

INFORMATION TECHNOLOGY AS A FACILITATOR FOR GREEN INITIATIVES- A SECTORAL ANALYSIS.

REKHA MISHRA

The Technological Institute of Textile And Sciences (Tit&S), Bhiwani, Haryana, India

ABSTRACT

Information technology has been in the fore front of the new world order and in heralding the era of globalisation. Today when world is facing new challenges arising due to depleting resources and environmental pollution, Information Technology has once again stepped in to find new ways to deal with those issues. In this review we attempt to bring forth various models and innovative and successful practices implemented by several individual and organisations using Information Technology for facilitating Green Initiative in diverse sectors. For instance from using building construction simulation software like Google 3 D warehouse to using IT for global supply chain management and E-Trade. It is strongly speculated that “Green” usage of IT itself can help reduce up to 15% carbon emissions by 2020 (globally). Implementation of Green IT helps save resources that cost money; hence it helps save money too. Several IT vendors, from PC providers to software manufacturers are now offering products and services to support environmentally sustainable business operations for companies of all sizes. Information technology goes a long way in facilitating Green Initiatives and if properly managed, can enable organizations to be responsible corporate citizens and also deliver higher profitability and gain a competitive advantage.

KEYWORDS: Green Initiative, Information Technology, Green IT.