link between the governance structure and housing provision for the urban poor has practical and legal repercussions. The most significant result of the state-federal split is how housing restrictions appear in a pick mixing dish. They are accepted at both the organizational and individual levels, and they are freely negotiated by agents from different ends of the housing supply spectrum. In exchange, the extent to which both the federal and state governments implement housing policy may go beyond pricing and supply. Contrary to the typical call for deregulation in the neoclassical approach in studies on the impacts of housing regulations, we observed that restrictions per se do not negatively affect housing markets. Instead, how policies are implemented on the ground has a significant impact on housing outcomes. We proved that selective rule enforcement contributed to the development of lower-cost units and enhanced housing quality in local communities. Furthermore, neoclassical economics presupposes a single housing market and pricing in the formulation of models. This hypothesis is dubious. Ball (2003b) emphasizes the distinctive nature of the housing sector at a certain place and time due to the diverse structures of national house construction industries. It is the major problem for the investigation to knowing the main reasons of disappointment of Strategic arrangements for environment in open area of the country or to break down the Environmental Strategic.

Today, Pakistan is at a basic period of its political, monetary and social turn of events. In 2013, the nation saw the principal smooth popularity-based exchange of force starting with one government then onto the next. Essentially, since 2013, the nation has seen a fast framework advancement. This is considered in the going nationwide undertakings which incorporate expressways, flyovers, air terminals and so forth In any case, the advancement is regularly buried in claims of defilement which are additionally exacerbated because of absence of straightforwardness and responsibility. Simultaneously, there is likewise a silver covering of expectation. Since the commencement of Pakistan, debasement has been seen as

a plaguing power implanted in pretty much every part of the Pakistani society. Absence of responsibility, straightforwardness and optional force has been a portion of the main drivers of debasement in Pakistan. The act of unlawful action for private increase has invaded essentially all areas of the public authority.

Leadership role is significant in detailing and key arrangement execution and if the essential chief isn't engaged with procedure execution, administration can't make a distinctive vision for any essential program (Mapetere, 2012). The review likewise depicted that out of 100% studied associations 83% associations fizzle in execution of their methodology easily and just 17% associations were fruitful in execution. It can't be dismissed that the Environmental Strategic arranging is generally significant for the hierarchical endurance and development. Almost certainly in Pakistan public area associations have best essential strategies however everything approaches don't have fitting and productive outcomes. Lacking undertaking of the administration and ineligible administration are the best difficulties for the approach and choices producers in open area association in Pakistan, while they execute the essential choices because of weaknesses practically essential choices come up short during the execution interaction. Writing shows that numerous specialists have been directed to discover the elements which include in progress or disappointment of the Environmental Strategic arranging in numerous nations. In Pakistan creators' investigations show that the no exploration has been at this point led to distinguish those components which cause the disappointment of the arrangements in Pakistan. It is significant issue for the current investigation to recognize the principle reasons of disappointment of Environmental Strategic arranging in open area of Pakistan or to break down the Environmental Strategic arranging in open area of Pakistan (Boulton, 2000)

In this research I will dissect Environment Strategic Planning practices in Housing Ministry of Pakistan through four factors including eco-effectiveness, natural needs, wellbeing and security and ecological Eco-proficiency incorporate energy utilization instrument, contamination anticipation component and natural ramifications. Ecological needs incorporates markers like nearby and global guidelines execution, extraordinary activities and worker mindfulness programs. Wellbeing and security incorporates client wellbeing and security just as worker wellbeing and wellbeing arrangements. Additionally ecological detailing is develop with normalization and clear and exact natural announcing as essential markers and with the assistance of moderate variable advancement and innovation. Through this Scale this scale can be utilized to quantify multi-layer climate manageability execution of Housing Ministry of Pakistan (Lunkes, 2020).According to Gendron and Corinne (2009),

corporate responsibility includes a natural obligation to strengthen their economic influence in the communities in which they operate. Decker (2004) also investigated the natural size of the CSR. Marrewijk (2003) and Sachs (1989) also discuss environmental sustainability. In addition, most index-based agencies offer three key CSR standards namely environmental, social and economic (DJSI, 2013; FTSE, 2012; Elkington, 1999; Bagnoli and Watts, 2003). Further on these estimates, there are terms and conditions sometimes referred to as indicators (FTSE, 2012; DJSI, 2013; YCELP, 2005). Accommodation (Turker, 2009). The Environmental Sustainability Index (YCELP, 2005) and News Week's Green Rankings (2012) provide corporate ratings on the basis of environmental performance. Previous literature suggests that the estimates of environmental traders are ambiguous in relation to the magnitude of the various ecosystems (Chiarini, 2017). The Calvert Social Index and Calvert Signature Criteria by Calvert Investments cover seven broad areas of CSR processes including climate change (Bertelsmann Foundation, 2006). The Global Reporting Initiative (GRI) also encourages companies to report on their social and environmental impact (Leipziger, 2011).

Globally, companies have begun to use environmental conditions as part of product selection or supplier and review vendor measurement procedures using environmental terms (Lamming and Hampson, 1996). In such cases, environmental organizations need to develop strategies and procedures to ensure clear and concise disclosure of environmental data. Studies show that attitudes and behaviors of nature have important relationships and influence behavior behaviors at the individual level and conditions in developed countries (Pisano & Lubell, 2015). Positioning for environmental reporting and accountability is particularly difficult in Pakistan where there is no proper corporate accountability mechanism. The Government of Pakistan must recognize the balance between freedom and responsibility. The role of government is to provide clear business guidance on environmental policy. Pakistan Securities and Exchange Commission (SECP)

The standard order of CSR was announced in 2009, Pakistan's top corporate sector chief executive officer. Since then no further development has taken place in the last days of government until the 'Volunteer Guidelines for Public Commitment' were introduced by the SECP in 2012 (SECP). These guidelines were revised in 2014 with the inclusion of areas of interest in CSR practices and a short implementation framework (Khalid & Hassan, 2016). Despite efforts have been made to improve the CSR index (Khalid & Nasir, 2015), scales to measure business sustainability, social sustainability and environmental sustainability remain to be developed. Environmental sustainability is a variety of constructions, considered in

various methods (Gladwin, Kennelly and Krause, 1995). Sustainability refers to the activities of an organization that is considered voluntary, reflecting the inclusion of social and environmental issues in its performance and stakeholder involvement. (Marrewijk & Werre, 2003).

Environmental sustainability refers to environmental issues in product construction, manufacturing, distribution, water resource protection, biodiversity, pollution prevention and management, waste management, environmental pollution, and management of the environmental impact of transportation. Refers to sustainable integration. Sustainability is multidimensional build, it is difficult to create a general measurement method. Therefore, the traditional context in making its references should be considered first (Chatterji, 2011). In addition, Environment Sustainability (ES) is not something that can be achieved in economically developed countries today. Economic development and ES go hand in hand. To create an environment at the national level that promotes (environmental) sustainability, a mistake is often made by copying programs. Stereotyping is related to baking problems and solutions under the same framework because the theory looks the same. The fact is, when we analyze a problem at a functional level and try to apply solutions, significant differences and challenges are identified between similar problems and solutions (Chatterji, 2011). Business sustainability has given great importance to the corporate sector and the attitude towards social and environmental firms is evident in European markets (Das & Rangarajan, 2017). In view of the above, and in view of the diverse and diverse context of the Pakistani sector, it is important to develop an environmentally friendly environment that is not only indigenous but also acceptable to all stakeholders.

The aim of this study is therefore to improve the rate of ecological sustainability Environmental practices of factories operating in Pakistan. Many international organizations care for the environment by adopting and implementing corporate health, safety and environmental standards that are stronger than traditional standards set by government institutions (Momin, 2006). Firms should focus on the health and safety policies of both customers and employees. Clarkson (1995) pointed out that those firms valued the health and safety of customers who were high on the list and recommended health and safety as important means of stakeholder analysis. The work should be designed to prevent injury to the employee in the workplace where the fuel of the manual worker

## **2.1. Strategic Planning and its Importance**

Key arranging and worth evaluation, stays a significant and pertinent exploration point for those keen on authoritative turn of events and the board (French, Kelly, and Harrison, 2004). Joel Ross

and Michael Kami have the view (as cited in David, 2013) that "Without an arrangement, an association resembles a boat, without a wing that pivots around circles. It resembles stepping on it; it has no spot to go". In administration "Ansoff" presented the idea of "key arranging" in the mid-70s (Feurer and Chaharbaghi, 1997; Mohamed, Ann, and Yee, 2010).

From the Greek word "strategos" "system" is gotten from signifying "jobs of the everyday person". The expression "arranging" in administration is the most common way of changing the assets to utilize assets productively, successfully and effectively, so the reason for the organization is accomplished. Regardless of the area (business, clinical, instructive and development and so on), change is inescapable in the current business climate. Changes exist in a wide range of associations and happen actually as well as be reflected as far as utilizing assets (for example oil, land, water, and so on) and in the utilization of innovation and so on (Mohamed et al., 2010). Key Arranging consequently shuts the hole between where we are and where we need to go (Alaka, Tijani, and Abass, 2011). Teilhard De Chardin, a Jesuit logician (as cited by Kaufman, Browne, watkins, and Leigh, 2003, p. 27) accepted that people are the main animals who can see and impact their advancement; and data nervousness ", so the test today is to fix it rapidly. Specialists like O' Regan, Sims and Gallear (2008) have accordingly accentuated that little and medium-sized firms should partake in essential arranging in case they are to endure. As per past writing audits Fletcher and Harris (2002) underscore that according to the viewpoint of SMEs the parts of high-esteem key arranging should be reflected in future exploration. While O'Gorman and Doran (1999) caution that the unknown acknowledgment of vital arranging models utilized by huge partnerships may not be fitting for some little firms. The main review directed by France et al. (2004) with comparative components of key arranging, for example, (vision, reason, stowed away enterprising abilities, market direction and rivalry with rivals) in little Australian firms.

## **2.2. Strategic Management Process**

Here we will talk about the strategic management process that goes beyond the planning, implementation and evaluation of the business. Even the most well to do businesses with the best strategists tend to close down due to many reasons. The steps for an organizations strategic management process are as follows;

1. Knowing what the organizations mission and target is
2. Carrying out a survey about the external environment
3. Identifying opportunities and threats
4. Knowing the organizations resources
5. Knowing the strengths and weaknesses

6. Make and plan out strategies; a road map
7. Carry out those strategies
8. Evaluate the final results

How the company plans to use these methods will then decide their future and their place in the business world, following these points will help them immensely in this competitive business world.

### **2.3. Constituent Components of Strategic Planning**

French et al. (2004) led research in Australia on little firms on the connection between essential arranging and firm execution and vital factors, for example, (1) vision (2) objective (3) stowed away innovative abilities (4) market bearing and (5) seriousness. Be that as it may, in their decision and conversation of their discoveries French et al. (2004) declared that they had failed to remember a significant piece of key arranging known as client direction in their review and in ongoing investigations this significant component ought to be incorporated any other way the legitimacy of the review would be in question. Accordingly, Khan and Khalique's (2014) research means to zero in on the accompanying six/6 key arranging regions as (1) vision (2) mission (3) hidden entrepreneurial skills (4) market structure (5) competition direction and (6) direction for customers.

#### **2.3.1. VISION**

The initial phase in essential arranging is viewed as the production of a "dream explanation." This is an assertion of "what I need to be" from the association. Lead and construct your association and give it reason and course. This vision fills in as a motivation for individuals inside and outside the association. The vision explanation specifies the fate of the association. (Mohamed et al., 2010). A dream is the premise of an organization's statement of purpose and an image of what an organization needs to be (Hitt, Ireland, and Hoskisson, 2011).

An organization with a clear vision means that it knows the purpose and leadership of the organization, can compete in different situations, and is ready to compete with it to improve performance. A clear vision is essential for all types of businesses, whether or not the idea is written, regardless of the situation, but owners and managers need to be informed about the perspective of the organization. Successful business development management is based on the ability to strategically raise awareness of how a person identifies and predicts their world, sees world events, deciphers these occasions, and settles on choices that lead to suitable activities (Atherton and Hannon, 1996a). A survey of past examinations inspecting the effect of market patterns on firms' monetary presentation proposes that as a generally installed

reasoning, market administration gives clearness of point of view and spotlight on the endeavors of people and divisions, consequently empowering the association to change and seek after "conflicting" and "useful" techniques. 1990).

Outwardly weakened outwardly disabled individuals experience issues deciphering openings created by significant level consciousness of techniques in business improvement exercises and because of preparation shortcomings (Hannon and Atherton, 1997). Key arranging includes offering expressions of vision and objectives, doing inner (checking out qualities and shortcomings) and outside (taking a gander at promising circumstances and dangers) inspecting builds up long haul objectives and creates and chooses better systems (David, 2013). Vital getting ready for a wide range of enterprises has become progressively significant in this day and age. At no other time have they encountered a particularly emotional expansion in vulnerability and contest decisively in associations. Vital arranging isn't just useful in light of the fact that it can accomplish the vision of senior administration or can lessen unforeseen dangers; and enjoys many benefits (Vel, Ideology, and Narayan, 2012). Essentially French et al. (2004) discovered no connection between the vision of little firms and the 'production' of little firms. Reave (2005) contended that the estimation of assessment alone in associations and when a pioneer has an unmistakable comprehension of where a party is proceeding to have a reasonable thought of where the individual in question needs the association to be in five years, discovered that there is a negative connection with responsibility.

### **2.3.2 Mission**

Mission is an assertion from an association that answers questions, for example, "What is our work?", "What are we doing here?" and "What are we doing here?" The statement of purpose implies early on and moral and we are worried about the manner in which the association is run today for its motivation. The statement of purpose of an association should be clear and brief to recognize it from others (Mohamed et al., 2010). The statement of purpose perceives questions, for example, "What is our business?", "What are we doing here?" and "What are we doing here?" Whether or not or not the association's central goal is composed or not, proprietors and workers ought to be clear and very much aware of the association's main goal as it is the strategy of the organizations that drives them to their vision. O'Gorman and Doran (1999) announced that the presence of an assertion of apparatus or official capacity doesn't seem to straightforwardly affect the accomplishment of private ventures. Also French et al.



(2004) likewise discovered no connection between the activity and activity of little firms. While Kabulabulut and Efendioglu (2010) led research on Turkish organizations and detailed that the "mechanical articulation" recognizes and clarifies the significance of the essential arranging measure in the association and fundamentally affects the productivity of firms. They discovered an assertion of gear that was smaller (all around affected) and numerically important for the benefits of Turkish firms.

### **2.3.3. Hidden Entrepreneurial Skills**

The capacity of business visionaries to create new outside data and the capacity to utilize that data viably for business purposes impacts the utilization of chances. (Tsai, 2001). Each business has physical, scholarly, and social assets that join and engage organizations, like plan, creation, and advertising. The force that brings a more grounded upper hand than its rivals is called their abilities (Munir, Lim, and Knight, 2011). Numerous specialists anticipate technique, creativity, or ruthlessness to be the signs of a fruitful pioneer (Reave, 2005). An audit of existing writing and studies via Carter, Gartner and Reynolds (1996), Gibb and Scott (1985), Harris and Ogbonna (2006) and Chase and Overseer (1999) prompts the idea that there are four significant administration angles identified with the commencement cycle. The primary goal centres on how successful and productive administration abilities are. This is the level at which production line supervisors have the right stuff to perform or oversee formal arranging work.

Afferty and Griffin (2004) announced that "when there is no work to propel and fearlessness, articulation can adversely affect representatives". At long last, numerous pioneers or associations present undeniable level philosophical articulations that are once in a while reflected in regular or outrageous practices and really go against day by day practice. Analysing individual unmistakable characters and practices can convey more exact information for building a hypothesis (Reave, 2005). A review by France et al. (2004) led in limited scope Australian firms discovered no connection between the secret abilities of proprietors/chiefs and the presentation of little firms.

### **2.3.4. Market structure**

In this day and age, the capacity of a business to adjust to change decides achievement, supportability, and even endurance. Today, the worldwide climate is evolving drastically, and organizations face many new difficulties consistently. There are numerous serious tensions and dangers that keep a business from accomplishing its objectives.. (Akdogan and Cingoz, 2012). Ecological checking, as one of the main components of the essential arranging

measure, distinguished the need to investigate new freedoms and recognize dangers to settle on significant vital choices. Essayists in the business and independent venture networks perceive that essential arranging needs to keep on studying nature and the climate. (Balasundaram, 2008).

Key arranging works with thoughts that guide the interaction an association adjusts to its outside climate (Ansoff, 1987). Business pioneers (proprietors) need mindfulness and comprehension of the external workplace of their organizations to adjust their organization procedures to outer natural conditions (Bettis and Hitt, 1995; Wholey and Brittain, 1989). The organization's propensity to challenge its rivals straightforwardly and forcefully to acquire section and stay attractive prompts a cutthroat methodology by the organization. It is just conceivable through an intensive assessment of the outside climate of the business (Lumpkin and Dess, 1996). Understanding the climate in which SMEs work is basic to overseeing and arranging business measures. (Hannon and Atherton, 1997). According to an ecological perspective, business firm's center around market change and these organizations are viewed as powerful organizations (Wright, Kroll, Ask, and Lado, 1995). Feurer and Chaharbaghi (1995) and Feurer and Chaharbaghi (1997) report that by featuring the need to coordinate with business openings with key arranging, Ansoff laid the foundation for key arranging. During the 1980s the focal point of key arranging moved to an assortment of ideas and methodologies pointed toward expecting and taking advantage of organizations. For private ventures key arranging should be finished with a sufficient comprehension of outside conditions as all organizations have a solid outer climate (Spillan and Ziemnowicz, 2003). Outside natural examination assists with expanding effectiveness and productivity in private ventures (Kraus, Damages, and Schwarz, 2006).

Hodgetts and Kuratko (2001) brought up that by building applicable information and comprehension of significant environments, key arranging can help practically speaking. The changing outside climate impacts the essential bearing, all things considered, and by and large execution (O'Regan et al., 2008). Business openings are frequently concealed in unfamiliar business regions (David, 2013; Hitt, Ireland, Sirmon, and Trahms, 2011). Organizations need to foster intends to manage change as they face changing conditions particularly those progressions that can be anticipated and can happen abruptly (Phelps, Chan, and Kapsalis, 2001). Homegrown organizations contending in arising economies are confronting an "sped up" circumstance of fast political, institutional and monetary change related with product and immature business sectors. (Wright, Filatotchev, Hoskisson, and Peng, 2005). In extreme situations where request is continually changing, openings become

more copious and execution ought to be a lot higher for those organizations that are outfitted towards new freedoms since they have a decent harmony between their vital and natural methodologies (Wiklund and Shepherd, 2005).

The capacity of organizations to deal with their natural presentation arises as an essential issue in many organizations all throughout the planet and is principally on the grounds that the climate is currently viewed as an important resource (Ann, Zailani, and Wahid, 2006). The association's 'outside climate' influences their capacity just as individuals' capacity to set out or make open doors. Natural proprietorship upgrades asset proficiency, asset preparation, and recognizes openings for cutthroat benefit (Hitt et al., 2011). White (2000) announced that the outer climate and inner powers essentially affect specialized choices among Chinese state-possessed undertakings. The present associations face the significant test of making information more useful as a wellspring of rivalry in intricate and unusual conditions. (Daud and Yusoff, 2011).

### **2.3.5. Competition direction**

In market course reports, the connection between market construction and execution is viewed as a foundation (Haugland, Myrtveit, and Nygaard, 2007). Dess and Facial hair (1984) stressed that administrators should initially choose a particular market for consideration and regularly focus on the focal point of explicit clients. While Drucker (1999, page ix.) "We are living in a period of incredible change". Narver and Slater (1990) contend that a business that will work on its presentation in the market should build its market position.

Market guideline is viewed as the core of the system and the board of the present promoting. Market Direction is important for a social design, where an association that means to be a market-centered association needs to make a precise arranging measure, assemble methodical data, viable self-appraisal, examine contenders and clients on the lookout and at last disperse data all through the association the term market direction is otherwise called market-driven, client arranged, and client situated. (Deshpande, 1999). Greater advertising plans help chiefs who need to use market attention to arrive at their objectives. In the interim, it upholds market arranging by giving clear and clear objectives that attention on arranging endeavors. (Pulendran, Speed, and Widing, 2003). Each business administrator should consider cautiously about the organization's market structure and the extent of its techniques. The endurance and accomplishment of a private venture is regularly controlled by these dynamic regions (Spillan and Ziemnowicz, 2003). The advantages of market guideline in the business world are plainly established in the Western economy. Be that as it may, little examination

has been done on these practices and their effect on the solid presentation of arising economies. (Liu, Luo, and Shi 2003).

The market structure gives the organization a superior comprehension of its rivals, clients and climate, prompting a more grounded business. (Kara, Spillan, and Dishields, 2005). A business culture that conveys better execution with a responsibility than produce an enormous number of clients characterizes market direction. This customary conviction is established in ceaseless gaining from an assortment of stowed away customer highlights, presented to contending needs, abilities, techniques, and activities identified with the proficiency of learning creation and use. It was reasoned that the organization's presentation will be influenced by economic situations. (Narver and Slater, 1990; Slater and Narver, 2000). Mohsin, Halim and Ahmad (2012) detailed that market direction permits proprietor proprietors to gather data from existing clients and the individuals who might have to make high client esteems and react in a business way. Hult, Tomas and Ketchen (2001) guarantee that exploration shows that solid market capitalization expands an organization's market affectability, drives item creation, cycles, and development, and builds the odds of another item succeeding. (Subin and Laborer, 2004). Regardless of all the examination in the field of market guideline, the contending area and the client direction field has been generally aimed at the investigation of enormous organizations. Cohen and Kaimenakis (2007) detailed that main a modest bunch of studies were directed in little and medium ventures to evaluate market presence and business execution. Spanjol, Qualls and Rosa (2009) brought up that client rivalry is some of the time related with the arrangement of market mix. Narver and Slater (1990) Examples of organizations and administration items working in various businesses keep a positive connection between market structure and corporate productivity. The discoveries of a review led by Jaworshi and Kohli (1993) recommend that market guideline is answerable for all business legal execution. Chang and Chen (1998) detailed that numerous profoundly attractive organizations appeared to partake in an undeniable degree of business execution. Han, Kim and Srivastava (1998) revealed in their exploration that market guideline helps an association's innovative force which decidedly affects the exhibition of its business. Slater and Narver (2000) revealed that economic situations and business execution (benefit) are decidedly associated.

Pulendran, Speed and Widing (2003) tracked down a positive and significant connection between market construction and business execution in a review led by. Kara et al. (2005) have shown a solid relationship between's market elements and little merchant execution. Krocp, Lindsay and Shoham (2006) tracked down a positive connection between market

patterns and the exhibition of firms in their exploration directed in the Republic of South Africa. Dough puncher and Sinkula (2007) detailed that market patterns are emphatically and viably connected with the achievement of another item, and work on hierarchical execution by expanding corporate insight. Haugland, Myrtveit and Nygaard (2007) revealed in their exploration in the lodging business, that economic situations littly affect related creation and don't influence property recuperation. An investigation of French et al. (2004) didn't discover a connection between market patterns and the presentation of little firms.

### **2.3.6. Direction for customers**

Hannan and Freeman (1984; 1989) featured and supported by Harris and Ogbonna (2006) that the super main thrust of an association's idleness was an absence of information about exceptionally serious endeavors and a profound comprehension of the cutthroat circumstance. Hand, Sineath and Howle (1987) additionally stress that more consideration ought to be paid to cutthroat practices in private ventures. How much firms are leaned to comprehend and comprehend the qualities and shortcomings as well as the qualities of current and potential contending strategies and methods is called corporate administration. Absence of information on the organization against its rivals prompts issues (Harris and Ogbonna, 2006).

Temtime (2003) likewise underscored that in these long stretches of accomplishment and endurance the utilization of vital arranging is important because of the solid contest on the lookout. For independent companies an adaptable serious business climate frequently needs to adjust rapidly to a difficult climate. SMEs face contest from enormous organizations. Thusly to be more cutthroat, solid and business-arranged, SMEs need to focus on, recognize, and lessen their business challenges in this day and age (Talib, Ali, and Idris, 2013). Brokner (1992) and McCarthy, Schoorman and Cooper (1993) brought up that associations and their chiefs who are new to contending rehearses are less inclined to advance change. In such cases, existing vital firms might be more dedicated to their present course without an arranging cycle and introductory arranging is absurd. Contender direction incorporates how much firms are slanted and comprehend the qualities and shortcomings as well as the contending abilities and techniques of existing and expected contenders. The need and advantages of preparation are focused on and carried out insofar as firms 'center around contenders' activities'(Harris and Ogbonna, 2006). With regards to SMEs, Pelham and Wilson (1996) have shown a positive connection among administrative and market (client and serious) execution. Client spotlight and spotlight available, arranging and outer climate are found among those components that add to the achievement of SME business in Thailand (Islam, Keawchana, Yusuf, and Chittithaworn, 2011). Likewise French et al. (2004) led

research on little Australian firms and discovered no connection between contending contenders and the exhibition of little firms. Kim, Park and Yoon (1997) contended that to get by in the present serious business sectors, organizations should have the option to address the issues of clients by zeroing in on excellent item conveyance, conveyance time and minimal expense. Business people ought to likewise zero in on client needs, zeroing in on clients and their requirements is by all accounts an approach to succeed and keep away from the most noticeably terrible sort of shocks particularly in upset regions like another cutthroat climate, where contenders can rise up out of any business line or country all of a sudden (Meyer and Heppard, 2001). At the point when an association is serious and client centered, it centers on the quest for data and utilizations it to address client issues and to acquire upper hand (Han et al., 1998).

Worried about the achievement of independent ventures, one of the keys to fruitful promoting is an eagerness to zero in on help direction when selling items and administrations. As clients become more specific and hold their buying techniques, and huge organizations can possibly discover designated markets. To keep up with client steadfastness and a more noteworthy strategic advantage on the lookout; private ventures should zero in on addressing client needs (Carragher, Parnell, and Spillan, 2009). Oh well and Vadi (2006), Becherer and Maurer (1999), Froehle and Roth (2004), Hipkin (2000) and O'Gorman and Doran (1999) additionally revealed that by controlling the kinds of practices and representatives they show, firms regularly attempt to shape their picture with clients. Client support faculty assume a significant part in getting sorted out associations as the accomplishment of an association relies upon powerful client connections (Robertson, 1995). Client care and great client connections are significant in little and medium-sized organizations where practically all representatives speak with outside and inward clients consistently (O'Gorman and Doran, 1999; Parnell, Carragher, and Odom, 2000).

On account of SMEs research Pelham and Wilson (1996) have shown a positive connection between market design and execution (client and rivalry). In a review by Wright, Pearce and Busbin (1997) they found that organizations underlining client assistance detailed higher loan costs, resource returns, venture returns, deals returns, and benefit development than the people who revealed less accentuation on client assistance by individual representatives. Appiah-Adu and Singh (1998) introduced a positive connection between client direction and execution of SMEs. Han et al. (1998) revealed in their review that market course that assists the association's capacity with enhancing, likewise positively affects business execution. At the degree of part of the investigation they discovered that piece of client direction was the

prevailing variable in such manner. While Verhees and Meulenber (2004) propose that client market knowledge decidedly affects execution.

## **2.4. Strategic Planning Process**

Strategic planning is incorporated a lot of steps for the affiliation's drive to overview together and certify/alter its focal objective and vision, show up at concession to the ideal destiny of the affiliation, and make decision standards to achieve that future. Crucial sections of the fundamental orchestrating decision cooperation include: 1) situational assessment, 2) methodology detailing, and 3) arranging execution of the system.

### **2.4.1. Situation Analysis**

Analyzing and understanding matters is accomplished by 3 separate strategic thinking activities: 1) external environmental analysis, 2) internal environmental analysis, and 3) directional ways. The affiliation and outcomes of those activities structure the bases for headway of framework. 1st and foremost, situational assessment suggests obtaining current info on the external climate, researching these knowledge and identifying rising changes soon external climate, by then learning consequences of those examples for the clinical advantages business and also the affiliation. The external common assessment can counsel "what the affiliation ought to do." Strategy is furthermore influenced by within resources, abilities, and limits of the affiliation and addresses "what the affiliation will do." Finally, framework is driven by the affiliation's directional philosophies. Directional frameworks fuse the "mission" clarification representational process the affiliation's inspiration. "The mission statement describes the affiliation's overall clarification and shared characteristics which will management the affiliation's individuals in enjoying out their work to satisfy its inspiration. In like manner, the mission grants the essence of the link to individuals within and out of doors the affiliation. whereas the mission statement summarizes the what, how, and why of the affiliation's work, "vision" describes a gap between the current and a few future state and what accomplishment can appear as if.

"Directional strategies verify "what the affiliation has to do.

"Together, these forces are basic commitment to procedure definition.

These parts of matters examination aren't basically inconsequential however instead cowl, partner with, and sway each other."

### **2.4.2. Strategy Formulation**

In spite of the very fact that situational assessment incorporates expansive get-together, masterminding, separating, and cognizance of information; strategy definition incorporates dynamic that uses situational information to affirm or modification the affiliation's principle

objective and vision equally as makes decisions as for fragments of the tactic which will describe "how" they'll succeed their focal objective and vision.

Varied parts of methodology address decisions regarding: “1) Markets target and the way the affiliation will show up at the zeroed in on plenty. 2) Products/organizations/plans the affiliation can supply. 3) However the affiliation positions or isolates its issue or conceivably organization commitments looking out. 4) However the affiliation plans and manages its clinical/business measures across the worth chain. Value} chain is enclosed the center cycles that wrap the patient worth adding work of the affiliation. 5) However the affiliation orchestrates its resources. 5) Activities within the price chain the affiliation can perform itself and activities it'll move to outside assistants. 6) However the affiliation can get command pay or blessings.”

### **2.4.3. Strategy Implementation**

The fundamental definition arranging measure describes where the affiliation needs to go; the execution plan portrays who (people) will get the relationship there and the execution path for people. System execution incorporates giving the philosophies something to do by attracting the affiliation's family in characterizing execution targets, objections, action steps, and result assesses that interface the fundamental cooperation to the affiliation's functioning cycles. The execution plan focuses on making action plans, including principal development and resource bargains between transient objections and long stretch goals, and naming people. Finally, the execution plan should consolidate course of action and duty from all individuals, developing finish measures to guarantee people are meeting their obligations to convey the procedure to acknowledgment.”

### **2.5. The Concept of Environmental Scanning**

Environmental scanning is the observing, assessing, and dispersing of data from the outer and inside climate to key individuals inside the company or association. (Kazmi, 2008). Ecological checking is an interaction of get-together, breaking down, and apportioning data for strategic or vital purposes. The ecological checking measure involves acquiring both genuine and abstract data on the business conditions in which an organization is working or thinking about entering. There are three modes by which associations filter their current circumstance:

- **Ad-hoc Scanning** - present moment, rare assessments normally started by an emergency: associations filter it climate because of emergency that is influencing the organization right now and investigate the circumstance to know whether the issue is inward or outer;



- **Regular scanning** - examines done on a customary timetable (for example when a year): most exceptionally cognizant associations can see climate filtering as a program that ought to be done routinely and thusly, the majority of such associations do it consistently;
- **Continuous scanning** (also called continuous learning) - persistent organized information assortment and handling on a wide scope of natural variables. (Kazmi, 2008).”

### **2.5.1. SWOT Analysis**

Domestic and foreign climate is an important organization. The natural element of business is usually called quality (S) or shortcoming (W), and the non-business element is called opening (O) or danger (T). This essential retest is called a SWOT analysis.

SWOT analysis provides data to help regulate the harsh climate of operating with the assets and skills of a company. Therefore, it is essential for system selection and details.

### **2.5.2. PEST Analysis**

PEST analysis stands for "political, economic, sociocultural, and technical analysis" and describes the large-scale structure of natural variables used in the ecological filter section of major government agencies. It forms part of an external review while coordinating a basic assessment or factual review, providing a framework for a variety of large characteristic elements that the association needs to consider. It is a useful and essential tool for understanding the progress or decline of a commercial area, its commercial position, its potential, and the direction of its exercises.

The creation of meaning from characteristic or natural factors in the central decade of the 21st century has fueled the green problem and the widespread use of improved versions of the PES framework”.

### **2.5.3. Importance of PEST and SWOT analysis**

PEST and SWOT are strongly related methods for approaching trade research. Interference is an abbreviation for the political, economic, social, and innovative impact on a business. SWOT is a situational survey tool for pioneering organizations, including terrain quality, shortcomings, openings and dangers. The pests are tightly connected to the SWOT hazard segment, but they are also important for assessing their potential. SWOT analysis focuses on internal and external variables, while reducing the focus on external natural factors that affect

the business. Bug investigates the political and legal scene by examining labor law, policy issues, positions, and guidelines that affect business.

While SWOT analysis focuses on internal and external components, PEST focuses on external ecological factors that affect the business. Vermin explores the political and legal scene by examining labour laws, policy-driven issues, positions, and patterns that affect business. Financial variables include cash transactions, financial status, and monetary-related strategies. Social factors include distribution, buyer socioeconomics, and patterns. Innovative components include innovative accessibility that has a decisive impact on your business. Organizational pioneers assess quality, shortcomings, openings, and risks when classifying businesses, and sometimes when examining corporate methodologies. The qualification assessment records the core competencies that an organization has in favour of other organizations. The lack of internal investigation is incomparable to the opposition. Vacancy assessment focuses on the development of the business unit or the expansion of undiscovered items. Danger considers the expectation that external influences, such as those recognized by PEST, could later damage the business.

## **2.6. Importance of Environmental Scanning**

Environmental scanning is the process of measuring, predicting, and assessing changes in various environment variables (Oladele2006). Most of the associations are currently creating different types of systems that can be supported in a business environment. This needs to be achieved by investigating the environment. (Opportunities and threats). Oladele (2006) expressed the importance of nature research as follows:

- Because the climate is dynamic in nature, filtering is important to respond to change;
- It reveals the components or variables that make up danger and freedom for the general purpose of the association;
- Competitor's exercises can be observed and fitting techniques set up to check market invasion;
- It gives fundamental contributions to the definition and execution of intense showcasing systems.

## **2.7. Environmental Strategic Planning**

Environmental Strategic Planning involves four builds including eco-effectiveness, ecological needs, wellbeing and security and ecological announcing are recognized. Eco-proficiency builds incorporate energy utilization component, contamination anticipation system and natural ramifications. Ecological needs incorporates markers like nearby and worldwide guidelines execution, exceptional activities and worker mindfulness programs.

Wellbeing and security incorporates client wellbeing and wellbeing just as representative wellbeing and wellbeing approaches. Essentially ecological announcing is built with normalization and clear and exact natural detailing as fundamental pointers. This scale can be utilized to quantify multi-layer climate maintainability execution of organizations in different ventures. (Abasyn Journal of Social Sciences – Volume 10, Special Issue November 2017 :)

Environment Strategic Planning is a multidimensional build, which has been conceptualized in an unexpected way (Gladwin, Kennelly and Krause, 1995). Sustainability refers to partnership exercises that are often considered intentional in collaboration with partners, taking into account social and natural concerns in the business world. (Marrewijk and Werre, 2003). Climate Strategic Planning alludes to the economic coordination of natural worries into the plan, assembling and dispersion of items, insurance of water assets, biodiversity, contamination avoidance and control, squander the board, the executives of neighborhood contamination, the board of ecological effects from transportation and so on Since climate Strategic Planning is a multidimensional develop, it is hard to make an all-inclusive rating component. In this manner, native setting while at the same time building up its pointers ought to be considered on need (Chatterji, 2011). To establish a climate at the public level that advances (climate) manageability, frequently the slip-up of duplicating frameworks is submitted. Generalizing relates organizing issues and arrangements under a typical edge on the grounds that hypothetically they seem to be comparable. Actually, when we break down an issue at the reasonable level and attempt to carry out arrangements, the distinct contrasts and difficulties are uncovered among comparable looking issues and arrangements (Chatterji, 2011). Corporate supportability has given an extraordinary significance in the corporate area and the disposition towards socially and naturally capable firms are clear in European business sectors (Das and Rangarajan, 2017).

## **2.8. Importance of environmental strategic planning**

Many businesses carry out environmental analysis, which is an element of ones start up strategy and it helps to determine the threats, the opportunities, it categorizes the changes and factors that can affect your business either directly or indirectly through your customers, suppliers or competitors. The purpose behind carrying out an environmental analysis is to have an overview over the political, environmental and economical situations that is currently present in your country and through this way businesses will know what course of action they should take to promote their product or what strategy they should abide by to make the business prosper (Ioppolo, 2016). These analysis are later converted into business decisions which help direct the business to its goal. To perform an environmental analysis, take a step

back and take a look at what's commonly happening in the industry or environment in which your business operates, and make the best decisions for your performance management system.. Environmental analysis or SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) are of two types, internal and external. Internally one sees the strengths of the business, what are its key points and driving force that makes it different and special and how it can further make those key points concrete. The weaknesses of the business should be known, every business has a weakness and if those are not found out and taken care of, it can greatly affect a business's performance and at times it can be used by your competitors to crush a business internally. The external factors, threats and opportunities help align the purpose of the business. What they have to do, who are their competitors, what are the current opportunities they have to take that will push the business forward. The external factors if seen more closely comprise of more than just threats and opportunities; the PEST analysis is used for this purpose (Political, economic, social, and technological). Managers have to carry out an environmental analysis every 6 to 12 months depending on the nature of the business, carrying out these analysis helps a business be on their toes when faced with threats or any issues in the future, they would know what course of action to take to counter these threats or changes. The purpose of environmental analysis is for the organization to know about the changes in the external environment, a change in the political parties, environmental changes such as an introduction of new rules that combat global warming and pollution in the atmosphere, technological developmental and advancement with the introduction of better machineries that can do the work faster and more efficiently and social changes that consist of demographics, age distributions, cultural attitudes, workplace ethics and lifestyle trends. An analysis is to basically give an over view of the situation that the business is in and how to avoid the threats that come its way. For example, if there are demographic changes then the business cannot change its location and so has to carry out or think up solutions that will at least lower the risk it will be facing. With the change in trends, it will have to introduce better products that cater to the targeted generational age group. The use of environmental strategies will greatly help the business in increasing its number of sales, maximize on its strengths, decrease its weaknesses, make the most of its opportunities and reduce any threats that hinder its progress (Thomas, 2021).

### **2.8.1. Scanning Of Environment**

Scanning of the environment to know what lies in between of them and their goal. This visualization of ones perspectives over what might or may occur over the time period of their

journey, what hindrances, what opportunities, and threats will come to stop their progress. For example, a man going for his job or going out to get groceries, he will first make a list of all the things he wants (having a clear target), he will then plan out the road or the lane he should take to avoid traffic, road bumps or closures, traffic wardens etc (threats), he would also chose the easiest route too (opportunity), in this way a business has to have a clear direction of their goal, know who their threats are and above all make good use of their strengths and weaknesses; all of this is possible after carrying out a good scan of the business environment (Tang, 2016).

### **2.8.2. Planning Environment and Types of Planning Environment**

All the factors that play an important part in the success and fall of a business and that involve both internal and external factors of the business, commerce and industry. A business works in an environment where it will be affected by any changes or development that happens around it, if it continues to work with the same method and not bring about a change, it will be sure to be left behind (Kurniawati, 2016). There are two types of business environment, External environment and Internal Environment.

#### **➤ External Environment**

- The fluctuation of the country's economy
- The mind-set and needs of the public
- The policies and laws of the government
- The market
- Global Business climate (International and National business climate)

#### **➤ Internal Environment**

- Employee management: How employees are managed and the type of treatment they are given which shows in the way they perform and their output to the company
- The history of the company: The way they perform and have managed their whole business in the past and how it has changed in the course of time.
- Product: What type of product the company makes, its quality and its value in the market.
- Technology: Is the company using the same obsolete machineries that have lived above their lifespan or have they developed their systems and have better mechanics and machine.

- **Management Values:** How does the management value its employees, how do they operate and do they have the right management to take care of everything going on in the business.

Environment is the mixture of History, culture, technological advancements, management, employees and the final finished product. Environment planning can be categorized into two; Mega Environment and Micro Environment.

### **2.8.3. Mega Environment**

This is the overall trend of the business world, the market that has business companies revolving around it, the mega environment are the reason why businesses either succeed or fail. The Mega environment comprises of the social changes, the political developments, the technological research and innovations, social changes, economical changes and legal legislations. All of these have a long term affect to the business.

### **2.8.4. Micro Environment**

These are the factors that have a direct link with the business performance and production. It is related to the competitors in the market, the suppliers, the retailers, employees, the dealers and financial institutions that have a direct effect on the company and the way it manages its whole business.

### **2.8.5. Strategic Planning in the light of Environmental Analysis**

Strategic planning is what shapes companies, it is a fundamental factor and all other factors of the business revolve around it. If companies focus too much on the present issues and do not foresee the future issues and challenges it will face it will incur enormous problems in the future as it will not have any clear solution to them, so with the right future predicting technologies and far sighted managers the company can foresee future problems and challenges. The research department is responsible for looking up the new developments and changes that are happening and are even in charge of the threats the company will be facing in the future, the strategies and road map is drawn up by them and then they relay their concerns and statistics to the top management who then decide what to do with that information and so according to their decision the company will move in that direction. All of this planning beforehand is what sets companies apart who see 10 to 20 years ahead of their time, draw up the correct approximate statistics and then take the relative course of action that best suits their company (Wolf, 2017).

### **2.8.6. Environmental Analysis Vs Strategic Management**

Sources that help us understand the areas where the businesses would need to improve on, these sources of information can be in written and verbal form, intelligence form, forecasting, IT and formal means of information. Once we have outlined the factors that we need to work on and when we need to find out about the top trends that are in the market and in the world, we need to carry out an environment survey and these surveys are by verbal, written, forecasting, media and many other ways (Wang).

- The written form of acquiring information is by going through competitors balance sheet, seeing the newspaper, having someone on the inside of the newspaper agencies to relay to you the top trending issues that are not to be published, Tv and market surveys done by specialized people who are brought into this field for this purpose only.
- The verbal source is by the TV, radio, outsiders and hidden agents in other companies who help to tell information about that companies secrets.
- Industrial intelligence is another method to know about your competitor's ways and secrets. This can be either to get information from their employees, their suppliers and dealers or by simply hiring professionals for that service.
- Having open surveys from the general public to know what they want or by going door to door survey too.
- Technological surveys are the most trending and effective ways to know what the general public want by monitoring their buying habits in a general super store or seeing what they most like to buy or have an interest in online and seeing their purchasing pattern online. This is by far the most effective and promising way of knowing what the public want and what they most love.

### **2.8.7. Classes of environment influencing strategic management**

There are at least 5 to 6 different classes of environmental influences that play a major role for strategic management. In this part we will be discussing all the different classes of environmental planning and the toll they have over the strategic decisions made by managers (Wheelen, 2017).

#### **2.8.7.1. Economic Environment**

Money is the means by which anything in this world is possible, without money a lot of work and projects have to be kept on standby. For businesses the economic environment is very important, the flow of the economy, is it going down or is it moving upwards, all have a

significant role for business decisions. The payment of employees, the transactions to different companies for the purpose of investment, input, output, and savings all are very crucial for a business. The situations of the economy is very important to decide what next move to take to get the best results. For example; during a recession the economy of the state is at an all-time low which affects the people who will start to spend less and thus a reduction in the company's sales. An increase in interest rates causes funds needed for investment purposes to get costly and thus less investment and money for large scale projects. Less corporate tax means more diversification, expansion and even development for some companies depending upon their business interests. For some companies this is seen as a golden opportunity and they utilize it to the best of interests but for others it is very damaging and at most may even cause them to fire many employees or close down permanently (Frynas, 2015).

#### **2.8.7.2. Natural Environment**

The natural environment affects a business operation as well as its ability to expand or take up new operations. The natural environment can also cause some companies to re-make the total costs of their company in terms of products, equipment and procedures that can affect the company adversely. Natural disasters affect the houses, businesses and even the infrastructure causing city or even country wide panic, stopping all business procedures and work. Companies like the mining company that has interests in rocks etc have to stop their work when there is rain or storms or even an earthquake. Fisheries are affected the same way due to heavy flooding as well as the forestry industry who cannot work when there are thunderstorms and heavy rain. Thus, the natural environment has a major role for how businesses function on a daily basis.

#### **2.8.7.3. Legal and Regulatory Environment**

This can be described as the effect of politics on the country and how the change in government affects the business procedures. With the frequent change in political power and governmental laws it can cause unrest among people and the businesses, for example; some political parties might pass laws that can be favourable for some companies and not so much for others, it can also affect the remittances. If the government frequently changes its laws, taxation policies, industrial, export and import policies it can ultimately discourage people from investing or altogether from spending money, it will even discourage international clients from taking interests in that countries projects. The government might even give subsidies to some goods and products that will encourage companies to take the initiative and



invest in them, but at the same time it may release laws that will affect companies adversely. For example; the electric supply unit cut off supply to the Leela Kenpinski Hotel, which was known for violating some laws kept by the Ministry of environment and forests, on the 'Environmental protection act'. Which stated that no company can do construction more the 500 meter of the coast during high tide, violation of it eventually brought on a heavy penalty from the government.

#### **2.8.7.4. Social Environment**

Social values and norms are very important if a business is near a residential area, disobedience for not following those social rules can keep the business in the bad books of the people and even ultimately cause their products to be boycotted. Social norms such as not polluting the nearby areas by excessive garbage disposal, or polluting the atmosphere. The goal is to produce laws that are both favourable for the residents living there and the environment overall. However, sadly this is not the case as political officials can be bribed by the businesses and are then turned a blind eye over their behaviours.

This has caused unrest and anger among those businesses that abide by the law and follow the rules and regulations and are not giving the same treatment then those who buy their way into the system even when they don't obey the rules. Thus, they either follow the rules and risk the closure of their business or like many others use the power of money and unfair means to make their place. In the past women used to stay at home but now most have started going out for jobs, businesses that work by going door to door to promote their product are incurring losses but in other ways restaurants and beauty parlours have opened up.

#### **2.8.7.5. Technological Environment**

Technology is the mother of all good is what most businesses see it as, better and more advanced the technology, the more cost effective it will be for the business. It may cause high job loss as people would be replaced by more effective and better functioning machines but for the businesses it would mean a cut on costs and heavy profits. So to keep up to date the strategic managers have to keep top notch technology otherwise they would be left behind in the rat race. Most businesses are greatly influenced by advanced machinery but for others it does not change the way they function and perform their daily tasks. It all depends upon how creative mankind is and how fast they can bring about a rapid change in the business environment.

#### **2.8.7.6. Organizational Environment**

After the environmental reasons we now look into the organizational factors that play a part in how a business works, this comprises of the groups and stakeholders who have a say or

control over the pricing, the production and the way the product should be market. The groups are the suppliers, the investors, the competitors and the community. Customers: For a business the customer is always right, if the business loses its customers they lose their profits, because of which research, surveys and effort is made to see what the customer prefers, who their target market is, and observations of customers buying habits and what they mostly prefer. Strategic management is in charge of this to avoid losing potential customers. Suppliers: The suppliers to a firm are the capital, the labour, the materials and equipment. The management is concerned for the cost of them all and how to find cheaper alternatives or a better market to suit them without incurring heavy expenses. Competitors: Competitors keep companies on their toes, with the arrival or leaving of competitors the managers have to carry out suitable decisions that make the company move forward. The right rules decide the next course of action. Community: Now when the general public gets involved they want things to move their way since they have shares in the company as well; they usually ask for the company to not always be about the profits and to think about the people, the environment and the country.

Thus the purpose of this study is to analyze environment Strategic Planning scale through measuring environmental practices of firms operating in Pakistan. A few associations working globally deal with the climate by tolerating and applying organization's wellbeing, security and ecological guidelines which are stricter than local principles set by the public authority offices (Momin, 2006). Firms should zero in on wellbeing and security strategies of the two clients and workers. Clarkson (1995) distinguished that those organizations who esteems wellbeing and security of the clients were on the highest point of rundown and suggested wellbeing and security as fundamental rules for partners break down. The work ought to be intended to forestall the mischief of worker in the workplace where the manual representative exhaustion is included (Kogi and Kawakami, 1997). The European Agency for Safety and Health at Work additionally focused on security and strength of representatives at work (Russo and Tencati, 2009). There is the possibility to adjust lopsidedness of energy among association and climate (Gray, Owen and Adams, 1996). Moreover, Belal (2000) showed that 90% of the example organizations being considered uncovered ecological data worried to energy use being the most famous. Imaginative example in natural ramifications has conveyed an improvement in the climate and has likewise made the intensity closer together (Porter and Linde, 1995). Moreover, Reinhardt and Carmen (1999) and Cohan and Gess (1995) said that to arrive at the upper hands, associations need to reinforce their natural chances factors. Thusly, one ought to receive contamination free innovation, similar to

squander treatment hardware in explicit to treat mechanical waste arranged in water to diminish water contamination. An association should satisfy every one of the natural guidelines (Momin, 2006). Acquaye, Fengi, Oppon, Salhi, Mohammad, Genovese, and Hubacek (2016) led concentrate on Environmental Strategic Planning execution estimation with the point of view of significant worth chain order, distinctive execution measures, biological trades and methodological issues and furthermore gave suggestions in such manner.

This study will analyze Environment Strategic Planning practices of companies in Pakistan through a scale which is published in Abasyn Journal of Social Sciences – Volume 10, Special Issue November 2017: Disaster Risk Management and Climate Change for Business Continuity and Sustainable Development.

Table 1: Factors of Environmental Sustainability

<b>Constructs</b>	<b>Indicators</b>	<b>Items</b>	<b>Source</b>
<b>Eco- Efficiency</b>	<ul style="list-style-type: none"> <li>➤ Energy Consumption</li> <li>➤ Pollution Prevention</li> <li>➤ Environmental Implication</li> </ul>	➤ “Our Company has received preparatory app.”	➤ UNDP/STCIC (2007), ➤ Meiseberg & Ehrmaan (2012)
		➤ “Our company has attempted to diminishits environment”	➤ European Commission (n.d)
		➤ “Our company reflectsprobable environment.”	➤ European Commission (n.d)
<b>Environmental Priorities</b>	<ul style="list-style-type: none"> <li>➤ Local and international Standards implementation</li> <li>➤ Special Initiatives</li> <li>➤ Employee Awareness Programs</li> </ul>	➤ “Our Company carries out special programs.”	➤ Turker (2009)
		➤ “Company has commenced different activity.”	➤ Ray, K. (2005)
		➤ “Company participates in activities which are environment friendly.”	➤ Turker (2009)
		➤ “Environmental carried out by our company.”	➤ UNDP/STCIC (2007)
		➤ “company commences initiatives to promote environment friendly practices	➤ UNDP/STCIC (2007)
		➤ “Our company has proper health & Safety protocols”	➤ UNDP/STCIC (2007)
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>➤ Customer Health &amp; Safety</li> <li>➤ Employee health &amp; Safety</li> </ul>	➤ “Company has suitable arrangement for ...”	➤ European Commission (n.d)
		➤ “Company often conducts assessment of...”	➤ UNDP/STCIC (2007)
		➤ “Company provides clear and accurate...”	➤ European Commission (n.d)
<b>Environmental Reporting</b>	<ul style="list-style-type: none"> <li>➤ Standardization Clear and Accurate Environmental Reporting</li> </ul>	➤ “There are quarterly and annual reports on.”	➤ UNDP/STCIC (2007)
		➤ “Company reports locally and international established standards....”	➤ European Commission (n.d)

## **CHAPTER 3**

### **THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY**

To examine and decide the Environment Strategic Planning in Housing Ministry establishments, various factors are distinguished; Eco-Efficiency; Environmental Priorities; Health and Safety and Environmental Reporting. The Researchers contend that Housing Ministry of Pakistan isn't very much rumored because of degenerate practices, regulatory and political impacts, construction of association itself and clumsy arrangements by compelling people. Absence of sound checks and equilibrium framework because of powerless legal framework is further adding to these ills of Housing Ministry organizations. Thus, to discover answers of all our exploration questions, first, How to check the Impact of natural Strategic arranging of an association? Besides how we discover climate the natural vital arranging exist in Housing Ministry of Pakistan? Third how we examine the ecological key arranging in Housing Ministry of Pakistan? Furthermore, in the last How to investigate the part of ecological Strategic Planning in Housing Ministry of Pakistan after the contribution of variable like development and innovation. My hypothetical structure which is gotten from the scale notice above in regards to Environment Strategic Planning and features these factors as principle develops from which we can investigate the Environment Strategic Planning in Housing Ministry organizations in Pakistan.

## Conceptual Framework

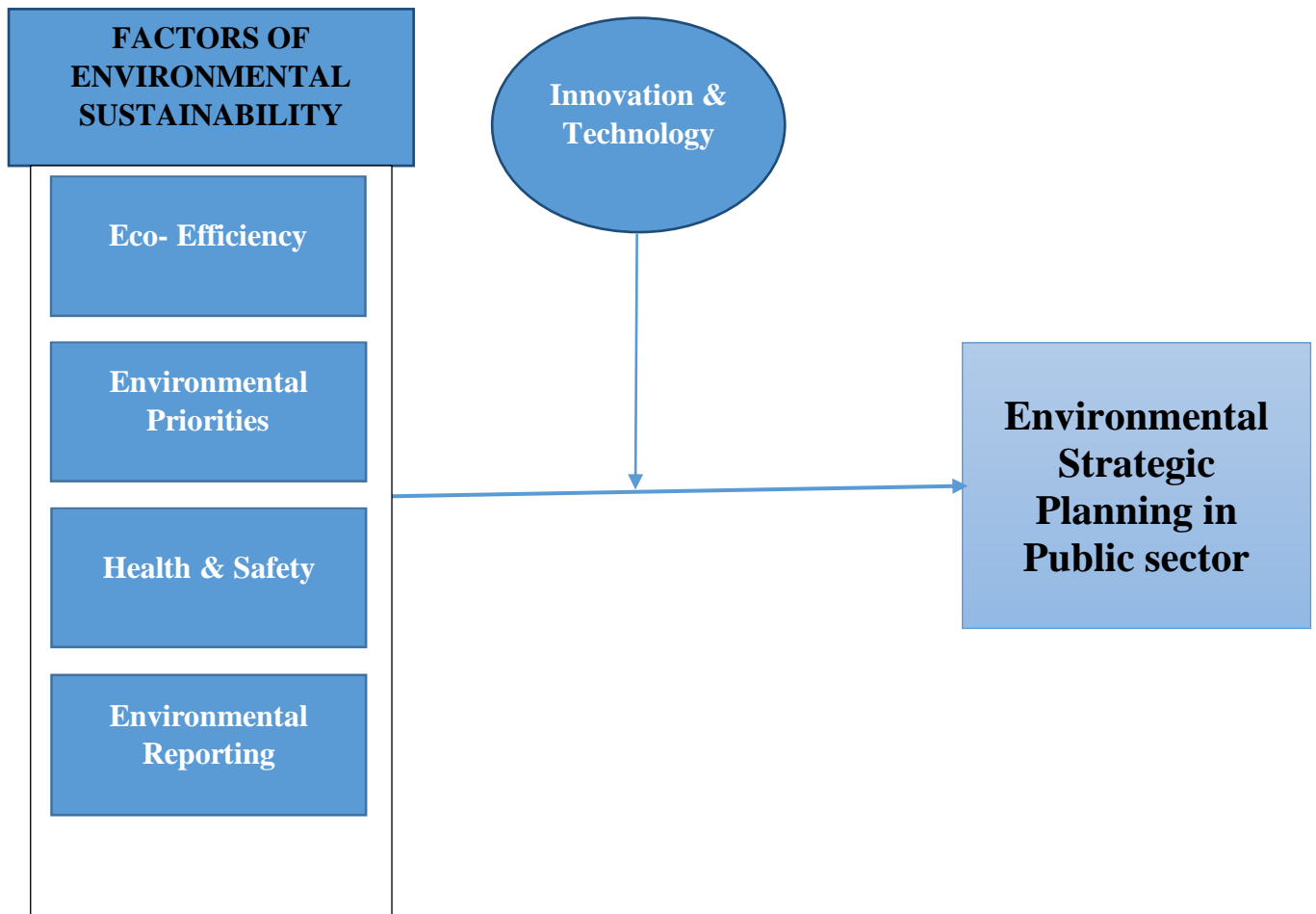


Figure 3.1: Conceptual Framework

### ENVIRONMENTAL STRATEGIC PLANNING

Strategic planning is the organizational process to identify the desired future and to develop decision guidelines about how the organization will relate logically and consistently over time to its external environment. Thus, the outcome of a strategic planning process is a plan or strategy.

#### **Ecology**

Ecology is the study of the relationship between living things and their physical environment, including humans; it seeks to understand the important relationships between plants and animals and the world around them.

#### **Climate security**

Climate change increases the risk of conflict and Australia will not have sustainable national security unless it is addressed appropriately. Australia faces significant weather

and security risks at its doorstep and without immediate action, climate change could weaken security in our region.

### **Health and safety**

Health and safety is about preventing you from getting injured at work or getting sick from work. Your employer is responsible for your health and safety, but you must help. Determine what can harm you in your job and take precautions to prevent it. This is part of risk assessment.

### **Good governance**

Therefore, the process by which government agencies manage public affairs and manage public resources in a way that embodies legitimate governance and human rights (civil, political, economic, social, and cultural rights) is called good governance

## **ECO- EFFICIENCY**

"Environmental efficiency means 'doing more with less' - more efficient use of environmental resources in economic processes." "Eco-efficiency as a concept provides a way to think about breaking the link between economic activity and environmental impact and therefore achieving sustainable development."

### **Energy Consumption**

Energy consumption is the amount of energy or energy used.

### **Pollution Prevention**

Pollution prevention is any practice that reduces, eliminates or prevents pollution at its source. Reducing the amount of pollution produced means controlling, purifying or disposing of less waste. Less pollution means fewer threats to public health and the environment.

### **Environmental Implication**

Environmental impact is defined as any change in the environment, whether negative or beneficial, that is the result of the facility's activities, products or services. It can go the other way, because garbage removal has a beneficial effect on the local environment.

## **ENVIRONMENTAL PRIORITIES**

Better implementation and further strengthening of existing environmental priorities in climate change; Nature and biodiversity; Consumption of natural resources and waste; Environment, health and quality of life. While these are important priorities, it is important to maintain a relationship between them.

### **Local and international Standards implementation**

The development and implementation of standards is key to promoting good policies and a strong institutional and market base in this effort to preserve national and international financial stability.

### **Special Initiatives**

Someone or something special is better or more important than other people or objects.

### **Employee Awareness Programs**

Employee awareness is a local issue that can meet the specific needs of the business unit. The business unit may point out security issues from the outside, but the program is primarily dedicated to raising awareness on internal security issues.

## **HEALTH & SAFETY**

Health and safety is a term that generally covers legal requirements that fall under the Health and Safety Act at work. Office or public environment.

### **Customer Health & Safety**

The term health and safety is commonly used to describe health and safety and is related to the prevention of accidents and illnesses for employees and those affected by their work. Regulations and policies intended to prevent accident or injury in offices or public environments.

### **Employee health & Safety**

Employee health is a state of well-being. This includes not only physical well-being, but also mental and emotional well-being. It is the responsibility of every employer to provide a healthy work environment for his employees. If he is careful about his health, the cost of disability payments, the replacement of injured or deceased employees can be avoided.

## **ENVIRONMENTAL REPORTING**

Environmental reporting is the disclosure of information about the environmental impact management and monitoring of the extraction industry. It contains information on legal terms and conditions. It also contains information on environmental management practices within the control framework.

### **Standardization Clear and Accurate**

Standardization is the framework of contracts that must be followed by all relevant parties in an industry or organization to ensure that all processes associated with the manufacture or service of a service are conducted in accordance with prescribed guidelines.

### **Environmental Reporting**

Environmental reporting is the disclosure of information about the environmental impact management and monitoring of the extraction industry. It contains information on legal terms and conditions. It also contains information on environmental management practices within the control framework.

## **INNOVATION & TECHNOLOGY**

A technological innovation is a new or improved product or process whose technical characteristics are significantly different than the previous one. Implemented technology product innovations bring new products (product innovations) or application processes (process innovations) to market.

### **Productivity**

The impact of production effort, especially in industry, is measured in terms of output rate per input unit.

### **Research & Development**

Research and development (R&D) involves the activities of companies to innovate and introduce new products and services. This is often the first step in the development process. The goal is to bring new products and services to market in general and bring the company down to the grassroots.

### **Innovation Surveys**

In most industrialized countries, governments and university-based researchers conduct surveys to gather a wide variety of information on the nature and determinants of innovation processes and the performance of organizations.

## **3.1 Research Paradigm**

A good theory in strategic management should encounter the models of uniqueness, miserliness, protection, venerability, fertility, inward consistency, observational hazard, and deliberation. "A hypothesis is a deliberately related arrangement of explanations, including some law like speculations, (sic) that is experimentally testable" (Rudner, 1966: 10). A logical hypothesis more likely than not summed up conditionals, exact substance, and display economic need. A hypothesis that needs support dependent on logical philosophy, it can't form into a suggestion, speculation, origination, or model subject to exact testing (Van Maneen, Sorensen, and Mitchell, 2007; Xu and Zhou, 2004). Hypothetical designs are expected to address and give bits of knowledge into the marvels of this present reality. Portrayals of this present reality don't really depict this present reality itself. The predominant



perspective is the type of outlining sciences at some random authentic second by a specific worldview (Kuhn, 1970; Hesse-Bieber and Leavy, 2008). A paradigm is, “a system of ideas or theoretical principles that determine, maintain and reinforce our way of thinking about an issue or a topic” (Plowright, 2011, p. 177) contends that a worldview is a logical methodology where "the world in which we possess has an ontological reality, a presence that isn't reliant on our discernment, comprehension or depictions of that reality or world constructivist worldview, interestingly, claims that the truth is mind subordinate and is socially built through the connections, mental exercises and mutual perspectives that we as a whole partake in". Researchers portray view of the ontological reality through an outlining interaction. "Crafted by Kuhn, and the sociologists of science... showed that a worldview is a logical methodology where "the world we possess has an ontological reality, a presence that isn't reliant on our discernment, comprehension or depictions of that reality or world constructivist worldview, interestingly, claims that the truth is mind subordinate and is socially built through the connections, mental exercises and mutual perspectives that we as a whole partake in". Researchers portray view of the ontological reality through an outlining interaction.

### **3.2 Quantitative Approach**

Bryman and Bell (2007) state that qualitative research is a research strategy that indicates the relationship between theory and research and usually emphasizes on how theories are generated. It includes pattern of search from observation and the development of the explanations of theories. No theory and hypothesis are including in starting of research and researcher is free to change the direction for study. It necessary to point out that this inductive research do not disregarding theories while making research and objectives. This approach is determined to produce meaning from data set collected in order to identify the relationship and pattern to make a theory. It based on learning from experience. Regularities, pattern and similarities are observers in order to generate conclusions. It starts with observation it moves toward more generalisation. The inductive research usually focused on getting new ways or at previous research from a different point of view. It is the reason in which premises are observing as giving some evidence but not full assurance of the truth of the result. It includes getting some general principles from specific observation. No hypothesis can be made at the initial stage of research and researcher is not sure about the nature and type of search until it observed completely. It includes bottom-up approach. It's about to create a relation between research objective and data. It gives an easy and good ways of observing qualitative data for

many different research purposes. Inductive type of research creates a model about the structure experience which are required in data. As a research strategy qualitative research is constructionist and Interpretivism. The subjective analysis consistently does not buy in to every one of the three of these strategies. Matthews and Ross (2010) concluded that quantitative exploration techniques are essentially applied to assortment of info that is prepared and that can be inscribed mathematically. To a large extent, quantitative information is gathered when specialist has received the positivist epistemological methodology and information that is gathered can be experimentally broke down. The study established that quantitative analysis deals with quantifying and analysing variables so as to induce results. It involves the employment and analysis of numerical information victimisation specific applied mathematics techniques to answer queries like who, however much, what, where, when, how many, and how. It conjointly describes the strategies of explaining a difficulty or development through gathering data in numerical form. The study more reveals that quantitative methods may be categorised into; survey research, reciprocity research, experimental research and causal-comparative research.

In this Study I used quantitative research collect data through questionnaires and to quantifying and analysing different variables to find result. I have also done analysis of numerical information applied mathematics techniques (Correlation and Validity) to answer queries.

### **3.3 Data collection**

In this study, the data will be collected based on systematic sampling design. In this technique's researcher select members of the population at different time. It is very easy to conduct. You can use this sampling with a list of population. It should be in random or random like order. You can select your sample of time and then approach the selected subject to format data. It should not be in cyclic order and it contain entire population. You can physically observe the population, it has to confirm that timing and location of your sampling procedure covers the whole population to protect biasness in conclusion. You can select subject from data collection. Every person should participate you selected for sample should participate in study. The researcher will collect data from Ministry of Housing & Works and one hundred and fifty respondents will be selecting randomly.

#### **3.3.1 Primary Data**

Primary data is a type of data that is collected by researchers directly from main sources through Questionnaires, interviews, surveys, experiments, etc. Primary data are usually

collected from the source where the data originally originates from and are regarded as the best kind of data in research. In this research thesis I only collect data through primary source e.g. Questionnaires. There are certain advantages of collecting data through questionnaire as a primary source. Questionnaires are inexpensive, Questionnaires are practical, Questionnaires offer a quick way to get results, Scalability, Comparability, Easy Analysis and visualization, Questionnaires offer actionable data, Respondent anonymity, Questionnaires don't have time constraints, Questionnaires can cover every aspect of a topic.

### **3.3.2 Data Collection Instrument**

Well-structured questionnaire will be utilized for the assortment of information in this examination which is taken from the Environment Sustainability. A Scale Development Study by Gulam Khan Khalid Bighorn Abdul Wahid and Nadeem Talib, 2017. It depends on some really closed-ended categories and are pre-selected by researcher. It requires a low load on the individuals, they reduced the level of thinking that a person requires to take to fulfill the task. This normally leads to good response and more perfect data. They are convenient for the researcher to code and observe. It is very important and need pre-defined categories that allows the respondent to show the point of view more freely. It is mostly used in quantitative research market and for social research. They are useful method of getting a lot of data from large pool of people, often referred as respondent. It is the useful way for to make sure to capture accurate information. Every individual is asked the question in the same manner.

### **3.4 Sampling Design and Procedure**

Scientist will utilize arbitrary testing strategy to gather information. The main step includes the identification of population. And other step is deciding the sample size and sampling interval. The step has to be selected in random order to make sure to the probability sampling aspect of systematic sampling. It is very time efficient and it is very suitable for collecting data. Every people of group with different and distinguishable identification number and to find the sampling fraction divide the sample size to the total amount of populations. It is an ideal situation in which there is no pattern between intervals. It is the ideal sampling method for researcher because it is affordable way to generate an observably random sample. Sometimes, the selection bias produced when the sampling plan in such that some people of group cannot particularly be selected for inclusion in the sample. Sometimes, the nonresponses error produced when responses are not obtaining from some members of the sample. The observation is not representative of the target population. Response rate is very important and it help in understanding the efficiency of the survey and number of non-respondent

population. It is selected in a way that each possible sample of the equal size and is equally likely to be selected. It requires an approximated frame, not a full list. It is most appealing to the researcher because it is simple and produce good results. The sample size for this study in any case, are 35 to 45 Management head (Section heads and Directors) of every Department/Institution situated in Islamabad were picked as test size altogether associations which will be 150 officials altogether. Specialist will gather information to give answers to explicit inquiries and questionnaires from Officers of Different offices incorporate (FGEHA, PHA, PWD, NHA, State Office) working under Ministry of Housing and Works.

### **3.5 Participant of study**

The members of the examination are Gov. Officials from BPS (17-19) working in various divisions (FGEHA, PHA, PWD, NHA, and State Office) under Ministry of Housing and Works. Most of the officers were Dy. Assistant Directors & Assistant Directors from Housing Authority. The reason of choosing the Housing Authority is a main department which is handling most of the Government Projects Now a days 2<sup>nd</sup> Dy. Assistant directors and Assistant Directors are the main officers which deals with both officials & officers and they have access to all the information related to different ongoing projects and information related to all employees.

#### **3.5.1 Sample Size**

I have collected data from 150 participants through survey. I have used purposive sampling technique for the data collection.

### **3.6 Method of Data Analysis**

The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data (Gall, Gall, & Borg, 2007). In such research, the data may be collected qualitatively, but it is often analyzed quantitatively, using frequencies, percentages, averages, or other statistical analyses to determine relationships. Qualitative research, however, is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes. Qualitative research collects data qualitatively, and the method of analysis is the goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data (Gall, Gall, & Borg, 2007). In such research, the data may be collected

qualitatively, but it is often analyzed quantitatively, using frequencies, percentages, averages, or other statistical analyses to determine relationships. Qualitative research, however, is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes. Qualitative research collects data qualitatively, and the method of analysis I used descriptive research which is defined as a research method that describes the characteristics of a populace or object being studied. This approach emphasizes more on the “what” of the research topic than on the “why” of the research topic. The descriptive research method focuses primarily on defining the nature of a class of people, without focusing on the “why” of something happening. That is to say, it "explains" topic of research, without covering why the "why" occurs.

Two test will be applied on data reliability and validity. Reliability means that the method measures something consistently. If the same result can be obtained consistently by using the same methods under the same conditions, the measure is considered reliable. When investigation is highly effective, it explains that it produces results that are reliable with real structures, features, and physical or social variations in the world.

A hypothesis is a specific statement of prediction. It describes in concrete (rather than theoretical) terms what you expect will happen in your study. Not all studies have hypotheses. Sometimes a study is designed to be exploratory (see inductive research). There is no formal hypothesis, and perhaps the purpose of the study is to explore some area more thoroughly in order to develop some specific hypothesis or prediction that can be tested in future research. A single study may have one or many hypotheses. In this research thesis I am using following Hypothesis to proceed my research further. Validity test infers learning whether the examination or the exploration instrument utilized in leading the trial of the exploration work is utilized in somewhere else has something similar or comparative factors with the prior information utilized, the consequence of the test will be practically the same. The quality of data collected. It is related to statistics. Validity is the way to find out how efficiently or correctly the tool can be known, why it is designed to do. The both are the asymmetrical meaning that one can be able to get ideal reliability with zero validity but with a perfect hundred percent reliability. But theoretically no one be able to get a perfect validity as there is no any instrument can be accurately controlled. Generally, test on the reliability is done but no test is done in validity. To get proper access to the reliability and validity of the question, numerous tests would be run on the question to conclude the different type of reliabilities and validities. Reliability is the texture of measurement and the amount to which

the instrument makes sure the repeated way every time it is used in below the same condition with the same object, it is repeat of a particular measurement. Obtaining the similar result on the two-alternative form of H instrument gives more support to reliability of both forms the both are independent term of each other. A measurement maybe valid but not reliable, or the reliable but not valid consequently, dependability of an estimation can be supposed to be the degree to which an estimation is liberated from suitable mistakes. This suggests that an examination system can be supposed to be solid just when it delivers a similar outcome after repeated use.

### **3.6.1 Hypothesis**

H0: if innovation & technology is not applied, does it affect our independent variables e.g. eco-efficiency, environmental priorities, health & safety environmental reporting in ministry of housing?

H1: if innovation & technology is applied, does it affect our independent variables e.g. eco-efficiency, environmental priorities, health & safety environmental reporting in ministry of housing?

## **CHAPTER 4**

### **RESULTS AND ANALYSIS**

Data analysis includes evaluation, categorization, table layout, or other re-integration evidence for addressing initial research proposals” (Yin, 1994). Methods of data research and analysis are proliferating in complex domains. More advanced text scooping tools, grid and computer, web semantics, etcetera can possibly be applied as part of a research approach to strategic management. i.e., devices and methods for performing and incorporating data analysis should be technically accessible. Other data analysis is used in strategic management studies such as book grid (Ginsberg, 1988, 1989; Reger and Hu", 1993), comprehension map (Hu", 1990), and photocopying policy (Hitt & Tyler, 1991) for data analysis use a variety of methods such as using a list to display data, create displays, setting tables for events, ordering details, etc. (Miles and Huberman, 1984). A good research strategy that allows for recognition of events of interest and analysis of data collected from various sources and opinions.

The taxonomy developed by Van Horn (1973) studies of unity, if possible, lessons, lessons Alavi and Carlson (1992) introduced a tax on research methods at three levels: Understandable, conceptual and practical concepts. Saunders too Thompson (1980, 129) compare which are being explored by intensive research and say that turning away from “the weakest efforts in the form of understanding and observation of active data testing in An art frame is what is needed now. "Keegan and Kabano" (2008) developed how to measure using content analysis in annual reports that includes managerial understanding in models of perception and power. We, the combination of dynamic experiments and descriptive search concepts aimed at imagination the construction and development of older. Here is not one of the best alternative research methods (Benbasat et al., 1987). For example, you need to have a pluralistic attitude towards it strategic management research methods (Remenyi and Williams, 1996). Ku improving research quality requires changing the combination of methods (Kaplan and Duchon, 1988) and avoid using the same research method seen as a monism of methods. Investigation on strategic management has not been consistently designing data using acceptable conceptualizations of managerial situations in the empirical research which at the end derives erroneous findings and confusing interpretations.

#### 4.1. Reliability Test

Cronbach's alpha is a measure of internal consistency, that is, how closely groups of items as a group are related. This is considered a measure of scale reliability. In other words, the reliability of a given scale refers to some degree as a coherent measure of the concept, and Cronbach's alpha is a way to measure the strength of coherence.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.858	6

Cronbach's alpha is a statistical test applied to determine internal consistency. This is a measure of reliability, and Cronbach's alpha values greater than 0.7 represent good consistency. Therefore, the generated result is reliable with a Cronbach's alpha value of 0.858. There are 6 main variables, which can be divided into 2 or main variables. Variable wise reliability test are shown below

Variable	No. of items	Cronbach's Alpha
Environmental Strategic Planning	<ul style="list-style-type: none"> <li>➤ Ecology</li> <li>➤ Climate Security</li> <li>➤ Health &amp; Safety</li> <li>➤ Good governance</li> </ul>	0.866059
Eco-efficiency	<ul style="list-style-type: none"> <li>➤ Energy Consumption</li> <li>➤ Pollution Prevention</li> <li>➤ Environmental Implication</li> </ul>	0.706782
Environmental Priorities	<ul style="list-style-type: none"> <li>➤ Domestic and Foreign Standards implementation</li> <li>➤ Distinct Enterprises</li> <li>➤ Worker Training Programs</li> </ul>	0.466786
Well-being&Security	<ul style="list-style-type: none"> <li>➤ Customer Well-being&amp;Security</li> <li>➤ Employee health &amp; Safety</li> </ul>	0.668903
Environmental Reporting	<ul style="list-style-type: none"> <li>➤ Standardization Clear and Accurate Environmental Reporting</li> </ul>	1.00335
Information & Technology	<ul style="list-style-type: none"> <li>➤ Productivity</li> <li>➤ Research and Development</li> <li>➤ Innovation Surveys</li> </ul>	1.379608



## 4.2. Descriptive

### Expressive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Ecological Strategic Planning</b>					
<b>Ecology</b>					
Our department follow SOP regarding pollution and air, water and land quality in different projects.	150	2.00	4.00	3.5067	.87275
Our department monitors SOPs for soil uptake and global biodiversity (e.g., land yields, changes in land use, risks to protected areas and endangered species).	150	2.00	4.00	3.0000	1.00335
Our department follows standard operational procedures for river and aquatic biodiversity (e.g., degree of river regulation, ecosystem connectivity, and fish species diversity).	150	3.00	5.00	3.5067	.87275
<b>Climate Security</b>					
Our department follow SOP regarding climate change risks in different projects.	150	2.00	3.00	3.5000	.50168
Our department follow SOP regarding greenhouse gas emissions	150	2.00	4.00	3.6000	1.00335
<b>Health &amp; Safety</b>					
Our department consider resettlement of directly affected populations in different projects	150	1.00	4.00	3.2467	1.30016
Our department identifies risk populations in areas of influence in various projects.	150	3.00	4.00	3.5000	.50168
<b>Good governance</b>					
Our department check implementation of social policies	150	2.00	4.00	2.5067	.87275
<b>Eco-efficiency</b>					
<b>Energy Consumption</b>					
Our department follow SOP regarding energy consumption in different projects.	150	2.00	4.00	3.7467	.82890
Our department use new equipment in order to save energy	150	2.00	4.00	3.5067	.87275
<b>Pollution Prevention</b>					
Our department has adopted a precautionary approach to environmental challenges.	150	3.00	4.00	3.5000	.50168
Our department has tried to reduce its environmental impact in terms of recycling and pollution prevention.	150	2.00	4.00	3.7467	.82890
<b>Environmental Implication</b>					
Our department considers potential environmental implications in new projects and service development (e.g. Assessing energy usage, Recyclables or pollution generation).	150	2.00	3.00	3.5000	.50168
<b>Environmental Priorities</b>					
<b>Local and international Standards implementation</b>					
Environmental activities implemented by our department are aligned with national and/or international standards and policies.	150	2.00	4.00	3.7467	.82890
<b>Special Initiatives</b>					
Our department has undertaken different activities that has protected the environment	150	3.00	4.00	3.5000	.50168
Our division contributes to activities aimed at protecting and restoring the quality of the natural	150	3.00	3.00	3.2000	.00000

environment.					
Our department has special programs to reduce the negative impact on the natural environment.	150	4.00	4.00	4.0000	.00000
<b>Employee Awareness Programs</b>					
Our department undertakes initiatives to promote greater environmental responsibility and conservation	150	2.00	4.00	3.8000	1.00335
<b>Health &amp; Safety</b>					
<b>Customer Health &amp; Safety</b>					
Our department has a proper health and safety policy	150	2.00	3.00	3.5000	.50168
Our department often conducts assessments of the health and safety effects of our projects and services on the wellbeing of customers	150	2.00	2.00	3.1000	.00000
<b>Employee Health &amp; Safety</b>					
Our department provides appropriate provisions for health and protection at workplace that delivers adequate safety for employees	150	1.00	4.00	3.5000	1.50503
<b>Environmental Reporting</b>					
<b>Standardization Clear &amp; Accurate</b>					
Our department provides vibrant and precise environmental information on projects, facilities and events to Allottee, Contractors, local neighborhoods, etc.	150	2.00	4.00	3.8000	1.00335
<b>Environmental Reporting</b>					
There are quarterly or annual reports on environment produced by our department for stakeholders	150	1.00	3.00	3.7000	1.00335
<b>Information &amp; Technology</b>					
<b>Productivity</b>					
Our department reports considers locally or internationally established standards of environmental reporting.	150	1.00	5.00	3.0000	2.00670
<b>Research and Development</b>					
Our department adopt new technology to increase productivity.	150	2.00	4.00	4.0000	1.00335
<b>Innovation Surveys</b>					
Our department invest in R & I	150	1.00	5.00	3.6000	2.00670
Our department conduct different surveys regarding innovation & Modernization.	150	2.00	3.00	4.2000	.50168
Valid N (list wise)	150				

The above table shows detailed description of each and every factor and the variables involved in this test. The maximum, minimum, and mean value is shown. Mean value greater than 3.4 represents disagree whereas lesser than 2.6 represents agree and in between it shows neutral. Standard deviation shows how scattered is the collected data and the deviation in this case is within the permissible limits. The above table shows the performance of the department related to the environmental strategic planning. First factor is related to the ecology that have a mean value of 3.5 which means it has satisfactory results. The department follows SOP regarding pollution and air, water and land quality in different projects. The department also follows SOP regarding land take and terrestrial biodiversity. In this includes endangered species, risks for the protected areas, land use and land take.

Department also has a satisfactory performance related to the SOP in aquatic biodiversity and rivers like diversity in fish species, ecosystem connectivity, and regulation in water bodies. The next factor is the climate security which has a mean value of 3.5. The department also shows satisfactory results in this area. The department follow SOP regarding climate change risks in different projects. The department follow SOP regarding greenhouse gas emissions. The department consider resettlement of directly affected populations in different projects. Third factors is related to health and safety which has the mean value of 3.2. This means that department show neutral results in this area. The performance of the department related to checking of number individuals which are at risk in the zone of influences in different projects is also neutral. The next factor is the good governance which has the mean value of 3.5 which means that performance of the department in governance is good. However, the performance of department in checking the implementation of social policies is just satisfactory. It is also important to discuss the eco-efficiency of the department. First thing is related to energy consumption which has the mean value of 3.7 which means that performance is very good in this sector. The department follow SOP regarding energy consumption in different projects. The department use new equipment in order to save energy. The second thing in the eco-efficiency is related to pollution prevention in department which is also good. The department has adopted a precautionary approach to environmental challenges. The department has tried to reduce its environmental impact in terms of recycling and pollution prevention. The last things in eco-efficiency is related to environmental implication which is also show good results. The department considers potential environmental implications in new projects and service development (e.g. Assessing energy usage, Recyclables or pollution generation). Another category which is important to discuss is the environmental policies. The performance in the implementation of local and standard

Environmental activities implemented by our department are aligned with national and/or international standards and policies. The results are also good in special initiatives. The department has undertaken different activities that has protected the environment. The agency participates in actions aimed at protecting and enhancing the value of the natural environment. The ministry is preparing a special program to reduce its negative impact on the natural environment. The department is also working on an awareness program. This department is taking the initiative to promote greater environmental responsibility and conservation. In the Health and Safety Department, this department has a good focus on the health and safety of our clients. Department has a proper health and safety policy.

Department often conducts assessments of the health and safety effects of our projects and services on the wellbeing of customers. In the context of employee safety, the results of the department are only satisfactory. Department some suitable arrangement for the safety and health of the employees that can offer enough protection to workforce. In the context of environmental reporting, the accuracy and clearance of standardization are neutral. The department gives the some level of accurate and clear information related to environment on different activities, services, projects to local community, contractors and allottee etc. the results related to environmental reporting are very good as there are quarterly or annual reports on environment produced by the department for stakeholders. In the context information and technology, the level of productivity has shown neutral results. The department reports considers locally or internationally established standards of environmental reporting. In the research and department sector, the performance level of the department is very good. The department adopt new technology to increase productivity. The department has also give good focus on the innovative surveys. The department invest in R & I. the department conduct different surveys regarding innovation & Modernization.

### **ExpressiveData**

	<b>N</b>	<b>Least</b>	<b>Extreme</b>	<b>Mean</b>	<b>Standard. Deviation</b>
Environmental Strategic Planning	150	2.00	4.00	3.3336	.83495
Eco-Efficiency	150	2.00	3.00	3.6000	.50168
Environmental Priorities	150	3.00	4.00	3.6493	.50168
Health & Safety	150	1.00	3.00	3.3666	1.00335
Environmental Reporting	150	1.00	4.00	3.7500	1.50503
Information Technology	150	1.00	4.00	3.7000	1.50503
Valid N (list wise)	150				

The shortened form of above matrix is displayed here. This represents the mean as well as the standard deviation of one dependent variable (Environmental Strategic Planning), four independent variables (Eco-efficiency, environmental priorities, health & safety and environmental reporting) and one mediator (Information technology). The above table shows the performance of department in different areas. In environmental strategic planning, the results are just neutral which means that department can make better strategy and planning in this regard. In the context of eco-efficiency, the results are good but there are still some areas of improvement. In the environmental policies, department performance is also good but it can still improve. In health and safety, there are a lot of things that department need to focus

especially in the context of employee safety and health. There are some good result in the context of information and technology in the department.

### 4.3 Correlations

Correlation is a statistical test that determines the degree of linear relationship between two or more quantitative variables. The range of Pearson correlation values is 1 to -1. Values between 0.1 and 0.4 represent weak ratios, 0.4 to 0.7 represent medium ratios, and 0.7 to 1 represent strong ratios (DeCoster & Claypool, 2004). Relation between two variables can be positive or negative depending upon the sign of Pearson correlation.

#### Correlations

		Environmental Strategic Planning	Eco-Efficiency	Environmental Priorities	Health & Safety	Environmental Reporting	Information Technology
Environmental Strategic Planning	Pearson Correlation Sig. (2-tailed) N	1  150					
Eco-Efficiency	Pearson Correlation Sig. (2-tailed) N	.810** .000 150	1  150				
Environmental Priorities	Pearson Correlation Sig. (2-tailed) N	.745** .000 150	.450* .000 150	1  150			
Health & Safety	Pearson Correlation Sig. (2-tailed) N	.645** .000 150	.305* .000 150	.345* .000 150	1  150		
Environmental Reporting	Pearson Correlation Sig. (2-tailed) N	.755** .000 150	.455* .000 150	.560* .000 150	.460* .000 150	1  150	
Information Technology	Pearson Correlation Sig. (2-tailed) N	.715** .000 150	.650** .000 150	.550** .000 150	.490* .000 150	.640** .000 150	1  150

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The table above represents correlation between different variables. It shows that there exists strong relation between environmental strategic planning and eco-efficiency, environmental priorities, environmental reporting & information technology. Furthermore, there exists moderate relation between health & safety and environmental strategic planning. Also, all variables are in either significant or moderate relation with the information & technology.

#### 4.4. Regression Analysis

The statistical test which is used to determine the impact of one or more predictors on dependent variables. It shows that up to which extent the variation in dependent variable can be predicted by another independent variable. The value of R square shows the relation in percentage.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.625	.618	.43540

a. Predictors: (Constant), Information Technology

The above model represents the relation between information technology and environmental strategic planning and it shows that up to 62.5% variation in environmental strategic planning can be controlled by information technology.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	.720	.715	.35590

a. Predictors: (Constant), Eco Efficiency

The above model summary of regression analysis represents the relation between eco-efficiency and environmental strategic planning and it shows that up to 81.0% variation in environmental strategic planning can be controlled by eco-efficiency, which comes out to be the most critical factor in explaining environmental strategic planning.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 <sup>a</sup>	.660	.649	.46780

a. Predictors: (Constant), Environmental Priorities

The model summary of regression analysis considers environmental priorities as the predictor and strategic planning as the dependent variable. It further depicts up to 74.5% variation in environmental strategic planning can be explained by environmental priorities.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 <sup>a</sup>	.560	.553	.53510

a. Predictors: (Constant), Health & Safety

The above model of regression analysis shows the relation between health & safety and environmental strategic planning and about 56% of variation in environmental strategic planning can be explained by health and safety.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	.685	.680	.35670

a. Predictors: (Constant), Environmental Reporting

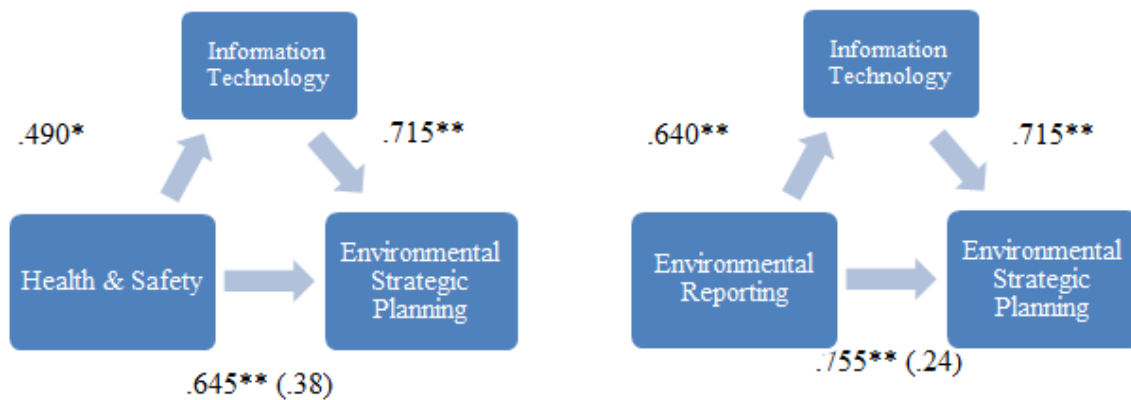
The above model summary of regression analysis represents the relation between environmental reporting and environmental strategic planning and it shows that environmental reporting explains up to 68.5% variation in environmental strategic planning.

#### 4.5. Mediation Models (Relationship between Variables)

Mediation models are those models which help to analyze the relation between independent and dependent variable with the addition of a third hypothetical variable, commonly known as

Mediator (Stone-Romero & Rosopa, 2011). In this research study, information technology plays the role of mediator.





The above mediation models show that information technology mediates the relation between the independent variables (eco-efficiency, environmental priorities, health & safety and environmental reporting) and the dependent variable i.e. environmental strategic planning. For example regression coefficient in case of eco-efficiency is significant i.e. .810 but after the addition of information & technology, it no longer remained significant. So, we reject H0 and accept H1 e.g. if innovation & technology is applied, does it affect our independent variables e.g. eco-efficiency, environmental priorities, health & safety environmental reporting in ministry of housing?

#### 4.6 Discussion & Analysis

Before discussing the results, the outcomes generated should be reliable as the Cronbach's alpha shows the value of .858. As we know building and construction sector is largely responsible for generating pollution and spread of pollutants throughout Pakistan. The housing ministry of Pakistan lacks the techniques of improving the environment due to various political, social, economic and technological factors as already described in literature review. Some developed countries have adopted green building practices which minimizes the impact of building sector on environment. To do the same, this research is conducted and impact of several variables is assessed on environmental strategic planning. There is a lot improvement required in the context of technology in order to make building and construction sector stronger. Pakistan is a developing country and sustainable infrastructure is important for its development and growth. This will help to grow and promote and construction sector in a sustainable manner. There are many experts that show that by the year 2030, the volume of construction output in the country will grow by significant amount which can bring a lot of money into the company. This can be great news for all the construction companies in the country because with the help of more growth, their business



will grow more. But it is also important to consider the environmental impacts of the construction as it contributes a lot in the global warming. So the growth of this sector comes with a price for the country. There are many construction projects that release a lot of methane gas and carbon dioxide in a large quantity. So the growth can lead to the production of waste and pollution in the region. So when the output of this industry will grow, it will also cause more harmful impacts. This will also impact a lot in the society. Construction operations, materials, and methods all contribute in the environment in a negative way. That is why, the construction projects in Pakistan will aggravate the climate change and pollution problems. This sector almost has twenty five to forty percent of the total emission of carbon dioxide in the country. There are many estimations that show that the emissions from the commercial buildings could also grow by 1.8 percent in the next few years. Transportation of material also leads to environmental problems as it leads to burning and combustion of the non-renewable energy sources that leads to the production of greenhouse gases. It is, in fact, one of the main issues in the environment related to the construction industry. The sector of buildings all over the world consumes almost thirty six percent of the energy.

As the results section shows that the chosen variables have a significant impact on the environmental strategic planning, considering the case of the Housing Ministry of Pakistan, so, in this section we would discuss the results and analyze the practical implications as well as the connection with prior researches. The descriptive statistics show that the Housing Ministry of Pakistan is unable to implement the strategies related to a sustainable environment. The mean value of almost all the variables is greater than 3.4, which represents that the companies are unable to work as per the specifications generated by national or international authority. Furthermore, it lacks innovation and there is a huge gap between research and development. The only thing in which the Housing Ministry of Pakistan is performing comparatively well is health and safety of employees and customers. However, there is still a great room for improvement in this particular field as well. Furthermore, the most adverse point having a mean value of 4.2 is the lack of modernization, i.e. the Housing Ministry of Pakistan kept on following traditional practices due to which they are far behind the race of globalization. The department has also achieved a track status related to the suitable goals on climate change. The country belongs to one of the few nations that are on track on these goals. The country is able to achieve this status mainly because of the initiatives and policies which are adopted by the government in recent years. These initiatives have been introduced with the purpose to enhance the management of the environment to control climate change. There are many different projects such as recharging Pakistan, protected areas initiatives, ten billion tree

tsunami and clean and green Pakistan. However, despite all of these successes and initiative, Pakistan is still very vulnerable to the effects of the climate change. According to report of global climate risk index, Pakistan ranks 5<sup>th</sup> in the list of nations who are most vulnerable to global warming and climate change. There are lot of extreme events related to weather and huge losses because of it in the country around the cost of 4 billion dollars between 1999 to 2018. For example, there is a huge human impact of smog in Lahore, heat waves in Karachi and Peshawar. These have serious impacts on the economy and health. The country has given serious focus to address these rising environmental problems in the past few years. There are many policies and initiatives in the public sector that has taken some impact and many acts have also been introduced. There are many important milestones in the country such as setting up the national Energy Efficiency and Conservation Authority (NEECA), strengthening of environmental protection agencies (EPA's) at statelevel, initiating environmental laboratories, environmental courts, and National Environment Quality Standard. So the government and the department is doing a lot of work in the environmental sustainability. But the responsibility to conserve the environment and all its resources rests with all the people, private sector, public sector and all the stakeholders. There are many private sectors that also have started many initiatives such as WASH programs, cleaning drivers, awareness campaigns etc. but there is lack of check and balance on the activities that are impacting the environment in a negative way. In this includes disposal of municipal waste, unsustainable and extensive usage of water in the agricultural activities, depletion of forest covers, and irresponsible hospital activities etc. moreover, there are many irresponsible behaviours of people such as burning of crops residue after harvesting, extensive usage of the motorized transportation, and irresponsible littering etc. these all are the things that are causing the ripple effect on the issues of environment in the country.

The next tests performed were regression analysis and correlation. It is observed that eco-efficiency is the prime factor that governs environmental strategic planning. This is in accordance with the literature review and the researchers conducted by various researchers (Burritt & Saka, 2006). Eco-efficiency helps in reducing the costs by optimum usage of energy and resources thus; helps in better environmental planning. By strongly eliminating and minimizing the use of toxic elements, building sector can better convert into green building and impose positive impact on the environment. Eco-efficiency helps in enhancing environmental sustainability by the reduction of chemical pollution and the recycling and reuse of "waste" materials. Eco-efficiency leads to technological innovation as the companies are seeking more effective operations and better services and goods. This idea promulgates

the technology as the main solution for the degradation of environment. The advantages of the eco-efficiency in the environment are range. It ranges from the reduction of expulsion of the harmful materials, increasing responsibility for the companies for environment protection, reduction in the energy intensity and material in services and goods, adoption of the recycling, moving towards the usage of natural and renewable resources, self-life of the products and improved durability.

Apart from that if, the building sector prioritizes environment over other factors and arrange several awareness programs for the employees, then they would be able to follow SOP's regarding environmental strategic planning. Therefore, there exists a strong significant relation between environmental priorities and environmental strategic planning as discussed above. Moreover, by following the standards and working as per the environmental standard requirements generated by national or international authorities would impose significant positive impact on the environment. Awareness related to environment is related to the understanding of the fragility of the environment of Pakistan in a proper way and also the significance of its protection. Promotion of the environmental awareness is a very effective method in order to be an environmental steward and also do something for the prosperous future of the children. In order to understand the environmental awareness, first it is vital to understand all the environmentalist movements. The concept of environmentalism is related to an ideology that promotes the responsibility and necessity of the people to preserve, protect and respect the natural environment from all anthropogenic activities of humans. Awareness related to environment is an important factor in the success of this movement. It is very important to teach all the people about the indispensability and fragility of the physical environment of Pakistan. This can only help to fix the issues that threaten the environment. Another factor, which has a direct relation with environmental strategic planning, is health & safety. Environmental Health & Safety (EHS) is important as it protects the employees as well as the communities which are the part of environmental planning (Schneider, Ghetta, Merdaci, Brown, Martyniuk, Alshehri & Trojan, 2013). The EHS employs a variety of monitoring systems, including the following:

- Personal protective equipment (PPE) is required to escape damage during operations.
- Controls on how employees operate
- Administrative controls to protect staff from hazards
- Technical controls to protect workers from hazards
- Substitution with the least dangerous risks with the most hazardous ones

- Eliminating the one that entails physically removing a hazard

By adopting the above-mentioned strategies not only the performance or efficiency is enhanced but also the damage at workplaces would be reduced. By doing so, the building sector can easily reduce the people under risk when construction is going on or in hazardous zones.

Another important variable is environmental reporting that has a significant impact on environmental strategic planning; but the question arises that why reporting data or the steps taken by a sector is important? Building sector has adverse environmental impact and therefore; it is one of the most critical sector, considered now a days. The position of sustainability reporting is that it necessitates organizations to comprehend their ecological and social implications and be open about the challenges and prospects they face (Gray, 2006). Merely making promises regarding degree of sustainability in today's environment is no longer sufficient. Today, organizations must have concrete, reliable proof of their degree of sustainability by adhering to proper sustainability reporting standards. This way, building sector establish credibility in their clients and other stakeholders, which has a direct effect on their bottom lines. As the market axiom goes, if you cannot calculate, you cannot manage; openness is a currency that breeds trust, and trust breeds companies. The environmental reporting is related to the disclosure of the knowledge and information on the monitoring and management of the impact of environment of the extractives industries. It consists of the information on the practices related to environmental management with the regulatory frameworks. There are many studies that show that advantages of ECMA such as management of the environment threats, improvement of the organization image in front of all stakeholders, saving and controlling costs, development of the products and materials that are environmental friendly and also addressing the laws related to the protection of environment.

So, building sector; if disclose its CSR responsibility would not only help it to get prosper but also helps in good governance which is one of the factor of environmental strategic planning. There are different organizations who have different concepts and meanings related to corporate social responsibility, but the strategies related to CSR adopted by these organizations are very same. It is very common argued in Pakistan that it is a country where there is still a lack of CSR practices in many organizations. But there are still many companies that are leading in this area because of their efforts in the contribution to improve the lives of people and society in Pakistan. Corporate social responsibility can be referred as

“the on-going pledge by businesses to act ethically and contribute to economic expansion while refining the quality of life of the workforce and their families as well as of the local community and society at large.”

There are many researches that show that many businesses in Pakistan have a huge impact on the environment. Companies use the overly use the natural resources in an irresponsible way and also emit large amount of harmful pollutants into the environment. Therefore, these companies contribute in the advancement in the degradation of the existing environment and ecosystems. It is causing the harmful risks related to biological diversity in the planet. That is why, there is an urgent requirement. Therefore, there is an urgent need to take proper actions in the reduction of the harmful effects of the households, businesses and the whole societies on the ecosystems and to prevent the degradation of environment. This study helps to show all the things that are found out in the research in the past years. So it will be easy to compare them in order to understand things in a better way in order to analyse and identify the most important activities related to environment that are adopted by the companies that operate in the regions of Pakistan. The method that is used in this study helps to identify the role corporate social responsibility in Pakistan. The research findings conclude that the opinions of people in the subdivisions related to the efficient instruments of economy that are used to pursue the ecological and environment policies do not change in the past few years. In addition, there are many other benefits that people of the department notice that they can get from the eco-friendly activities. In the year 2019, there were many pro-ecological investments which were promoted by the own fund of department. Over the past ten years from 2010 to 2020, there are many eco-friendly activities and also the return on the period for ecological investment has also changed. There are many studies that show the department is responsible for the environmental effects related to the activities and undertaking the actions with the purpose to preserve the environment and all its reLast but not the least; Information technology comes out to be the most important variable that not only have a great impact on environment but has the ability to control the environment as all other factors are mediated by it. Without any doubt, the Housing Ministry of Pakistan lacks the modern technologies for green or sustainable building. Furthermore; there are very few researches conducted by any organization of Housing Ministry of Pakistan, which generates the gap and due to this the building sector is unable to innovate new things as per the dynamic change in global housing trend. Information and technology in construction industry is actually reshaping the world through its various impacts on the environment. The digital revolution has a variety of environmental implications. Although information and communications technology (ICT)

have a significant effect on the atmosphere through the manufacture, operation, and disposal of computers and network equipment, it also offers opportunities to reduce power (energy) usage, such as through smart buildings and teleworking. In the structural stage, ICTs have an effect on fiscal growth and lead to technical and social transition. Handling ICTs' direct impacts is more complicated than simply making energy-efficient products, due to the energy-intensive production process and the growing abundance of devices. These times are very critical for the whole planet and also for the humanity. But the situation is more critical for countries like Pakistan. There is an important need to seek and protect the sustainable formulas to interact with the environment in the best way. This became clear at the climate change conference known as COP21. This conference was held in Paris in the month of December 2015. This confirmed the significance of addressing the issue related to climate change and global warming. In Pakistan, it is struggle where the circular economy and technology plays a key role in order to achieve this objective. Moreover, it is very important to improve the working of the processes related to linear production. In order to do this, the circular economy focuses in the reusing of things that are being wasted in the country traditionally. The main aim of the sustainable development strategy in Pakistan is to provide good services and goods while also focusing on the reduction of raw materials and preservation of the water and energy. One key thing that can be useful in country is the promotion of biotechnology. In this, living things and their parts are being utilized in order to preserve the environment and eco-systems. This can be very helpful for the growth of the country. According to the calculation of a study, every dollar that will be spend in the research and development in bio-economy of the country will make almost ten dollars of the value in 2025. This information shows the technical and scientific strategies that would help to enhance the statistics. It could help to save and preserve the environment in a better way. In Pakistan, application of technology in the agriculture can also very beneficial. This includes the development in the improvement of the crops which can be boosted in few years by using some scientific knowledge in order to maintain the safety and the usefulness of the agriculture. This shows that how the biotechnology could make the crops which can be resistant to the climate change and global warming. There are a lot of initiatives such as vitamin A enriched golden rice. There are many other forms of rice that are resistant to flooding by using the biotechnology. These are the alternatives that can help the country to department to improve the performances and help the country to adapt the changing conditions of weather caused by the climate change and global warming. Recently, the EU suggested that it would support a study which has a purpose to develop the drought-tolerant

cereal. This will be directed by a team which is led by Dr. Ana Cano Delgado from Barcelona's CRAG-CSIC. Drought, floods and many other hazards like wildfires are some of the issues that global warming and climate change will worsen, especially in the region like Pakistan.

The future of this department in Pakistan will not only depends on its ability and capacity to adapt and evolve to the change. It will also depend on the improvement in the environment strategical planning that can bring technological innovation that could help to preserve the environment. For example, introduction of biofuels and electric cars could play a significant role in it. The terminology "Green" cars is not only limited to the electric cars. It is referred to the vehicles which consume very less for the traveling with the same distance such as hybrid cars and many other things as well. It is also important that the department must move towards the new culture in this industry. We take the example of the USA. Conveyance trips cover an annual distance equivalent to making 13,440 circles around to the Sun, according to the US Environmental Protection Agency. In order to make sure about the sustainability, the department must focus on the innovation of the new materials. There are many useful material such as biomaterials can be helpful to absorb carbon dioxide gas which can be helpful in the reduction of the global warming and greenhouse effect. There are other things like banana blades which are made in Mexico for the construction which is improved by the possibility of removing the toxic elementssuch asbestos that can be linked to the jeopardies of increasing cancerous contamination in the area. Biofuel production can also be good solution for the country in order to facilitate the usage of biotechnology for the environmental aims. But this is not the only option. Country has faced many disasters caused due to the climate change. This can be lesson for the department to improve its working on the research and development such as the implementation of pioneer technologies for the cleaning of contaminated environment. The usage of micro-organisms for these activities falls under the field of bioremediation. It deals with the fungi or bacteria in order to purify the waste water from different regions. This shows that living science and technology will be vital in the promotion of the sustainable development.

But here comes another question i.e. how information and technology mediates the relation among independent variables (eco-efficiency, environmental priorities, health & safety and environmental reporting) and the dependent variable i.e. environmental strategic planning). By applying information technology in the Housing Ministry of Pakistan, we are able to develop energy efficient devices through which the global warming and the carbon footprints can be minimized. Information and communication technology applications have the ability

to boost ecological sustainability and mitigate climate change. Whereas on the supply area, there are numerous fields in production, energy, conveyance networks, buildings, and municipal systems in which tech savvy applications can contribute in optimizing efficiency thereby lowering inputs for every unit of product. Additionally, increased knowledge and smoother connectivity encourage cleaner use and greener lifestyles on the demand side. Green technology contributes to the reduction of pollution, the conservation of resources, the reduction of waste, and the use of less electricity than traditional technology. Additionally, green buildings save energy as well as material. Through this eco-efficiency can be ensured properly and hence the relation between eco-efficiency and environmental strategic planning can be mediated. Furthermore, with enhanced information technology, the building sector can help in establishing sound security system and can predict the population that may suffer under the zone of construction. Apart from that, devices can help to estimate the settlement in urban areas and to track the areas that are vulnerable. Keeping in all these points, the Housing Ministry of Pakistan can take appropriate measures regarding health and safety of employees as well as community. Similarly, employing new IT techniques, a company can conduct environmental reporting in an effective manner and can raise the awareness among the local community. Technical innovation, scientific innovation as well as research will be vital to save and preserve the environment in order to clean the polluted regions, take care of the health, help in the adaptation of the climate change and reduce the impact of the global warming. These examples that are mentioned above show that technology and science will be best solution to address the issues of the future. Moreover, addressing these issues will help the country to move forward in the economy as well as it will also help to be environmentally friendly that makes the qualified employment.



## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

This thesis intends to discuss environmental strategic planning practices in the Housing Ministry of Pakistan with the help of four independent variables (eco-efficiency, environmental priorities, health & safety and environmental reporting) and a mediator i.e. information and technology. The climate in Pakistan is polluted and is considered in one of those countries that are crossing the air quality index. The environment is hindered by numerous political, social, fiscal, and technical challenges as presented by others. Several developing countries have implemented green building strategies to mitigate the building sector's effect on the climate. This study inquires the issue and conducts a study challenge faced by Housing Ministry in implementing strategic planning to provide enabling internal and external environment for the organization. The field of environmental strategic planning encompasses social, political, technological, and environmental concerns, and governance considerations, and in making decisions and aims to assist with sustainability. Environmental Strategic Planning involves four builds including eco-effectiveness, ecological needs, wellbeing and security and ecological announcing are recognized. Eco-proficiency builds incorporate energy utilization component, contamination anticipation system and natural ramifications. Ecological needs incorporate markers like nearby and worldwide guidelines execution, exceptional activities and worker mindfulness programs. Thus the purpose of this study is to analyze environment Strategic Planning scale through measuring environmental practices of firms operating in Pakistan. SWOT analysis is conducted in order to scan the internal as well as external environment, where strength and deficiencies fall in core environment and prospects and threats fall in external environment. PEST Analysis helps in analyzing the environment with the help of political, economic, social and technological factors. A few associations working globally deal with the climate by tolerating and applying organization's wellbeing, security and ecological guidelines, which are stricter than local principles, set by the public authority offices. To gather the data a questionnaire is generated comprising of four independent variables, one dependent and one mediator. The sample size consists of 35 to 45 management heads of different departments, so altogether 150 officials will give answers to explicit inquiries and questionnaires from Officers of Different offices incorporate (FGEHA, PHA, PWD, NHA, State Office) working under Ministry of Housing and Works.

The descriptive statistics shows that Housing Ministry of Pakistan is unable to implement on the strategies related to sustainable environment. Mean value of almost all the variables is greater than 3.4 that represents that the companies are unable to work as per the specifications generated by national or international authority. Furthermore, it lacks in innovation and there is a huge gap in between research and development. The only thing in which Housing Ministry of Pakistan is performing comparatively well is health and safety of employees and customers. However, there is a still a great room of improvement in this particular field as well. Furthermore, the most adverse point having mean value of 4.2 is the lack of modernization i.e. Housing Ministry of Pakistan kept on following the traditional practices due to which they are far behind the race of globalization.

The results are executed on SPSS. The results concluded that the Housing Ministry of Pakistan is unable to implement proper environmental planning strategies. It lacks the modern innovations, research, and development. It shows that there exists a significant correlation among eco-efficiency, environmental reporting, environmental priorities, information & technology and health & safety with environmental strategic planning. Eco-efficiency helps in enhancing environmental sustainability by the reduction of chemical pollution and the recycling and reuse of "waste" materials. By strongly eliminating and minimizing the use of toxic elements, building sector can better convert into green building and impose positive impact on the environment. Additionally, adhering to guidelines and operating within the parameters established by national or foreign authorities will have a direct positive effect on the environment. Further, by reporting effectively building sector can establish credibility in their clients and other stakeholders, which has a direct effect on their bottom lines. Moreover, by taking precautionary measures for health and safety of employees and customers and by proper mapping and tracking the people affected by the zone of influence, the company can generate better results. Furthermore, information technology acts as the mediator in between independent and dependent variables. Information and communication technology applications have the ability to boost ecological sustainability and mitigate climate change. Whereas on the supply area, there are numerous fields in production, energy, conveyance networks, buildings, and municipal systems in which tech savvy applications can contribute in optimizing efficiency thereby lowering inputs for every unit of product. Additionally, increased knowledge and smoother connectivity encourage cleaner use and greener lifestyles on the demand side. Green technology contributes to the reduction of pollution, the conservation of resources, the reduction of waste, and the use of less electricity than traditional technology. The purpose of this study is to analyze environment Strategic

Planning scale through measuring environmental practices of firms operating in Pakistan. A few associations working globally deal with the climate by tolerating and applying organization's wellbeing, security and ecological guidelines which are stricter than local principles set by the public authority offices. Firms should zero in on wellbeing and security strategies of the two clients and workers. Clarkson (1995) distinguished that those organizations who esteems wellbeing and security of the clients were on the highest point of rundown and suggested wellbeing and security as fundamental rules for partners break down. There is an important need to seek and protect the sustainable formulas to interact with the environment in the best way. This became clear at the climate change conference known as COP21. This conference that was scheduled in Paris in December 2015. The significance of addressing the issue related to climate change and global warming has been confirmed and is an alarming situation. In Pakistan, it is struggle where the circular economy and technology plays a key role in order to achieve this objective. Moreover, it is very important to improve the working of the processes related to linear production. In order to do this, the circular economy focuses in the reusing of things that are being wasted in the country traditionally. The main aim of the sustainable development strategy in Pakistan is to provide good services and goods while also focusing on the reduction of raw materials and preservation of the water and energy. One key thing that can be useful in country is the promotion pf biotechnology. In this, living things and their parts are being utilized in order to preserve the environment and eco-systems. This can be very helpful for the growth of the country. The work ought to be intended to forestall the mischief of worker in the workplace where the manual representative exhaustion is included.

## **5.2. Recommendations**

In Pakistan, public sector institutions are functioning incompetently especially in areas where mismanagement, delays procedures, corrupt practices, dogmatic and personal influence, inadequate availability of resources, personnel with minimum security and social wages are common grounds. Auditing and the disclosure of public funds in public sector institutions requires the finances and reports should be publicly available then inspected by autonomous, impartial and able bookkeeping then book research multinationals. Any cases regarding misconduct or misappropriation of these public funds must be scrutinized and the officials or department severely apprehended without delay or external coercive influences. Because of such undesirable attributes, common citizens are also disappointed and unsatisfied with the performance of public sector organizations. Such institutions can become more efficient and policies can be effectively implemented solely if the principles of good

governance are transparent, impartial, equitable / impartial, anti-corruption, employee protection and high salaries, appointments, fair promotions based on in objective assessment, the above and above reporting mechanisms are open and generalized workforces in the organization. Processes associated with policy making also require to be linked again included in the implementation of the policy

Following are some of the recommendations that should be followed by the Housing Ministry of Pakistan in order to generate better results:

- Housing Ministry should follow SOP regarding pollution and air, water and land quality in different projects.
- Housing Ministry should follow SOP regarding land take and terrestrial biodiversity (e.g., land take, land use change, and risks for protected areas and endangered species)
- Housing Ministry should follow SOP regarding rivers and aquatic biodiversity (e.g., degree of regulation of rivers, ecosystem connectivity, and fish species diversity)
- Housing Ministry must encourage low-pollution projects and adopt policies that promote environmental conservation, technical advancement, resource productivity increase in industrial development, and pollution mitigation.
- Housing Ministry must follow SOP regarding greenhouse gas emissions
- Housing Ministry should follow SOP regarding climate change risks in different projects.
- Housing Ministry should consider resettlement of directly affected populations in different projects.
- Housing Ministry should check numbers of people at risk in the zones of influence in different projects.
- Housing Ministry should follow SOP regarding energy consumption in different projects.
- Housing Ministry should adopted a precautionary approach to environmental challenges.
- Project's waste should be used to generate electricity in place of oil and gas. Thus, consumption would benefit both industry and the world as a whole.
- Housing Ministry should considers potential environmental implications in new projects and service development (e.g. assessing energy usage, Recyclables or pollution generation).
- In Pakistan, industrial pollutants such as charcoal briquettes, biogas, biodiesel, and acetone, butanol, and ethanol may be used as renewable energy sources.

- Environmental activities implemented by Housing Ministry are aligned with national and/or international standards and policies
- Housing Ministry of Pakistan should follow SOP's regarding land use, waterways and marine habitats.
- Housing Ministry of Pakistan should participate in activities which aim to protect and improve the quality of natural environment
- Housing Ministry should also take care of the guidelines regarding climate change threats in multiple programs as well as emission of greenhouse gases.
- Housing Ministry should undertake initiatives to promote greater environmental responsibility and conservation
- Housing Ministry should keep track of the amount of citizens at risk in various projects' zones of impact. To save electricity, modern equipment's should be used.
- Housing Ministry should often conduct assessments of the health and safety effects of our projects and services on the wellbeing of customers
- The Housing Ministry should make an effort to minimize the environmental effects by recycling and waste control measures.
- The Housing Ministry should take into account future environmental impacts when developing innovative programs and services.
- The Housing Ministry should start unique programs as well as initiatives that help in mitigating the depletion of energy resources.
- The Housing Ministry should conduct different surveys regarding innovation & Modernization.
- The Housing Ministry should demand weekly or annual assessments on the climate for the support of stakeholders from every firm that comes under it.
- The Housing Ministry is to modernize the traditional practices by conducting more and more researches, by mapping the changes and strategies of developed countries and by allowing the transformational leadership to overtake the conventional style.
- In order to boost efficiency and to normalize all the environmental planning process, the Housing Ministry of Pakistan should focus on new and up to date technology.

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# Questionnaire

<b>Environmental Strategic Planning</b>						
1	<b>Ecology</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department follow SOP regarding pollution and air, water and land quality in different projects.					
	Our department follow SOP regarding land take and terrestrial biodiversity (e.g., land take, land use change, and risks for protected areas and endangered species)					
	Our department follow SOP regarding rivers and aquatic biodiversity (e.g., degree of regulation of rivers, ecosystem connectivity, and fish species diversity)					
2	<b>Climate security</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department follow SOP regarding climate change risks in different projects.					
	Our department follow SOP regarding greenhouse gas emissions					
3	<b>Health and safety</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department consider resettlement of directly affected populations in different projects.					
	Our department check numbers of people at risk in the zones of influence in different projects					
4	<b>Good governance</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department check numbers of people at risk in the zones of influence in different projects.					
	Our department check implementation of social policies					
<b>Eco- Efficiency</b>						
1	<b>Energy Consumption</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department follow SOP regarding energy consumption in different projects.					
	Our department use new equipment in order to save energy					
2	<b>Pollution Prevention</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department has adopted a precautionary approach to environmental challenges.					
	Our department has tried to reduce its environmental impact in terms of recycling and pollution prevention.					
3	<b>Environmental Implication</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department considers potential environmental implications in new projects and service development (e.g. Assessing energy usage, Recyclables or pollution generation).					
<b>Environmental Priorities</b>						
1	<b>Local and international Standards implementation</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Environmental activities implemented by our department are aligned with national and/or international standards and policies					
2	<b>Special Initiatives</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department has undertaken different activities that has protected the environment					
	Our department participates in activities which aim to protect and improve the quality of natural environment					
	Our department implements special programs to minimize its negative impact on the natural environment					
3	<b>Employee Awareness Programs</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department undertakes initiatives to promote greater environmental responsibility and conservation					
<b>Health &amp; Safety</b>						
1	<b>Customer Health &amp; Safety</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

	Our department has a proper health and safety policy					
	Our department often conducts assessments of the health and safety effects of our projects and services on the wellbeing of customers					
2	<b>Employee health &amp; Safety</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department has suitable arrangements for health and safety at workplace that provide sufficient protection for employees					
<b>Environmental Reporting</b>						
1	<b>Standardization Clear and Accurate</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department provides clear and accurate environmental information on its projects, services and activities to Allottee, Contractors, local community, etc.					
2	<b>Environmental Reporting</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	There are quarterly or annual reports on environment produced by our department for stakeholders					
	Our department reports considers locally or internationally established standards of environmental reporting					
<b>Innovation &amp; Technology</b>						
1	<b>Productivity</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department adopt new technology to increase productivity.					
2	<b>Research &amp; Development</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department invest in R & I.					
3	<b>Innovation Surveys</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Our department conduct different surveys regarding innovation & Modernization.					