

# Green IT Matters at WIPRO Ltd.

**Group 4 :**

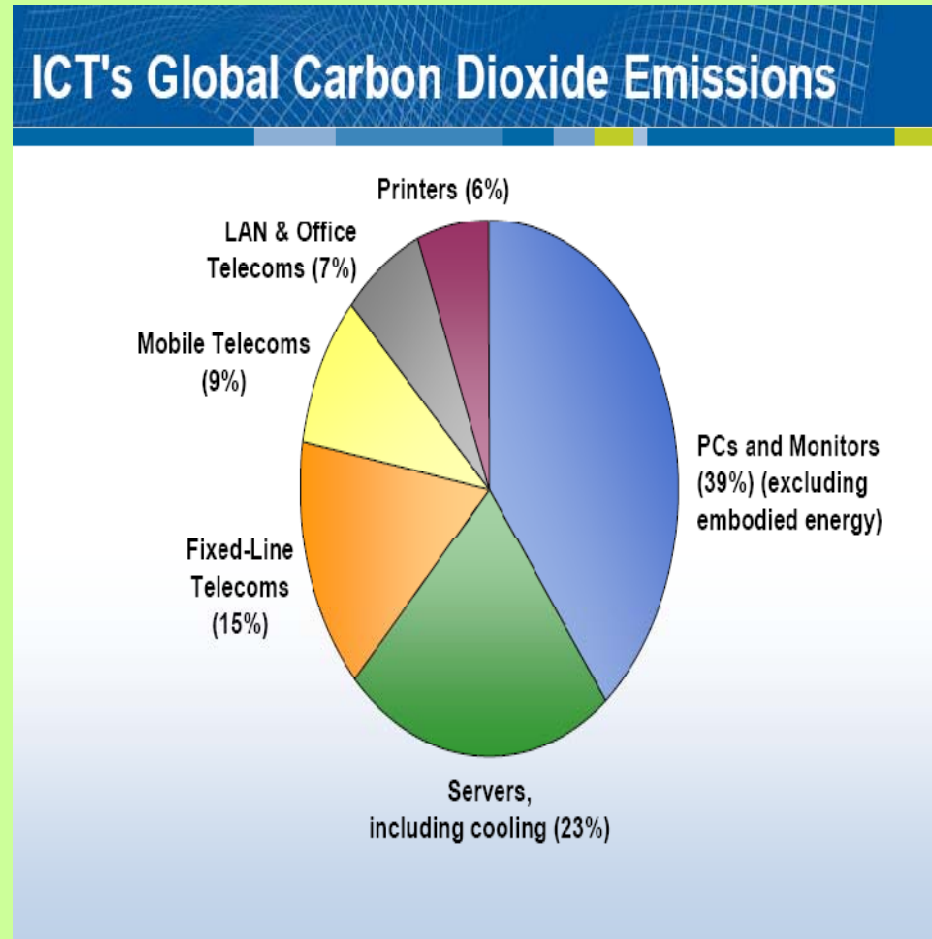
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# Definition

- Green IT is the optimal use of information and communication technology for managing the environmental sustainability of enterprise operations and supply chain, as well as that of its products, services and resources throughout their lifecycles.

# Drivers of Green IT

- Gartner report released in December 2007
  - ICT accounted for 2 % of worldwide carbon dioxide emissions
  - Equivalent to the aviation industry- the single largest contributor
  - CO<sub>2</sub> one of the four GHG- methane, Nitrous oxide and fluorinated gases.
  - Global Warming is caused when GHG traps heat in the atmosphere.
  - IT Industry is strategically positioned to reduce 98% of Carbon FP of other industries



# Turning Wipro Green

- Compulsions
  - Physical- Weather, Rise in sea level, Human health
  - Regulatory- Kyoto Protocol, E waste policy
  - General- Energy scarcity, Water scarcity, demand scarcity.

# Company Background

## Startup

Established as Western India Vegetable Products Ltd in 1946. Company diversified in several different areas like lightning and hydraulics before getting into IT in 1980.

## Revenue and Growth

Wipro had turnover of Rs 254.56 Billion

Four business segments :

IT Services(US\$4.93 Billion)

IT Products(US\$918millions)

Infrastructure Engineering(US\$212 millions)

Consumer care and lightning(US\$480 millions)

**WIPRO**

## Process Improvement Models Adopted

-Six Sigma    LEAN    AGILE

## Initiatives

Reduce energy consumption per person.

Waste food turned in methane for lightining burner.

Rainwater was being harvested for water needs

--LED instead of Fluroscent lamps

# CSR

- Wipro Applying thoughts
  - Focused on primary education in community.
  - Education leadership programme for Principals
  - Teacher Programme
  - Provide ~125000 hours of training to 2500 teachers and principals of 100 schools.

# CSR Contd.

- EcoEye : Comprehensive Charter for ecological sustainability.
- Goal : To enable the company to become a carbon-neutral and water-positive organization, achieve defined levels of biodiversity footprint, set new standards in recycling waste, and help employees achieve a smaller ecological footprint in their personal lives.

*Eco Eye is the “eye” through which we attempt to see everything and act for ecological sustainability. We firmly believe business cannot be built at the cost of ecology. It is not sustainable. Ecological sustainability will increasingly be the defining force for society and business globally. Wipro believes ecological sustainability is the right thing to do—in fact is the only way forward. Wipro will work on the dimensions of carbon neutrality, water balance, waste management and bio-diversity.*

- Azim Premji, chairman, Wipro13

# Green Initiatives

Category	Business Unit	Year of launch	Highlights
<b>Products</b>			
Greenware	Wipro Infotech	June 2007	<ul style="list-style-type: none"> <li>• Offers radiation free monitors and energy conserving components</li> <li>• Uses recyclable and bio-degradable packing materials</li> <li>• Compliant with Restriction of Hazardous Substances (RoHS) regulation</li> <li>• Has Energy star certification</li> </ul>
<b>Services</b>			
E-waste Disposal		September 2006	<ul style="list-style-type: none"> <li>• Monitors hardware through a process called “Wipro Green Computing” spanning product lifecycle from design and manufacture to final disposal</li> <li>• Offers 17 physical facilities all over India collecting retired computers, laptops and servers from customers and facilitating their recycling through accredited</li> </ul>
Managing IT Infrastructure	IT Services and Products		<ul style="list-style-type: none"> <li>• Optimises server operations to reduce floor foot-print</li> <li>• Implements remote monitoring for increased efficiency</li> </ul>
Managing Facilities	IT Services and Products		<ul style="list-style-type: none"> <li>• Diagnoses, measures and improves energy requirements of data centres</li> <li>• Uses renewable energy sources to reduce carbon foot print</li> <li>• Manages airflow, lighting and cooling systems for energy efficiency</li> <li>• Operates a global command centre (GCC) giving real time data on server utilisation</li> </ul>



# Green Initiatives

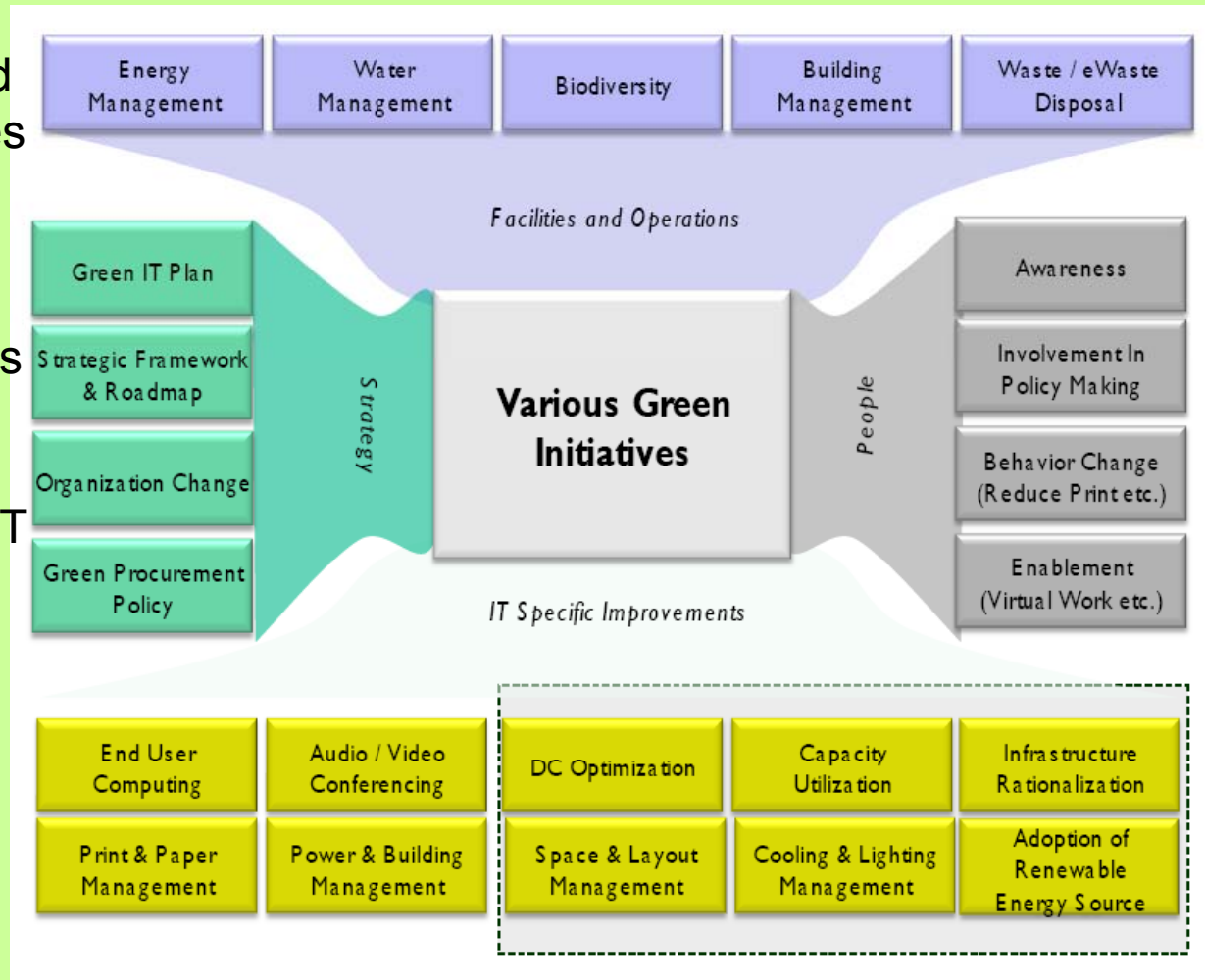


Other Initiatives			
Eco-Consortium	Wipro Infotech	October 2007	<ul style="list-style-type: none"><li>• Facilitates a consortium among Sun Microsystems, APC-MGE, Hitachi Data Systems, AMD and Wipro Infotech to help customers with “green” issues specific to data centres.</li></ul>
Green Testing Lab			<ul style="list-style-type: none"><li>• Tests for walk-in customers, at a hardware lab at the company’s campus in Sarjapur, Bangalore, servers and other products to confirm that they are “green compliant”</li></ul>
Wipro Water	Wipro Infrastructure Engineering	March 2008	<ul style="list-style-type: none"><li>• Provides complete water treatment solutions to all types of industries</li><li>• Leads the market for “high purity” water products in India used by pharma industry</li></ul>
Wipro EcoEnergy	Wipro Infrastructure Engineering	June 2008	<ul style="list-style-type: none"><li>• Provides customised solutions in clean energy to clients in all industries</li></ul>

# Turning Wipro Green

23 target areas identified  
Under 4 broad categories  
Strategy  
People  
Facilities & Operations  
IT Specific improvements

A front runner in Green IT  
By September 2009



**THANKS !!**