



***STRATEGY FOR SUSTAINABLE**
BUSINESS*

ASSIGNMENT

SUBMITTED BY:

AYUSH KUMAR JHA

SAP ID - 500086400

Enrollment no - R200220083

Sustainable business model

Sustainable investing can be confusing for some investors. For example, you can invest in funds or companies that avoid the tobacco, arms, and fossil fuel industries. You can also target investment toward companies that do good, like workplace equality or reducing carbon emissions. Those are just a few ESG strategies. Investors used to think that socially responsible investing would eat into a company's profit and competitive advantage. Now investors see it as an opportunity to identify potential risks or even disasters before they happen.

This is useful:-

- It's great marketing. But again, it's a lot of sizzle, no steak.
- Companies make grand promises to become more inclusive or environmentally friendly, which opens them up to more ESG

Traditional investing delivers value by translating investor capital into investment opportunities that carry risks commensurate with expected returns. Sustainable investing balances traditional investing with environmental, social, and governance-related (ESG) insights to improve long-term outcomes.

In many ways, sustainable investing can be seen as part of the evolution of investing. There is a growing recognition among industry participants that some ESG factors are economic factors, especially in the long term, and it is, therefore, important to incorporate material ESG factors.

An overview of ESG sustainable investing details the recent trends of impact investing in 2021, look into the performance of sustainable funds and explain some concerns of ESG investments. With the growing popularity of ESG ETFs and index funds triggering an ESG investing debate among investors, let's see why some think it's the future, while others see sustainable investing as a complete fraud.