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## ENVIRONMENTAL SUSTAINABILITY BY MANUFACTURING INDUSTRIAL UNITS IN VIRUDHUNAGAR DISTRICT

*A.A. Magesan, P. Rajmohan*

### ABSTRACT

*Adoption of environmental sustainability has become a critical issue for service and manufacturing sector in all over the world. In order to survive in today's competitive world and business environment, adoption of environmental sustainability has become a necessity. Adoption of environmental sustainability not only brings lot of social and economic benefits to the manufacturing industries but also protect the environment. Such benefits includes increase the production, goodwill of the industry, eco-friendly production, improve business profile and consumer satisfaction. The study brings forth that the adoption of more environmental sustainability depending on the form of organization, amount of investment and category of industry shall enable their faster development in sustainable way.*

### KEYWORDS

Environment, sustainability, manufacturing practices, adoption, environmental friendly, manufacturing industry.

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