



GREEN INITIATIVES OF INFORMATION TECHNOLOGY INDUSTRIES IN KARNATAKA

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Abstract:

Protection of the environment is an issue of fundamental concern that has permeated all spheres of life. Consumers are increasingly concerned about the environment and various issues related to it at the global level. This makes it imperative for the businesses to review and revitalise their green initiatives. Among the global ecological crisis surrounding climate change, it is essential for corporations to put themselves on a path toward sustainable growth. Green initiatives in the IT industry will help in the conservation of natural resources and reduce the use of natural resources. Green initiative practices in the IT industries are an important topic in today's world. This research study focuses on green initiative practises in Karnataka's IT industries. The main objectives of the study are to understand the green initiative practices in the IT industries and to evaluate the importance and challenges faced by the IT sector during the implementation of green initiative practices. The study is based on primary data, which was collected from a per-structured questionnaire distributed to 50 respondents online (via Google). SPSS 28v was used to analyse the collected data.

1. INTRODUCTION

Green Technology Strategies (also known as "Green IT" or "Green Computing") are the study and practice of using computers and telecommunications to maximise positive environmental benefit while minimising negative impact. Green technology strategies place a high priority on the energy efficiency of operating equipment. Concerns include the embodied energy and lifecycle of materials used in the design, manufacture, reuse, and recycling of equipment and components. Green Technology Strategies aims to inform current management practices in order to achieve more efficient and effective business interactions. Corporate are increasingly joining the fight against the global climate crisis. Companies all across the globe are recognising that sustainable business is good business and that decarbonizing operations and the supply chain is not just the right thing to do but also the smart thing to do. Consumers also expect it, employees demand it, and the fate of the

planet depends on it. India's vow to reach net zero by 2070 is being wholeheartedly supported by brands, businesses, and consumers. The road to meeting climate goals lies in the adoption of a sustainable lifestyle. The conversations around clean air, climate change, and biodiversity have become more important post-pandemic, and people are suddenly switching over to natural products, and marketers are going one step ahead to see how they can be more sustainable.

2. OBJECTIVES

- To understand the green initiative practices in the IT industries
- To assess the significance and challenges confronting the IT sector during the implementation of green initiative practices

3. METHODOLOGY

Primary data was collected by means of per- structured questionnaire. They were 50 IT employees in Bangalore. The questionnaires tried to bring out relevant data to meet the objectives of the research. The response of the respondents was taken by distributing printed as well as online questionnaires. SPSS 28v was used to analyse the collected data.

4. DATA ANALYSIS

Employees perception about the Implementation of Green initiative Practices

SL. NO	Particulars	1	2	3	4	5	Total	Mean	SD (σ)	Median
1.	It helps to sustainable development	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5
2.	Reduces waste and emissions, contributing to healthier plants	0 (0.0)	0 (0.0)	0 (0.0)	3 (6.0)	47 (94.0)	50 (100.0)	4.9	0.2	5
3.	Encourage the use of energy-efficient technology that can save money	0 (0.0)	4 (8.0)	0 (0.0)	0 (0.0)	46 (92.0)	50 (100.0)	4.8	0.2	5
4.	Enable compliance with laws and regulations	0 (0.0)	0 (0.0)	0 (0.0)	7 (15.0)	43 (85.0)	50 (100.0)	4.7	0.2	5
5.	Improves brand perception with customers and shareholders	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5
6.	Helps recruit and retain employees	0 (0.0)	3 (6.0)	0 (0.0)	0 (0.0)	47 (94.0)	50 (100.0)	4.9	0.2	5
7.	Encourages creative solutions to environmental issues	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5

The above table shows employees perceptions about importance of implementation of green initiative practices in the IT industries. Overall, employees strongly agree with the seven statements about the importance of the implementation of green initiative practices in the IT industries, and the very least percent, i.e., less than 3 percent, of the employees disagree with some of the statements. However, employees are strongly agreed that implementation of green initiative practices in the IT industries is critical for long-term development because it reduces waste and emissions, contributes to healthier plants, improves brand perception with customers and shareholders, and encourages creative solutions to environmental issues.

Challenges faced during the Implementation of Green initiative Practices

SL. NO	Particulars	1	2	3	4	5	Total	Mean	SD (σ)	Median
1.	Less interest is shown by employees	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5
2.	Lack of management and employee commitment towards environment	0 (0.0)	0 (0.0)	0 (0.0)	3 (6.0)	47 (94.0)	50 (100.0)	4.9	0.2	5
3.	Financial constraints and an inappropriate approach to implementation	0 (0.0)	0 (0.0)	0 (0.0)	7 (15.0)	43 (85.0)	50 (100.0)	4.9	0.2	5
4.	Lack of awareness among employees about environmental issues	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5
5.	Lack of training	0 (0.0)	4 (8.0)	0 (0.0)	0 (0.0)	46 (92.0)	50 (100.0)	4.9	0.2	5
6.	Lack of strike rules, regulations, and policies by the government	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	48 (96.0)	50 (100.0)	4.9	0.2	5

The above table shows employees perceptions about challenges faced during the implementation of green initiative practices in the IT industries. Overall, employees strongly agree with the six statements about the challenges faced during the implementation of green initiative practices in the IT industries, and the very least percent, i.e., less than 3 percent, of the employees disagree with some of the statements. However, employees are strongly agreed that implementation of green initiative practices in the IT industries is extremely difficult due to employees' lack of interest. lack of management and employee commitment towards the environment lack of awareness among employees about environmental issues and a lack of strike rules, regulations, and policies by the government are the difficulties faced during the implementation of green initiative practices in the IT industries.

5. CONCLUSION

The study is mainly focused on the importance and problems faced during the implementation of these practices. Implementation of green initiative practices in the IT industry is critical for long-term development because it reduces waste and emissions, contributes to healthier plants, improves brand perception with customers and shareholders, and encourages creative solutions to environmental issues. The study also tried to look into the problems being faced by the IT companies during the first implementation of these practices. Lack of awareness among employees and their ignorance, a lack of commitment on the part of management and employees, and sometimes financial constraints are some of the difficulties faced by companies, which lead to either the companies not following these practices properly or not focusing properly on their implementation of green practices. The hypothesis of the study was that "IT companies in India are extensively following green Practices and making efforts towards sustainability." The study was started based on this hypothesis, and after doing a thorough analysis of the data and the available statistics, we deduced that the IT companies are now focusing on a sustainable work environment and are continuously making green practices and efforts towards sustainability a mandate. Not only this, the companies are now also creating more and more awareness among their employees regarding these practices and organising various workshops and "green walks" to encourage them to imbibe these practices in their work routine.

The green IT concept is steadily becoming one of the most talked-about agendas in Indian IT companies. The companies are coming up with various initiatives and techniques that will help them reduce their carbon footprint, IT-related emissions, and energy consumption. The companies are trying to take a holistic approach to the issue and do their bit to save the environment. Also, they are creating awareness among their employees and the public in general by organising various road shows and programmes so as to bring more and more people together to work for a sustainable environment.

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