

OVERVIEW

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GREEN IT ADOPTION TRENDS: AN OVERVIEW

- This report divides 11 Green IT initiatives into four major groups:
 - ❖ Virtualization and Consolidation
 - ❖ Energy Efficiency
 - ❖ Travel Reduction
 - ❖ Asset Disposal.

FOUR MAJOR GROUPS:

- ❖ **Virtualization & Consolidation:**

Initiatives in this area include server virtualization and consolidation, storage consolidation and desktop virtualization. These projects typically improve cost and energy efficiency through optimized use of existing and new computing and storage capacity, electricity, cooling, ventilation and real estate.

- ❖ **Energy Efficiency:**

Initiatives in this area include server room upgrades and new builds, IT energy measurement, printer consolidation, and PC power management. These projects have energy efficiency or reduction as a major cost savings benefits.

- ❖ **Travel Reduction:**

Initiatives in this area include remote conferencing & collaboration and telecommuting. These projects are typically associated with reductions in travel, fuel and commuting costs.

- ❖ **Asset Disposal:**

IT equipment recycling is the lone initiative in this category.

- ❖ Half the companies who participated in this study are either piloting or implementing at least one of the 11 Green IT initiatives.
- ❖ By and large, the most commonly adopted initiatives involve major cost savings up-front, with fewer major investments required.
- ❖ The most popular initiatives across the board include storage consolidation, remote conferencing and telecommuting, all of which yield immediate cost reduction benefits to the business if implemented correctly

STUDY AND METHODOLOGY

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STUDY OF GREEN IT COMPANIES

- ❖ Recently, green technology has become an attraction to researchers in engineering, manufacturing, material science, chemical engineering, environment science and energy areas.
- ❖ Engineering is the most widely discussed research area covering the green technology.

METHODOLOGY

- ❖ The paper gives the survey of green manufacturing, what is green manufacturing why it is needed and methods of green manufacturing that reduces the waste and even pollution.
- ❖ The paper focus on the green design for environment of green manufacturing system, energy conservation, development of product with less wastage.

ENERGY EFFICIENCY

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ENERGY EFFICIENCY

- ❖ Green Computing is a recent trend towards designing, building, and operating computer systems to be energy efficient.
- ❖ The goals are to maximize energy efficiency during the product's lifetime, reduce the use of hazardous materials
- ❖ It Promote recyclability or biodegradability of defunct products and factory waste

ADVANTAGES

- ❖ The many benefits of energy efficiency include: Environmental:
- ❖ Increased efficiency can lower greenhouse gas (GHG) emissions and other pollutants, as well as decrease water use.

DISADVANTAGE

- ❖ For large firms, many efficiency investments are too small to be attractive because of high transaction costs of the cost of energy-efficient equipment.
- ❖ The conventional method used to conserve genetic resources of date palm has been supplemented in recent years by rapid developments in plant biotechnology.

The following are examples of energy efficiency.

- ◊ Reuse
- ◊ Resource Utilization
- ◊ Efficient Design
- ◊ Maintenance
- ◊ Waste Reduction

LAWS OF NATURE

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HAVE WE BECOME SEPARATE FROM NATURE?



NATURE AS A RESOURCE?

An aerial photograph showing a large, brown, deforested area on the left, characterized by a grid-like pattern of agricultural fields. This area is bordered on the right by a dense, dark green forest. The contrast between the two landscapes is stark.

LIMITED

UNLIMITED

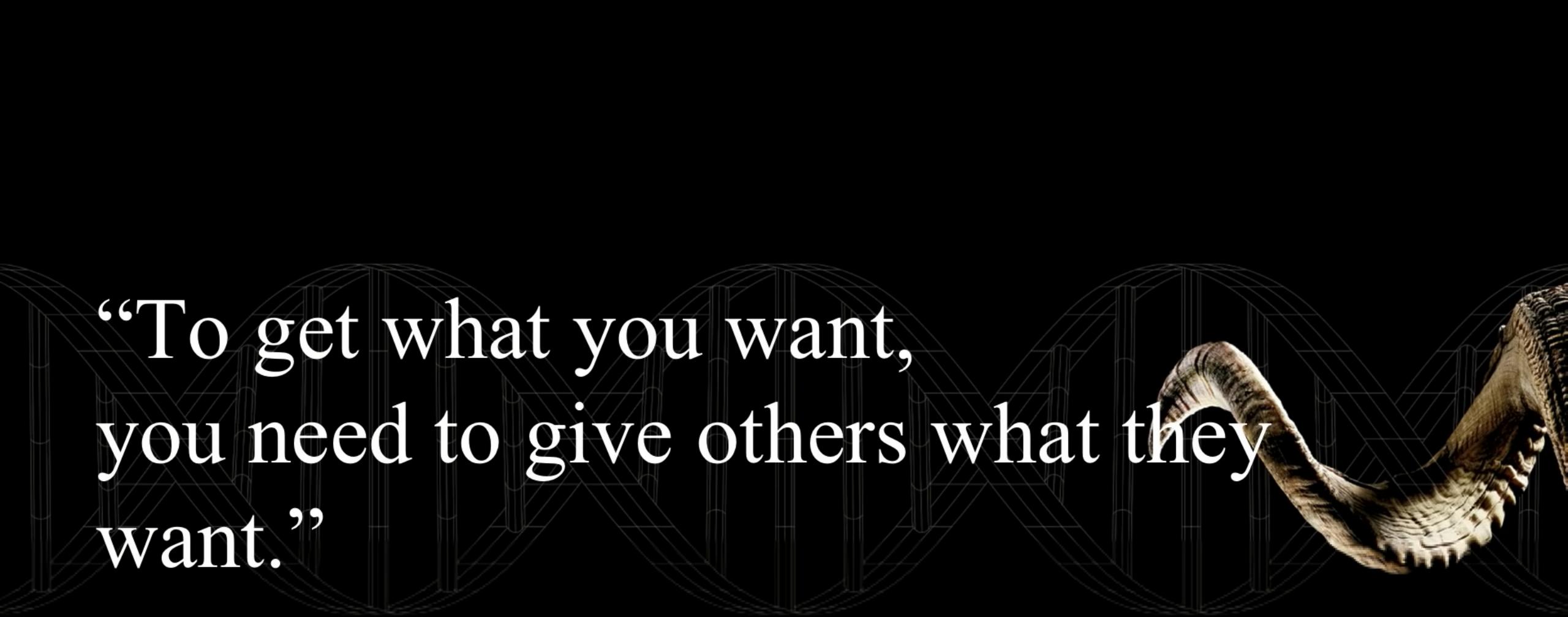
3 NATURAL LAWS:

Symbiosis

Sustainability

Adaptation





“To get what you want,
you need to give others what they
want.”

The heart of symbiosis in an eco-system.



TRAVEL REDUCTION

Name :- Nitesh Vasave

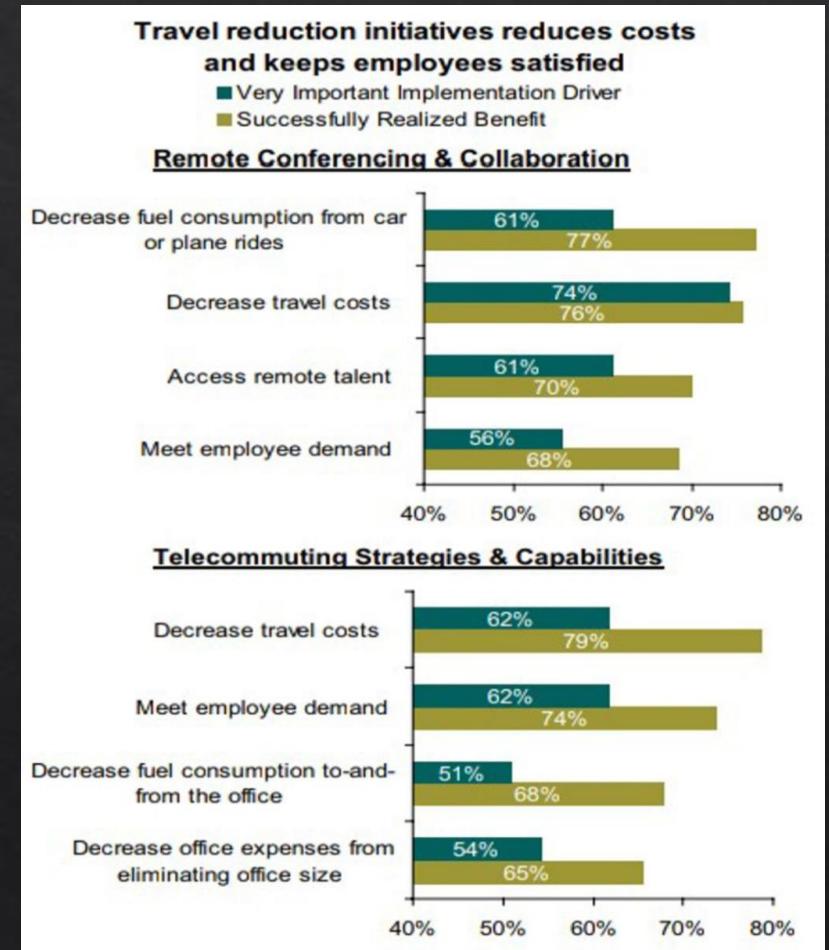
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TRAVEL REDUCTION

- ❖ Remote configuration & Telecommuting Strategies
- ❖ Remote configuration and collaboration:-
- ❖ Telecommuting Strategy and Capabilities:-

Policies and strategies allowing or encouraging employees to Work from home.



❖ CUTTING TRAVEL COSTS WHERE IT COUNTS

These initiatives not only reduce costs of fuel, flights, hotels and related expenses, but also result in higher employee satisfaction.

❖ Keeping Your People Happy

Organization are also gaining access to remote talent that they otherwise would not be able to tap. In two-thirds of all travel reduction project Organization reports their employees are very satisfied with the increased flexibility they are now offered.

GREEN SUPPLY CHAIN MANAGEMENT INITIATIVES

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Green Supply Chain Management Initiatives

- Green Supply Chain Management aims to integrate environmental thinking into supply chain management.
- This includes product design, material sourcing and selection, the manufacturing process and delivery of the final product to consumers.
- Approximately 2 million tons of e-waste are generated annually in India
- The management of e-waste and implementation of green initiatives to manage the supply chains have become imperative for Indian IT and electronics industry.
- They are innovating and coming up with cutting edge solutions that help them become more profitable, while helping the environment



HCL Infosystems Limited



- ❖ HCL Infosystems Ltd. is India's premier hardware, services and ICT systems integration company, which offers a wide spectrum of ICT products that include computing, storage, networking, security, telecommunication, imaging and retail solutions
- ❖ HCL always focused on developing a sustainable future through environment friendly ICT products and services.
- ❖ This led to the introduction of Green desktops, equipped with the unique Dynamic Energy Saver (DES) technology, that cut overall power consumption by 20-35%.
- ❖ The company has also taken the following initiatives to conserve energy:
 - Use of recyclable packing materials in PCs and monitors.
 - Made S3 as the default sleep state in all products shipped with Microsoft Windows OS, so that the product automatically switches to standby mode after a specified amount of system inactivity.
 - Compliance with MPR-II certification for CRT monitors.
 - Compliance with TCO'03 certification for LCD monitors.

Tata Consultancy Services



- ❖ Tata Consultancy Services (TCS) Limited is one of the best Indian IT services, consulting and business solutions organizations.
- ❖ It is committed to measure, report and continually improve its overall environmental performance by optimizing its resource consumption, minimizing its ecological impact and in line with the precautionary principle espoused by Article 15 of the Rio Declaration, working to reduce its carbon footprint.
- ❖ TCS has developed an environment policy that guides its key activities. The basic foundation of the policy is:
 - ❖ Climate change mitigation through commitment to reduce Greenhouse Gas (GHG) emissions and corresponding carbon footprint.
 - ❖ Green procurement.
 - ❖ Reduce, reuse, recycle.
 - ❖ Resource efficiency.
 - ❖ Green infrastructure – green buildings.
 - ❖ Green IT.

IT EQUIPMENT RECYCLING



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IMPORTANCE ELECTRONIC RECYCLING



- Rich source of raw materials
- Solid waste management
- Toxic materials
- International movement of hazardous waste

E-waste



- ❖ E waste in electrical electronic equipment that has been discarded working and broken items that are thrown in in the garbage aur donated to the charity reseller like goodwill.
- ❖ E-waste is particularly dangerous due to toxic chemical that naturally from the metals inside when buried.

DISADVANTAGES OF GOING GREEN

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Disadvantages of going green

1. Expenses :
2. Data Safety is important :
3. Dearness
4. Customer backlash

Disadvantages of going green

- 5. Is it worth it?

- 6. Competition

- 7. Marginal impact

GREEN IT EMISSIONS AND GREEN IT TYPICAL DIMENSIONS

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- ❖ Green It
- ❖ Virtualization And Consolidation
- ❖ Energy Efficiency

- ❖ Asset Disposal
- ❖ Factors During Implementation
- ❖ Green It Outcomes