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**The evolution and future of ESG practices: Integrating IoT and technological advancements to enhance sustainability****Ashok Kumar Kalyanam**

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Increased investment in Environmental, Social, and Governance (ESG) practices is evident as investors favour sustainable investments, recognizing that companies with strong ESG profiles are poised for long-term success. This shift is driven by the desire for financial returns and the aim to positively impact society and the environment, encouraging companies to adopt robust ESG practices to attract and retain investors.

Enhanced regulatory oversight is pushing companies toward stringent reporting and compliance requirements, ensuring accuracy and comprehensiveness in their environmental and social impact disclosures. Adhering to these regulations helps build trust with stakeholders and demonstrates a company's commitment to sustainability, while leveling the playing field by holding all companies to the same standards.

Technological integration, particularly advancements on the Internet of Things (IoT) and block-chain, plays a crucial role in ESG efforts. IoT devices can monitor environmental parameters such as carbon emissions and energy consumption, providing real-time data that helps companies identify improvement areas and implement targeted strategies to reduce their environmental footprint. Block-chain technology ensures the integrity and traceability of ESG data, enhancing transparency and accountability. These technologies streamline ESG reporting processes and facilitate informed decision-making to drive sustainability.

Public expectations are also rising, as society becomes

more aware of social and environmental issues. Companies face increased pressure from consumers and employees to demonstrate responsible ESG practices. Consumers prefer to support companies that align with their values and prioritize sustainability, while employees are drawn to organizations that promote ethical behavior and social responsibility. Meeting these public expectations enhances a company's reputation and fosters loyalty and trust among stakeholders.

In conclusion, ESG principles provide a vital framework for evaluating a company's broader impact on society and the environment. The integration of IoT technology enhances the ability to measure and improve ESG performance, facilitating informed decision-making and fostering corporate responsibility. By adopting effective tools and strategies, organizations can elevate their ESG profiles and bolster their long-term viability and resilience.

**Biography**

Ashok Kumar Kalyanam is a thought leader in IoT and smart buildings at Cognizant Technology Solutions. His future vision is focused on innovation and sustainability, aiming for seamless integration of smart technologies into daily life to improve quality of life and reduce environmental impact. A lifelong learner, Ashok stays updated with technological advancements and explores new IoT implementation possibilities. He is dedicated to empowering the next generation of innovators through mentorship and collaboration. Ashok's career is marked by significant contributions that have advanced IoT and smart building technologies, impacting how we design, manage, and interact with our environments. His legacy of innovation and excellence continues to inspire future generations to push technological boundaries.

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