

# **The Role of HR in Promoting Sustainable Innovation for Long-Term Industrial Success**

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**Abstract:** *This study explores the role of human resource (HR) practices in fostering sustainable innovation in rural industrial settings, focusing on Indian villages. By analyzing data on training, employment generation, and sustainability initiatives, this research highlights how HR can bridge the gap between traditional industrial practices and modern, sustainable innovation models. The findings emphasize the potential of HR strategies to drive inclusive growth and long-term industrial success in rural India.*

*HR plays critical role in fostering sustainable organizational culture by aligning employees' values and behaviors with sustainability goals, integrating sustainability into training and development programs, and promoting awareness..*

**Keywords:** Sustainable Innovation, equity, constraint, retention, fostering