

Green Enterprises

#	Student Name	Roll No.
1	Lalitha Chelliah	EEPITM-01-009
2	Niranchala Thangapandy Nadar	EEPITM-01-012
3	Sarita Pal	EEPITM-01-019
4	Nitin Umesh Mishra	EPGP-04A-060
5	Saurabh Chaturvedhi	EEPITM-01-021

Why are enterprises going green ?

- Challenged by pressure from a variety of stakeholders for effective models for social amelioration and environmental protection, enterprises are becoming greener. Enterprises have realized that need for addressing environmental impact and contribution to environmental sustainability has to go beyond just meeting compliance requirements. Cost reduction, revenue generation, resiliency and legitimacy are some of the business value dimensions for enterprise greening.
- The world today is facing two defining challenges.
 - The first is to provide jobs that can deliver economic growth, decent working conditions and social development for all. This includes lifting over 1.3 billion people (four out of ten workers in the world) and their families above the poverty line and providing decent job opportunities for the 500 million young people entering the labor market over the next 10 years.
 - The second is to avert dangerous climate change and prevent a progressing deterioration in natural resources jeopardizing the standard of living of current and future generations. These two challenges are intimately linked and should be tackled together.

Standards and Metrics

- Standards are essential to manage the Green Environmental outcomes and it provides a platform to certify enterprises in their Green Strategies. They enable accurate measurement and comparison of equipments and certification programs, maintains the integrity of the claim for energy efficiency.
- **Global Organic Textile Standard**: GOTS aims to provide textile processors and manufacturers with one organic textile certification that is accepted and recognized in all major markets.
- **Green Seal**: Green Seal certifies office paper, paper towels, cleaning products, food packaging, household products and many other items
- **Cradle to Cradle**: Cradle to Cradle certifies paper and packaging, personal care products, textiles and fabrics, and a miscellany of other products.
- **LEED**: The US Green Building Council's LEED program is the most widely recognized green building standard in the United States, providing certification for multiple building types.
- **Energy Star**: The EPA's Energy Star provides certification for new and upgraded energy-efficient homes and office buildings, air conditioners, etc.
- **PUE**:The leading metric used to show how efficiently data centers are using energy, the Power Usage Effectiveness (PUE) figure, is a ratio of how much energy consumption is going to run a data center's IT and servers vs how much energy is going to run the overall data center. It was created by The Green Grid.

How are enterprises going green



- Organizations cannot be greened in silos and it is critical to align green strategy with organization objective, industrial context and socio-cultural environment. Right balance needs to be achieved between people, plan and economy. Greening organization needs commitment, leadership and vision to meet the green goals without compromising on other goals.
- With continuous commitment organizations can mature from operational (immediate) to tactical (<1 year) to Strategic initial (<3 years) to strategic (<5 years) before they reach nirvana of strategic exploratory (8 years) state.

Green enterprises in India



- Looking at green initiatives, it is evident that Indian enterprises are serious about building environmental sustainability and green enterprises.
- **Suzlon energy:** one of the top five largest wind-turbine makers in world is also among the top green enterprises in India. They are convinced that wind is the energy of the future and their factory in Pondicherry is built to run entirely on wind power.
- **Wipro:** has climbed to the top five brand league in Green peace's 'Guide to Greener Electronics' ranking. Despite the global financial crisis, Wipro held fast to its commitment towards energy efficiency and was lauded for launching energy star compliant products in the market

Green enterprises in India

- **ITC Limited:** ITC strengthened their commitment to green technologies by introducing 'ozone-treated elemental chlorine free' bleaching technology for the first time in India. The result is an entire new range of top green products and solutions: the environmentally friendly multi-purpose paper that is less polluting than its traditional counterpart
- **HCL:** launched its range of eco-friendly notebooks, HCL ME 40. HCL claims that this was India's first PVC free and eco-friendly notebook. Further, Bureau of Energy Efficiency has given HCL eco-friendly products a five-star rating, and they also meet REACH (REACH is the European Community Regulation on chemicals and their safe use) standards and are 100 per cent recyclable and toxin free
- **Haier:** India launches the green initiative with its 'Eco-Life' series, as a part of its global rebranding exercise. This is aimed at designing smart products which not only meet customer needs, but also adhere to environmental norms

Green enterprises in India

- **Tata Metaliks Limited (TML):** Every day is Environment Day at TML, one of the top green firms in India. A practical example that made everyone sit up and take notice is the company's policy to discourage working on Saturdays at the corporate office. Lights are also switched off during the day with the entire office depending on sunlight
- **Haier:** India launches the green initiative with its 'Eco-Life' series, as a part of its global rebranding exercise. This is aimed at designing smart products which not only meet customer needs, but also adhere to environmental norms
- **Tamil Nadu Newsprint and Papers Limited (TNPL):** Adjudged the best performer in the 2009-2010 Green Business Survey, TNPL was awarded the Green Business Leadership Award in the Pulp and Paper Sector. The initiatives undertaken by this top green firm in India includes two Clean Development Mechanism projects and a wind farm project that helped generate 2,30,323 Carbon Emission Reductions earning Rs. 17.40 Crore.

Indian inter-ministerial task force

- Work on green jobs in India has focused on ensuring synergies with India's on-going policy outlook and priorities. India's eleventh Five-Year-Plan (2007 to 2012) focuses upon "faster and inclusive growth" to address the pressing needs for poverty alleviation and to assure a sustainable development path through effective incorporation of environmental concerns.
- Furthermore, increasing attention is being placed on the issue of climate change. In 2008, the Prime Minister established a National Action Plan on Climate Change and requested State governments to develop their own State Level Action Plans. In this context, the ILO's work on green jobs commenced in India in 2008.
- The Task Force raises awareness on green jobs and promotes dialogue among a range of institutions, thus fostering a broad-based support for a just transition to a green economy.

Indian inter-ministerial task force

- In 2009, after a series of consultations, the Ministry of Labor and Employment established the first multi-stakeholder Task Force on Green Jobs and Climate Change. The Task Force consists of representatives from government departments, workers' and employers' organizations, research institutes and non-governmental organizations.
- The Task Force's objective is to address employment and labor market dimensions of environment-related policies and strategies and to create decent work opportunities in an environmentally sound economy.
- Operationally, this has resulted in a number of activities, for example the conduction of a study to estimate core environment-related employment in the State of Gujarat, the implementation of a pilot project in Rajasthan to address the need for skills development at local level and the incorporation of green jobs creation into State Level Action Plans on Climate Change.

Indian inter-ministerial task force



- A major achievement of the Task Force was the inclusion of the Ministry of Labor and Employment into the discussions on climate change and environmental issues. It is increasingly recognized that many of the goals espoused in the National Action Plan on Climate Change cannot be achieved without proper planning and without capacity development. The Task Force has benefited from financial and technical support of ILO's Green Jobs Program. Technical assistance has been particularly relevant for the identification and addressing of knowledge gaps and the piloting of innovative practical approaches for the promotion of green jobs.

Conclusion



- Driven by issues like depleting resources and increasing energy prices, market for green opportunities is still small but definitely one that is growing rapidly. Enterprises around the world including India are realizing that going green is no longer just compliance issue but survival need.

Thank You !

