

# Go green!! A Journey towards Sustainable Development

**Harveen Kaur**, Assistant Professor, USB, Chandigarh University

## *Article Info*

*Volume 82*

*Page Number: 15917 - 15923*

*Publication Issue:*

*January-February 2020*

## *Abstract:*

Going green is an initiative that one can take for the welfare and betterment of this planet and make it suffice for the generations to come. It is to engage in practices that may generate more ecological and environment friendly routines and lifestyles, which would further help in environmental protection and sustainable development. Go green may mean something different to everyone. This paper highlights the need of the hour to go green, the current scenario for what has actually been done in this field by the government of India, by various public and private sector banks and the corporate organizations. The paper also enlists what India can take from other countries to make its journey towards sustainable development a success. Secondary data from various sources have been used to achieve the objective of detailed exploration into the topic. The findings show various improvements and additions that can be made in the journey, same has been given in the form of suggestions. The paper concludes that India is still in the initial stage of the journey and it is just the beginning

*Keywords: Go Green, Green Initiative, Green India Mission*

## *Article History*

*Article Received: 18 May 2019*

*Revised: 14 July 2019*

*Accepted: 22 December 2019*

*Publication: 28 February 2020*

## INTRODUCTION

It is said that "WE DO NOT INHERIT THE EARTH FROM OUR ANCESTORS, WE BORROW IT FROM OUR CHILDREN". This Proverb is sufficient to describe the need of the hour to "Go Green". Going green is an initiative that one can take for the welfare and betterment of this planet and make it suffice for the generations to come. Going Green is to engage in practices that may generate more ecological and environment friendly routines and lifestyles, which would further help in environmental protection and sustainable development. Go Green may mean something different to everyone. The U.S. Chamber of Commerce Small Business Nation defines going green as simply taking steps to "conserve energy, reduce pollution and save money.

National Action Plan on Climate Change (NAPCC) takes Green India as one of its missions, a step towards conserving natural resources and increasing the green cover of the country. India has around

24.39 percent of the geographical area of the country under forest and tree cover.(state of Forest Cover).

Such a cover can help in amending environment to a great extent by reducing soil erosion, biodiversity conservation, Security of food, water, communities depending on forest etc. enhancing biodiversity on a whole. NAPCC focuses on including local masses and organizations, as a part of Governance project. Major focus being on strengthening Joint Forest Management Corporation, Community Forest Management groups, Van and other local panchayats to build the capacity of the mission. The National Mission for a Green India is working and encouraging segments like afforestation and reforestation (Including wasteland restoration, etc), Agro forestry, Renewable energy and energy efficiency (e.g. Improved cook stoves, Biogas, biomass briquettes, etc can reduce burden on forest for firewood), Forest based industry (Introduction of Forest Certification for industries based on Timber and Medicine, Handicraftsetc)

Clean environment is no more a concern only for the environmentalists, need for Going Green is understood by masses now.

### **Research Methodology**

This study is based on the extensive literature to find out more about India's Journey towards Sustainable development. The present study is partly descriptive and partly exploratory in nature. Wherein the importance and role of sustainability for a country is described under descriptive research and the study explores the facts related to the tasks already done so far to add into the journey. Secondary data collected from various websites, blogs articles, research papers have been used to complete the study.

### **Objectives of the study**

- To highlight the need for Going Green and sustainable development.
- To find out what India has done towards Sustainable development
- To find additional measures to success in the journey towards sustainability.

### **Literature Review**

("14 Indian Startups & Projects That Are Helping The Country Go Green - OfficeChai", 2016) tells about the new beginning people have made towards helping the country Go Green. Various new start ups and projects have been given in the article. ("17 Top Companies That are Going Green in 2019 - Conserve Energy Future", 2019) tells about the initiatives and the efforts made by companies which are paving way to Go Green in 2019. ("21 Good Reasons To Go Green - Conserve Energy Future", 2019) Says about all the benefits Going Green brings about along with sustainability. (Kapila, 2018) Says about all the green initiatives taken in lieu of renewable energy. ("LISTICLES - Make In India", 2019) Shows all the efforts being made by the Government towards sustainability. (Lite, 2011) Talks about the Green India Mission

### **2. Various reasons to GO Green:**

#### **2.1 Savings in energy cost:**

As per the data by The U.S Department of Energy, if buildings were all green-improved the U.S. would use \$20 billion less energy every single year. To

further promote the same government can provide special loans discounts or subsidies appreciating the green aspects in the buildings.

#### **2.2 Increases Property Value**

The overall value of the property would take a boost by implementation of solar panels, water saving toiletries and sustainable material, new buyers will be motivated and ready to pay a higher price

#### **2.3 Durability and health benefits:**

An eco friendly home with products being recycled and re used would definitely have expanded life span; this also leads to a decrease in the maintenance cost. Such a home would reduce the pollutants in the air and thus making the air purified and healthy to breathe.

#### **2.4 Reduction in carbon footprint.**

Going Green would reduce the carbon emissions and the carbon footprint by reducing pollution and efficient use of resources, using eco friendly products, green travel (car pooling or public transport or electric vehicles), rain water harvesting etc.

#### **2.5 Increase in Productivity**

Organic and Green eating enhances health and thus increases energy and productivity for individuals. It protects the body from all the toxics, chemicals and pesticides. This helps to live a healthy and active life improving efficiency and productivity both at work place and home.

#### **2.6 Social Responsibility**

Apart from all the benefits Going Green brings with it, it is Social Responsibility of human beings to return the favor to the nature. This would raise a sense of accomplishment and happiness and bring about positivity in the environment.

#### **2.7 Renewable energy**

India successfully over achieved its target by 38% in 2016-17, set by Ministry of New and Renewable Energy with investors putting up their money in this sector, further the targets for 2022 are 175 GW of renewable energy. Being the cheapest source of clean energy, wind energy is priced at Rs.2.43 per unit in India

#### **2.8 Cleaner air**

Implementation of Bharat Stage IV norms for automobile emissions. Government of India plans to go all-electric by 2030. With the help of cleaner technologies India is trying for better air and sustainability. Success of this mission would reduce carbon emissions to a great extent.

### **2.9 Solar energy**

Creating a record, India built the second largest solar plant in the world in 8 months at Kamuthi in Tamil Nadu. India is successfully deriving benefits out of its Geographical location where there is abundant sunshine for whole of the year.

### **2.10 Smart Cities**

To make a move towards sustainability adequate water supply, electricity supply, error free network, cleanliness, safety and all round development were taken as major elements of Smart Cities Mission. With an aim to develop 100 smart cities, investments were attracted for various projects in the cities.

Understanding the need of the hour various initiatives have been taken and are being planned to be taken by Government and private sector for moving towards sustainability and green development. Here in all these missions and projects illustrate that India is making all the moves and taking all the initiatives for its sustainable journey. Not only Government but private sector takes a lot of steps to contribute their say in the journey.

## **3.Green Initiatives by companies in 2018**

### **3.1 McDonald's**

McDonalds uses energy efficient appliances to cut the energy wastage, such a step helps in lowering energy wastage by 25%. Hybrid vehicles are given green parking lots with all the possibilities of charging the vehicles, cleaning ground water etc. to limit the impact of the process on the animals considerate means are used to obtain animal products. Small changes contribute a lot towards the sustainability.

### **3.2 Dell**

Dell is having a very efficient recycling method for their products. Such recycling reduces the ill effects on the environment. An open system of customer

give back is adopted for dell and all other brands, which ensures safe disposal and reduces e wastage.

### **3.3 Google**

Google give their contribution in the journey by decreasing their energy usage and adopting green energy projects. Google strives for the need for energy conservation and the use of renewable energy sources as well as clean energy products, for this Google supports and funds various green energy projects, installation of windmills solar panel and even construction of world's most energy efficient data centers.

### **3.4 Bank of America**

To make a move towards sustainability Bank of America recycles around 30,000 tons of paper every year, which saves around 2,00,000 trees. A reward of 3000 dollars is offered to employees who shift to hybrid cars.

### **3.5 Wal-Mart**

Wal-Mart's transportation systems work on fuel efficiency and the retail stores also utilize renewable energy sources to its full. Wal-Mart is working towards green courses towards its supply chain operations. All the suppliers whose carbon emissions were higher were rejected by Wal-Mart.

### **3.6 Honda**

Honda has been ranked number one in most fuel-efficient auto producers in the US. Company is continuously working towards its target to make all the cars hydrogen dependent then gasoline. A lot has been invested towards reducing carbon emissions and producing fuel efficient vehicles.

### **3.7 Tesco**

Tesco's power energy is generated from wind. Its investments in recycling biodiesel trucks for deliveries has marked reduced carbon footprint on every unit sold. Thus remarkable steps have been taken towards sustainability.

### **3.8 Coca-Cola**

Coca-cola works towards water, energy and climate preservation and protection. Apart from these coca cola takes various regular initiatives towards

sustainable packaging, community recycling programs, energy efficient techniques for production and operations.

### **3.9 Starbucks**

Starbucks enforces measures such as bean-to-cup approach and recycling of coffee. It has its place in list of companies going green. Numerous initiatives are held by them in partnership with environmental organizations such as Earthwatch institute etc.

### **3.10 Toyota**

Toyota enjoys the victory of Prius model, being world's first mass market hybrid car spread over 38 countries and taken as third least carbon emitting vehicle in UK , thus putting up a lot towards reducing the carbon footprint.

### **3.11 HP (Hewlett Packard)**

HP ensures its material to be recyclable; with the help of its operational e-waste recycling plants it has structured its computer disposal strategy. Consistent efforts are shown by HP to reduce the ill effects the products can have on the environment. Renewable energy sources are used and products from all the brands are welcomed for recycling.

## **4. Share of Indian Start ups in the journey.**

Private initiatives are giving a strong hand in making the country sustainable in all terms, whether it is waste management, pollution control, environmental protection or any other green aspect. Various activists have started their ventures with a whole hearted effort towards sustainable development.

### *A. 4.1 Digital Green – Multimedia solutions for rural education*

Sustainability can be achieved by improvement in practices adopted in agriculture, health, nutrition etc, such an effort is being made by making tie ups with local social organizations where in information and knowledge is shared with, by and for rural communities through videos and others measures to bring in improvement and sustainability.

### *B. 4.2 Waste Ventures – Waste management*

*C. Picking a good start in Andra Pradesh these waste ventures turn away waste from various dump sites and after segregation, nutrient – rich organic*

*compost is produced out of it. The process is carried on in collaboration with the local municipalities.*

### **4.3 EnCashea – Collecting waste in exchange of cash**

EnCashea is a Bengaluru based start up where in waste is collected in return of cash. They focus on proper segregation of recyclable scrap thus lowering the negative environmental impact. People can check the prices listed on the website and make a request for pick up through its android app.

### **4.4. Banyan Nation – Recycling plastic**

With an average of recycling 300 tons of plastic every month Banyan Nation aims at enhancing the use of recycled plastic waste collected from various industries. The waste so recycled is prepared for a greater lifecycle and further better use in the industry.

### **4.5 Say Trees – Tree plantation drives**

Started with a weekend tree plantation drive, Say Trees does around 50 drives in monsoon every year. Unlike other organizations, they not only plant trees but also provoke others to participate and spread a lot of awareness.

### **4.6 Priti International – Ecommerce for products made out of waste**

Priti international works on industrial and consumer waste and manufacture furniture using parts of various machines, vehicles, lamps. They even produce hand made products using gunny bags, military tents old pants etc. The firm enlists its place in the \$10million group.

### **4.7 HelpUsGreen – Recycling waste flowers**

Help us green community makes natural organic products from collection of flowers collected from various religious places.

### **4.8 Jhatkaa – Campaigning platform**

*D. One of the example of the work done by this organization is, HIL agreeing on compensating affected workers of poisonous mercury levels in Kodaikanal. Jatkaa collaborates with civil society and holds corporate and other leaders accountable for environmental issues using digital platforms.*

#### II. 4.9 FEEDING INDIA – TAKING LEFTOVER FOOD TO THE POOR

Feeding India works on reducing food wastage and hunger. They help the needy in collaboration with restaurants and caterers by collecting extra cooked or waste food and make it available to the poor and hungry.

#### **4.10 Green Ventures – Sustainable energy solutions**

The organization works towards large scale sustainable projects like renewable energy, rural social energy etc. they focus on creation of innovative green technologies and models to enhance sustainability.

#### A. 5. Green Initiatives by Banks

B. The economic development of any country depends majorly on the banking functions and operations of the economy. Banks play an important role in financing and providing funds for renewable and environment friendly projects or technological developments. Various efforts have been made by different banks to give their share in the journey of sustainable development in one form or another.

#### C. 5.1 State Bank of India

**D.** SBI and Radio Mirchi came together with a marathon on 11th February 2019, which is said to be a proper mix of entertainment, fun and health. These brands take sustainability as a unique lifestyle that should be adopted by every individual. Marathon is about the passion towards environment protection as an individual's responsibility towards generations to come.

#### E. 5.2 ICICI

**F.** To contribute in the journey ICICI provides a carbon footprint calculator on the website where in one can calculate the present carbon foot prints in any particular area. Apart from this they provide

information on various aspects of the environment like how to conserve energy and how to conserve natural resources, the importance of greener earth for a fresh and healthy life and a cost efficient way of life.

#### G. 5.3 HDFC

**H.** Like ICICI bank HDFC bank also provides a carbon foot print calculator and focuses on “Go Paperless”. The ATM's have gone paperless, Netbanking, Mobile application further supports their notion of going paperless thus reducing the carbon emission in operations.

#### I. 5.4 Axis Bank

**J.** Axis bank takes up green activities under the theme “Reduce, Reuse and Recycle. They convert dry waste into notebooks, writing pads etc. renewable energy is used by the banks for street lighting, solar based UPS for ATM's and various other initiatives.

#### **K.**

#### **L.**

#### M. 6. Sustainability a Priority

- Time India awards awarded 6 companies encouraging their effort towards Make in India Programme. Greenway Grameen-manufacturer of stove, Barrix agro sciences-chemical free crop protection solutions, Bharat forge Limited – Aerospace and auto components manufacturer, Phoenix Medical systems- health care, KHS machinery-Beverage technology, Mahindra and Mahindra- innovation. All efforts towards sustainability were awarded and rewarded.
- Efforts have not only been made towards technology and innovation but also towards food processing schemes. Mega Food Parks with an aim of bringing the market and the farmers closer saves a lot of wastage of resources, Scheme of Cold Chain, Value Addition and Preservation to cover precooling, facilitation; creation of food processing & preservation capacities, this scheme is used to modernize existing food processing units. Creation of backward

&forward linkages aims at reducing and removing the gaps in the supply chain. Food safety & quality assurance infra works on the aspects of Total Quality Management.

- Going Green at ports: India is in the running to become the first country to run all government ports in a green way. These ports will function on solar and wind energy and the power requirements of 12 major domestic ports will be switched to renewable energy.
- India's first carbon neutral zoo in Haldwani- The zoo would use renewable resources in an area of about 400 acre. The Botanic garden and Bio diversity park would be the major attractions of the zoo and it will be created to be the closest imitation of the natural habitat of the animals. With a view to promote clean energy and waste management solutions energy efficient systems would be used in construction. Various carbon absorbing species have already been planted in the area.

N. 7. What India can take from Sweden

### 7.1 Sustainable Public transport

Many countries like Sweden have buses and trains running on biogas, ethanol and electricity. Even the trams used can be recyclable. Sustainability in transportation can play a key role towards India's Smart Cities Mission.

### 7.2 Investing in Green Tech

As of 2016, Sweden designated 3.5 Million USD for renewable energy research in India. Aiming to be the 'first fossil fuel-free country in the world' by 2040 Sweden passed a climate Act in June 2017, stating a target to reach zero emissions by 2045.

### 7.3 Sustainable Housing

Sweden is using techniques such as green roofs, solar cell installations, innovative waste management etc. 400 apartments have already been modified resulting in 50% reduction in the energy consumption. The shift from oil to heating has reduced the countries green house emissions. Thus these aspects can be easily incorporated into India's Green Mission.

### 7.4 Sustainable Life style.

According to a Veidekke survey 70% of the Swedes agreed paying more to live in an eco-labeled house. Sweden is ranked at 1st place in the EU in consumption of organic foods; Swedes recycle almost all of their house hold waste.

### 7.5 Green Agriculture

Sven-Erik Bucht said, "Sweden is demonstrating leadership through action. Our forests are very beneficial for the climate and will lead us toward a fossil-free society and a growing bioeconomy." To support all the efforts cross the boundaries, Sweden signed agriculture and forestry initiatives at Paris' Climate Conference

### 8. Conclusion

1. The research paper concludes that Go Green is an area of importance in the era and all the sectors throughout all the industries are putting in to this journey in one way or another.
2. Some organizations have made this journey a part of their corporate social responsibility and are providing various measure in support, whether it is plantation of trees, a marathon, Reduction in paper usage, implantation of solar panel or many other ways.
3. Sustainable development not only is a part of the CSR of the organizations but also it provides value addition, cost competitiveness, market hold and even can build a USP for the market
4. The paper shows all the good reasons to be a part of the journey and numerous benefits that come along the way.
5. Not only organizations have understood the need of going green but even the customers are now focusing on the green and the sustainable side where in the demand for eco friendly electronics and even organic consumables have shown a hike.
6. The paper highlights the work done by Private and public sector banks though further research can be initiated by the banks to enhance and add more benefits into the journey. Bank Apps have already reduced the use of paper but still a lot more can be done to further reduce the usage and wastage of paper, Electricity can be further saved by putting

solar panels instead of 24\*7 working lights and air conditioners in the ATMs.

7. Government have laid many steps into the journey, from inviting foreign investments to Make in India programme, all these steps are of utmost importance.

9. Solar panels on the roofs of the houses show the concern if the people towards sustainability with additional benefit of reduction in cost. To enhance and to be successful in the journey still there is a need to create awareness and sensitize the people about the need of Going Green and the benefits sustainability brings with it.

10. Organizations have already become very much attentive towards all the aspects of the subject still a lot can change and various segments like packaging, storage can be made environment friendly. The paper enumerated various examples on how the organizations are moving ahead in the journey.

11 Thus India is in the running to win this race towards sustainability, a lot have already been done, a lot is being done and a lot can still be taken from various countries ahead in the journey.

## References

- [1] 17 Top Companies That are Going Green in 2019 - Conserve Energy Future. (2019). Retrieved from <https://www.conserve-energy-future.com/top-companies-that-are-going-green.php>
- [2] Green India Mission: Marching towards a greener future - Green Clean Guide. Retrieved from <http://greencleanguide.com/green-india-mission-marching-towards-a-greener-future/>
- [3] 21 Good Reasons To Go Green - Conserve Energy Future. (2019). Retrieved from <https://www.conserve-energy-future.com/21-good-reasons-to-go-green.php>
- [4] LISTICLES - Make In India. (2019). Retrieved from <http://www.makeinindia.com/listicles>
- [5] Going Green: Sustainable Living and Development Guide - Sustainability, Ecofriendly, Going Green News, Resources,

- FAQs, Definitions, Technologies, Websites- Middletown Thrall Library Special Coverage Center. (2019). Retrieved from <http://www.thrall.org/special/goinggreen.html>
- [6] 14 Indian Startups & Projects That Are Helping The Country Go Green - OfficeChai. (2016). Retrieved from <https://officechai.com/stories/green-startups-sustainable-development-india/>
- [7] Kapila, S. (2018). New Green Initiatives. Retrieved from <https://mediaindia.eu/renewable-energy/new-green-initiatives/>