

# Government Intervention as an antecedent to foster Sustainable Business Practices: A Study on Indian Healthcare Industry

## Summary

India has observed remarkable transformation over the past few decades making it a powerful geopolitical force. Healthcare is one of the industries that marks this strengthened global presence by increasingly becoming a medical tourism hub. The healthcare industry is amongst the largest employers in India, also in terms of revenue generation and growth prospects. However, it is still undergoing a lot of pressure due to issues of access, affordability, quality of care, and efficient systems. This study undertakes the content analysis of recent policy initiatives and frameworks available through archival databases that aid the sustainable transformation in the Indian Healthcare industry. Further, the study presents a conceptual framework advancing on stakeholder theory by establishing the interplay of ongoing reforms, sustainable business practices (SBPs), and multiple stakeholders to achieve sustainable outcomes. This study can aid decision-makers, practitioners, and academicians in understanding the landscape of implementing SBPs by leveraging ongoing policy reforms.

**Keywords:** policies, India, sustainable business practices, stakeholders, healthcare

**Track:** 30. Sustainable and Responsible Business

**Word Count:** Summary (150 words), Main Body (1037 words excluding tables and references)

## 1. Introduction

Healthcare remains a key focus area for the Indian government. There are numerous ongoing initiatives that are reinforced, updated, or expanded in alignment with the vision of a "Viksit Bharat" (Developed India). However, the healthcare sector is facing significant challenges in terms of cost management, resource optimization, and ensuring quality care while maintaining sustainability (Raj et al. 2025). Sustainable business practices (SBPs) are, therefore, crucial in addressing these challenges by integrating environmental, economic, and social considerations into the operations of healthcare institutions (Mir et al. 2022; Rawal et al. 2024). Healthcare institutions derive these practices from the frameworks and policies initiated by the Government of India at large in lieu of financial support and incentives. The policy frameworks provide the healthcare industry with the norms and regulations that are mandated for them to follow to ensure sustainable outcomes in the form of patient care, workforce management, environmental care, and cost efficiency (Chauhan et al. 2022). There are multiple stakeholders in the healthcare industry that can be put into three categories: internal stakeholders, external stakeholders, and interface stakeholders (Kaur and Victoria 2017). These stakeholders can have positive or negative associations with government interventions that can impact the sustainability outcomes of healthcare organizations. The stakeholders often influence the choice and implementation of sustainable practices by the organizations. There still exists a gap in bringing an understanding for the same, which we are addressing in our study.

The objective of this study is to identify whether the national-level policy, initiatives, and reforms cater to all the pillars of sustainability (Elkington 2012) through content analysis of the available documents from the Government of India database. Additionally, the study presents a conceptual framework for the interplay of government intervention as an antecedent to achieve sustainability outcomes by implementing SBPs and multi-stakeholder involvement.

## 2. Methodology

This study will undertake a thematic analysis of the national-level policies, initiatives, and reforms, particularly for the healthcare industry, strategically formulated by the Government of India. The policies, initiatives, and reforms taken from the government archival database are analyzed using content analysis to derive an understanding of the three pillars of sustainability. The aim of the content analysis is to examine the narrative materials by breaking the text into relatively smaller units of content for descriptive treatment (Vaismoradi 2013). The policies that are considered for this study are: Pradhan Mantri Bhartiya Janaushadhi Pariyojana (2008),

National Action Plan on Climate Change (NAPCC)- Health and Climate Change (2008), Swachh Bharat Abhiyan (2014), Biomedical Waste Management Rules (2016), National Health Policy (2017), Ayushman Bharat (2018), National Digital Health Mission (2020), PM Ayushman Bharat Health Infrastructure Mission (2021).

### 3. Preliminary Findings

There are many primary national-level policies, initiatives, and reforms existing for the healthcare industry in India. The policies are developed at the national level by the Government of India. The policies before the period 2008 primarily stressed the fulfilment of the health-related needs of society. However, after the year 2008, when the Millennium Development Goals were introduced by the United Nations in the year 2008, the element of concern for sustainability was also introduced in the national healthcare schemes and initiatives. Our study intends to analyze whether these policies of the Indian Healthcare system inculcate all three pillars of sustainability.

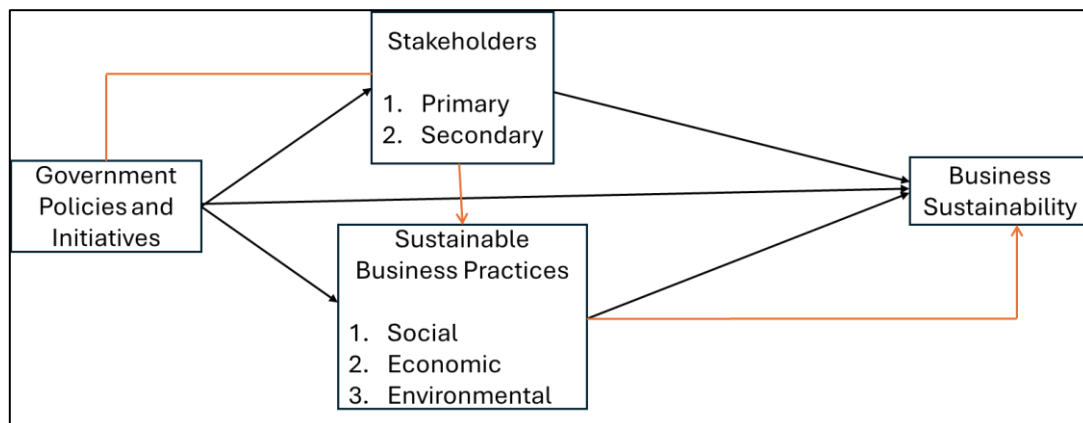
### 4. Conceptual Framework

The conceptual model presented in Figure 1 seeks to elucidate the interplay among the government policies and initiatives, multiple stakeholders involved, sustainable business practices, and their impact on the sustainability outcomes in healthcare settings. We also utilized the stakeholder theory to draw the relationship among these variables. The impact of government policies on business sustainability is visible across sectors. There are policies and frameworks concerning green technologies, renewable energy adoption, waste management, water management, and other socially responsible business practices. As the government continues to align its policies with global sustainability goals, the role of these policies in fostering sustainable business is becoming imperative. Further, government policies, laws and regulations also influence stakeholders' value. When the organizations are encouraged to adopt sustainable practices that benefit the larger interest of the stakeholders and sustained business outcomes like improved reputation, risk mitigation, and long-term profitability. Henceforth, we formulated the following propositions.

Proposition 1: Government policies and initiatives have a positive impact on business sustainability.

Proposition 2: Government policies and initiatives have a positive impact on the shareholders' interest driving business sustainability.

Proposition 3: Government policies and initiatives have a positive impact on the sustainable business practices driving business sustainability.



## 5. Proposed Implications

The study has implications for policymakers, academicians, practitioners, and organizations at large. The study provides an understanding of how well the policy frameworks are integrating and advancing the global sustainability agendas in the Indian context. India is looked upon as a benchmark country on global platforms in the quest for sustainability. This study provides a deeper understanding of whether the government legislations in India are leading the way for business sustainability in a healthcare setting. Further, the study provides a conceptual framework with four propositions that state the interrelationship among the stakeholders, sustainable business practices, and business sustainability. This framework can be tested empirically in future research for validation. Nevertheless, the study is purely a qualitative study based on content analysis and conceptual framework and, therefore, undergoes few limitations. There can be subjectivity in the interpretation of the context and codes. We only considered the national policies introduced from 2008, there can be other laws, acts, or legislations that are not considered in this study; however, if included, they can bring a different dimension to the results.

## 6. Conclusion

The healthcare policies in India are increasingly focused on sustainability, incorporating elements like affordability, accessibility, sustainability, and digital health. The landmark policies and initiatives, such as Ayushman Bharat, National Health Policy 2017, and the National Digital Health Mission, to name a few, are aimed at creating resilience, preventing health hazards, reducing barriers, and leveraging advancements for equitable, sustainable, and efficient healthcare system for the future. The present study establishes the interplay of government interventions with the sustainable practices implemented by the organizations in the healthcare industry, with the critical support of the presence of multi-stakeholders.

## References

- Chauhan, V., Dumka, N., Hannah, E., Ahmed, T. and Kotwal, A., 2022. Recent initiatives for transforming healthcare in India: A political economy of health framework analysis. *Journal of Global Health Economics and Policy*, 2, p.e2022002.
- Elkington, J., 2012. *The zeronauts: breaking the sustainability barrier*. Routledge.
- Kaur, A. and Victoria, E.L., 2017. Major stakeholders in health care system: Government, non-government & other professionals. *Global Journal of Business & Management*, 2(1), pp.01-06.
- Raj, J., Dalal, S. and Gupta, A., 2025. Evolution of the Healthcare Policy Framework in India. *Indian Public Policy Review*, 5(6), pp.36-110.
- Rawal, K. and Acharya, M.A., 2024. TOWARDS SUSTAINABLE HEALTHCARE: NAVIGATING INNOVATIVE PRACTICES FOR ADAPTATION AND IMPACT. *Interdisciplinary Perspectives on Sustainable Development from Vision to Action*.
- Mir, T.A. and Singh, M., 2022. Indian healthcare sector and the Sustainable Development. *Int J Cur Res Rev| Vol, 14(03)*, p.43.
- Vaismoradi, M., Turunen, H. and Bondas, T., 2013. Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing & health sciences*, 15(3), pp.398-405.