

Green Technology increase Sustainability Humans life

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ABSTRACT

Twenty first century is era of Technology .Various technologies used by Human being which supports day to day activities. Natural resources are limited and has adverse effects on environment and human civilization. Green technologies are the way of various aspects of technology which help us to reduce bad effect the human impact on the environment and create ways of sustainable development. Social equitability, economic feasibility and sustainability are the key parameters for green technologies. Today the environment is racing towards the tipping point at which we would have done permanent irreversible damage to the planet earth. Green technologies are an approach towards saving earth. Thus both its positives and negatives need to be investigated. Green technology uses renewable natural resources that never depletes. Green technology uses new and innovative energy generation techniques. Green nanotechnology that uses green engineering and green chemistry is one of the latest in green technologies. One of the important factors for environmental pollution is the disposal of waste. Green technology has answers to that as well. It can effectively change waste pattern and production in a way that it does not harm the planet and we can go green. Among the possible areas where these creations and growth are expected to come from include green energy, organic agriculture, eco-friendly textiles, green building constructions, and manufacturing of related products and materials to support green business. Because this is but new to the industry, it is also expected to attract new customers who will see the many advantages of using green technologies in their homes and others. Besides other forms of green technology in field of generation of energy are done by solar power and fossil fuel. These have no adverse effect on the planet and it won't replenish. So future generation can also benefit from them without harming the planet. This paper focuses on the advantages of green technology and the benefits that can be accrued out of it.

Keywords: Green technology, Renewable energy, green chemistry, eco-friendly technology, organic Farming.

INTRODUCTION

Various technologies are being invented and used by Human Civilization which supports day to day activities. The adoption of technology is limited and has adverse effects on environment and human civilization. Green technologies encompass various aspects of technology which help us to reduce bad effect the human impact on the environment and create ways of sustainable development. Social equitability, economic feasibility and sustainability are the key parameters for green technologies. Environmental pollution and resource depletion become serious social problems in planet. The world has a fixed amount of natural resources, some of which are already depleted or ruined like household batteries and electronics often contain dangerous chemicals that can pollute the groundwater after disposal, contaminating our soil and water with chemicals that cannot removed from the drinking water supply and the food crops grown on contaminated soil. The risks to human health are great. Vehicles Greenhouse gases effect and depletion of ozone layer which rises the global warming therefore, the need of the hour is that every investor should think green. It is also called as Clean Technology. They should know that green inventions that leads to clean technologies, which are growing business these arena. It can effectively change waste pattern and

production in a way that it does not harm the planet and we can go green. Among the possible areas where these creations and growth are expected to come from include green energy, organic agriculture, eco-friendly textiles, green building constructions, and manufacturing of related products and materials to support green business. This is fast growing market with growing profits. From economic the point of view buying green inventions can reduce energy bill and Green inventions are often safer and healthier products. Sustainable development is the key concept in this. This technology comprises of set of methods and techniques for generating energy from renewable resources. Energy generating techniques involve photo voltaic, turbines of wind, hydroelectricity generators, Rain water harvesting, green nanotechnology etc. Green Technology acts to reduce the toxicity present in the nature.

Green energy and Green chemistry are core part in advancements in research and development field. These forms of green technology in field of generation of energy are done by solar power and fossil fuel. These have no adverse effect on the planet and it won't replenish. So future generation can also benefit from them without harming the planet. This paper focuses on the advantages of green technology and the benefits that can be accrued out of it.

2. RESEARCH AND METHODOLOGY

Green technology has to applications in all three areas Green energy, Green products and Green processes. Many companies face challenges, like any major transformational exercise, success in adopting Green technology requires companies to understand the full set of facts on costs and benefits, and the entire range of Green technology measures available to them. Once this fact base is developed, companies have to select their Green initiatives based on both, economic and eco friendly. An economic assessment is required for estimating the 'value' generated over the long term through these initiatives. It should cover value creation like pricing power and cost savings to qualitative ones. Performing an economically is only one part of the story, made a viable case, companies need to make a strategic choice on how Green they want to be, and why. The choice of initiatives could vary depending not only on the underlying economics of the options, but also on the market context and opportunities for strategic differentiation. Potentially, companies can choose to be Planet indifferent, where the measures adopted are minimal Green innovators from one of risk management to that of top line growth and a key business opportunity. While the first two choices do not allow the company to fully leverage the potential of Green and are only relevant for a short term, the third commits the company to a comprehensive Green strategy and to getting the most from the initiatives. Becoming Green is a long journey of transformation. To succeed, adequate attention is required on planning and execution of the initiatives. It calls for a fully committed top management, tight periodic reviews and constant internal and external communication. A simple three steps implementation covering all three areas of action Green energy, Green products and Green processes.

- 1) Plan: Green initiatives must be factored into the business strategy, future resource planning and budgeting exercises. A sustainability charter, based on short term and long term goals, must be laid out with Green targets and metrics. Companies should develop Green indices or scorecards quantifying the impact of the Green initiatives they have undertaken, set specific targets on those indices and track progress against those targets
- 2) Execute: With a robust plan in place and targets clearly defined and monitored, Green needs to be integrated across the value chain and made a part of the core business.
Green energy: Manufacturing companies with high energy consumption need to shift towards using cleaner.

RESULT

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Energy and plan for increasing the efficiency of its use.

Green products: To move towards a Green product portfolio, companies should conduct an evaluation of their

- Products based on (a) how Green is the resources and energy being used,
- (b) How Green is the product during the lifecycle of its use, and
- (c) How Green is the manufacturing process. Companies need to gradually redesign business the value chain like reducing waste, increasing recycling, reusing resources and incentivizing all suppliers, channels, customers and employees to adopt similar measures.

Communicate: Along with well thought-through implementation, a well formulated promotion campaign for Green initiatives is equally important to fully leverage their potential benefits. Its duty of all stakeholders of society to promote campaigning of green technology to education about Green product offerings and the Green orientation .

BUILDING WITH GREEN TECHNOLOGY

Green buildings use a variety of environmentally friendly techniques to reduce their impact on the environment. Reclaimed materials, passive solar design, natural ventilation and green roofing technology can allow builders to produce a structure with a considerably smaller carbon footprint than normal construction. These techniques not only benefit the environment, but they can produce economically attractive buildings that are healthier for the occupants as well. Green building techniques can also reduce the costs associated with construction and operation of a building. Green ventilation techniques involve open spaces and natural airflow, reducing the need for traditional air conditioning and preventing many of these problems.

CHALLENGES TO GREEN TECHNOLOGY

Generally, green technology is more expensive than the technology it aims to replace, because it accounts for the environmental costs that are externalized in many conventional production processes. Because it is relatively new, the associated development and training costs can make it even more costly in comparison with established technologies. The perceived benefits are also dependent on other factors such as supporting infrastructure, technology readiness, and human,

CONCLUSIONS

Consumer demand for green technology products is day by day solar lights, solar geyser etc. on the rise. Government customers are mandate to purchase green technology products where available. As for business customers, if they demonstrate a return on investment in green products, then demand will materialize. Here, the greatest opportunities are in products that reduce energy consumption. Even so, a growing number of business buyers can be expected to be motivated by nothing more than the desire to be perceived as supporting environmental sustainability. So change is coming. The green in technology products is being installed in the R&D phase. Products are being reconfigured to use fewer hazardous substances, require less shipping material, operate on less energy and promote end-of-life recycling. So in terms of environmental sustainability, the technology industries are embracing change. They are changing to avoid negative consequences or to meet green demand or to achieve both. Whatever their motivation, they are incontrovertibly shifting toward green.

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