

Journey towards Green Transition Through ADKAR Lense

The ADKAR model is a change management framework comprising five key elements: Awareness, Desire, Knowledge, Ability, and Reinforcement. It provides a structured approach for individuals and organisations to successfully navigate and adapt to change by addressing the psychological and practical aspects of change implementation.

The findings have been derived from a survey on the following.



Unlocking environment-friendly practices through financial support & streamlined processes

- Limited funding access, complex documentation, reliance on self-investment and loans for environment-friendly practices.
- Limited financial support, subsidies and tax concessions for green practices.
- Incentives required to encourage the transition of factories to green.

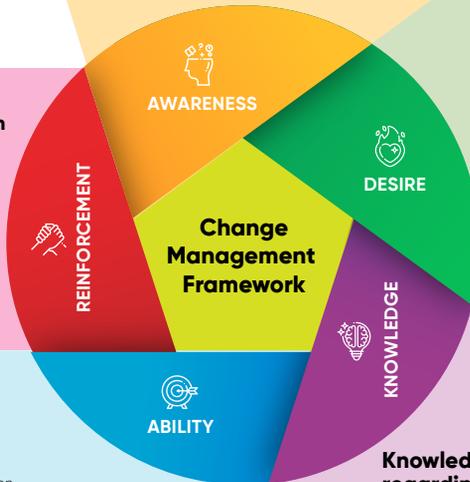
SMEs have limited ability to adopt green technologies compared to large factories

- Asymmetric information and constrained access to credit are limiting the factories' ability to obtain green certification.
- Influencing factors for workers' ability to adopt greening process
40.48% Lack of training **30.00%** Unwillingness to learn about new technology
- Owners, managers, and workers in large factories are more receptive in adopting the green process compared to small & medium and micro factories.

Large factories are more aware than SMEs



Higher level of awareness is observed in large factories compared to small & medium and micro factories.



Self-motivation and marketing strategy are the key factors for desiring green certification

68.18% of the owners and managers expressed their desire to obtain green certification.

Top three reasons for obtaining green certifications

- 69.70%** Self-motivation
- 54.55%** Marketing strategy
- 39.39%** Competitiveness

87.50% of supervisors are willing to adapt with new machinery/equipment/technology for greening the process.

83.28% of workers

Knowledge asymmetry exists regarding green initiatives

Overall, only **12.61%** of owners and managers have training related to sustainability or greening factory or environmental compliance.

24.74% of supervisors

11.97% of workers have knowledge about any new machinery/equipment/technology.

