Even though the Green movement started more than a decade ago it is becoming the trend now. Building green isn’t just a cost saving strategy. It is a brand growth strategy. A green building is also an opportunity for businesses to communicate achievement and values with their stakeholders, communities, vendors, and employees. It takes more than selling a green product to be called a Green business. The true nature of going green goes so much deeper than that…

**1.1 Going Green: The Concept**

**Going green** may seem to be the latest trend, but it is a trend with a variety of benefits for business owners. Applying green processes to the workplace creates a healthy environment for employees, reduces unnecessary waste and recognizes the role that businesses play in leading the way for social change. For the business that is thinking about going green, a variety of reasons exist to take the plunge. The term Green is meant to define the concept of renewable, sustainable and eco-friendly processes, products and energy.

**1.2 Going Green: The Need.**

***Energy Reasons for going Green***

The use of oil by industrialized nations is responsible for a large portion of the air, water and food pollution in the world. Alternative energy that is renewable, sustainable and has little to

zero harmful side-effects is called "green energy". This includes such resources as biomass, yfuel cells, hydro, solar, wind, tidal waves and thermal forms of harnessing the earth's natural elements.

***Environmental Issues***

The first concerns facing those living in the world today are major environmental ones. Toxins have leached out of industry facilities and factories into water supplies such as streams, rivers and into the world's oceans. Marine and aquatic life have suffered as a result of these poisonous chemicals contaminating ocean beds, wetlands and marshlands.

***Erosion***

Erosion occurs for many reasons such as over-development of land, whether it's for new housing developments, industry growth or agriculture.

***Sustainability***

The larger value of going green relates to maintaining the health of the environment. Utilizing sustainable methods can prevent the waste of natural resources, helping reduce the risk of depletion on the long run. Going green can be as simple as making sure lights are turned off in unused offices–thus preventing the waste of electricity–or as elaborate as utilizing alternative forms of energy (i.e., solar or wind energy). In either case, the goal of making these changes is to preserve natural resources by using those that are sustainable, or by taking measures to reduce the amount consumed.

***Reduced Waste***

Going green can improve the overall efficiency of a business. Reducing unnecessary waste can trim operating costs for the business, for example. Turning off lights in vacant offices can save energy, save on utility costs and increase the company’s bottom line. Printing less cuts down on paper usage, and can lower the budget spent on printing materials.

***Improved Workplace***

Providing green options within a company can offer overall workplace improvements. Green cleaning supplies can help employees who suffer from respiratory and other health-related conditions, because green products contain fewer chemicals that are connected to physical problems. Some companies have taken going green even a step further, by converting

leftover food waste from the lunch cafeteria into methane to supply the building with energy. ***Public Response***

While public response alone is not necessarily the best motivation for going green, it might be a good side effect. With green initiatives increasing in popularity, economic studies have shown that companies utilizing green technology and selling green products are seeing an increase in profits. Companies such as Wal-Mart and Target have incorporated green changes such as composting and recycling, changing transportation routes to save gas, reducing packaging, and stocking their shelves with greener products. As a result, these companies have seen customers respond positively to the changes, with green product sales alone jumping somewhere around 20 percent as of 2010.

**1.3 Going Green: The Green Path.**

***Common characteristics of green companies:***

\* Use natural gas for boiler fuel.

\* Recycle biodegradable waste.

\* Minimum use of plastic material; use recyclable packaging materials.

\* Use biomass and solar radiation as sources of renewable energy.

\* Generate electricity from hydroelectric plants.

\* Reduce toxic emissions, etc.

Industrialization is good for any economy, but it is not without vices — deterioration of the environment is one of the major setbacks. Fumes and other wastes generated from factory plants pollute the environment. Besides, several companies don’ even follow proper waste disposal methods. With time, thankfully, the environment protection laws in India have become stringent and companies have also become more conscious of their duty towards preserving the environment. Several companies have installed eco-friendly plants and adopted practices that will benefit the environment.

**1.4 Going Green: The Selected Companies.**

**1. INFOSYS**

OZONE – Infosys’ Health, Safety and Environmental Management System (HSEMS) enunciates their philosophy and commitment towards environmental protection and management of health and safety of our employees, contractors and visitors.

***Awareness and employee engagement***

They encourage their employees to get actively involved in initiatives that work towards the improvement of society and the environment. Several employee-driven eco groups have been instituted at their development centres and they encourage them to participate in campaigns that inculcate eco-friendly lifestyles.

***Energy***

Opportunities for energy conservation were identified in all their operations, for both the physical and IT infrastructure. Some of the significant initiatives that have been taken up are listed here:

Installation of wind turbines at our campuses in Pune, Bangalore and Mangalore

Installation of occupancy sensors in conference rooms and rest rooms

Introduction of LED lamps in lieu of fluorescent tubes

Installed Variable Frequency Drives (VFD) in condenser pumps on chillers

Initiative to replace old and inefficient utilities such as DG sets, pumps and motors

Setting up of a strong monitoring system for the Environmental Management System as per ISO 14001 guidelines

These measures have resulted in a reduction of the per capita power consumption by over 3.85% during the year.

***Infrastructure development***

Their persistent efforts to build the most sustainable infrastructure were acknowledged last year with two of our buildings, one each in Jaipur and Thiruvananthapuram campuses, being awarded the LEED Platinum rating, the highest standard for Green Buildings by the Indian Green Building Council (IGBC). Continuing this commitment, all their new buildings that are under construction have been registered for LEED rating from the IGBC and are designed with a high performance envelope. This reduces the solar heat gain, while providing natural light.

***Green power***

They have worked with electricity and power regulators in Karnataka and at the Centre for making green power cheaper, an achievement that is significant not only for Infosys but would also benefit the community at large. A similar initiative is being taken up in other parts of the country.

***Water***

Recognizing the immense importance of water as a natural resource, they have successfully achieved their target of reducing their employee ‘per capita’ fresh water consumption in their Indian campuses by 6.80% during 2010-11 through various water conservation initiatives. As part of their corporate goal to become a water-neutral organization, they have built rainwater harvesting reservoirs in their Mysore, Hyderabad, Pune and Mangalore campuses with a combined water holding capacity of over 300 million litres. They have also built state-of-the

art waste water treatment plants to recycle and reuse the waste water generated in their campuses for flushing, landscaping and air-conditioning requirements.

***Waste management***

They have embarked on recycling all organic waste generated at their campuses with the establishment of a biogas plant in their Mysore campus. A second plant is under construction in their Pune campus. The biogas generated will be used as cooking fuel in the food courts and the final treated waste will be used as manure in their gardens. Effective waste management has been achieved by ensuring environment friendly methods of disposal or disposal as per regulations.

**2. ICICI Bank Ltd.**

ICICI Bank’s Green initiatives aimed at customers are driven by the objective of collaborating with each of our customers and making ‘Green’ a part of all our lives. These initiatives range from Green offerings/ incentives, Green engagement to Green communication to our customers.

***Objective***

ICICI Bank’s Green initiative is to make healthy environment in the organization i.e.; to create intrapersonal skills amongst the customer and understanding between employees of the organization.

***Green Products & Services***

***Insta banking:***It is the platform that brings together all their alternate channels under one umbrella and gives customers the convenience of banking anytime anywhere through Internet banking, i-Mobile banking, IVR Banking. This reduces the carbon footprint of the customers by ensuring they do not have to resort to physical statements or travel to their branches.

***Vehicle Finance:***As an initiative towards more environment friendly way of life, Auto loans offers you 50% waiver on processing fee on car models which uses alternate mode of energy. The models identified for the purpose are, Maruti's LPG version of Maruti 800, Omni and Versa, Hyundai's Santro Eco, Civic Hybrid of Honda, Reva electric cars, Tata Indica CNG and Mahindra Logan CNG versions.

***Home Finance****:* ICICI Home Finance offers reduced processing fees to customers who purchase homes in ‘Leadership in Energy and Environmental Design’ (LEED) certified buildings.

***Green Communication:***ICICI Bank has extensively capitalized on the existing internal media- statements, inserts, Credit Card Charge slips- to reach out to the customers and seek their collaboration in the ‘Go Green’ movement. The communication on Online Bill pay, nline Funds Transfer and Subscribing to estatements are aimed at migrating customers to ‘paperless’ and ‘commute-free’ mode of conducting some of their banking transactions.

**3. IDEA CELLULAR LTD**

Idea Cellular, part of the Aditya Birla Group which is India’s first truly global conglomerate, is one of the oldest players in the Indian telecom industry and has played a key role in the development of mobile telephony, particularly in rural India. As part of a socially responsible corporate group, Idea has and continues to adopt policies, and business strategies to effectively integrate emerging environmental, social and economic considerations. Whether it’s through conserving energy, recycling, or finding innovative solutions to environmental and social challenges, Idea is committed to being a respectful, responsible and positive influence on the environment and the society in which they operate. Efficient power management, infrastructure sharing, use of eco-friendly renewable energy sources, leveraging the latest in technology to reach out to a large audience in most energy efficient manner such as video and teleconferencing, smart logistics, etc. are some of the best practices in their network infrastructure and day-to-day business operations, to ensure a clean and green environment.

In their effort to give back to the environment and reduce the collective carbon foot print of the telecom sector in India, Idea pioneered the concept of ‘Shared Telecom Infrastructure’ services, along with a few other industry leaders in the wireless space. This initiative is committed towards continuous innovation endeavours; optimization of future tower rollouts; and enhanced operational efficiencies leading to a substantial reduction of carbon foot print. With a subscriber base of nearly 10 crore, they have an opportunity to influence a large mass of people by promoting green initiatives through their various communication programs and customer service initiatives. It was Idea which germinated the thought of ‘Use Mobile, Save Paper’ in the minds of millions of mobile users in India, with its aggressive yet thought provoking campaign. Idea designed the campaign to highlight numerous ways of saving paper, and thereby saving the

green cover necessary for the health of the planet, by using a range of mobile based value added services in day-to-day activities to replace paper.