

Green IT spending will touch \$45 b this year: Gartner

Our Bureau

Mumbai, Oct. 2

India's spending on green IT and sustainability initiatives will double from \$35 billion in 2010 to \$70 billion in 2015.

This year, green IT and sustainability spending in the country is expected to total \$45 billion, according to a report by research and advisory firm Gartner.

Green IT and sustainability are emerging as key concerns for businesses, investors and technologists across industries and policy makers in the country, Gartner said in its report 'Hype Cycle for Green IT and Sustainability in India, 2012'.

"For the first time, a chapter on sustainable development and climate change was introduced in the Government's annual Indian Economic Survey, 2011-12. The survey has suggested making lower-carbon sustainable growth a central element of 12th Plan, which commenced in April 2012," Gartner Research Director Ganesh Ramamoorthy said.

"This will set the tone for future policy initiatives and regulatory measures from the Indian government that will drive the implementation of some technologies such as advanced metering infrastructure, carbon capture and sequestration, intelligent transportation system, solar energy technology, building integrated PV systems, eco-labels and footprints, combined heat and power technology, e-waste, distributed power generation, and water management - necessary to usher in

► *Green IT and sustainability are emerging as key concerns for businesses, investors and technologists across industries and policy makers in the country.*

low-carbon sustainable growth," he added.

Apart from the information and communications technology industry, the banking and financial services, hospitality, manufacturing (such as automobiles), pharmaceuticals and other industries that have significant exposure to the export markets, will also join the green IT and sustainability trend early in India.

In other industries, addressing energy, carbon, resource efficiency and sustainable economic development is currently still in the early stages, the report said.

"We are already beginning to see the use of energy-efficient technology in data centres, manufacturing facilities and public buildings in India. While home energy management solutions in residences are still in the very early stages, they are increasingly tested in newly-built urban areas and gated communities," Ramamoorthy added.

rajesh.kurup
@thehindu.co.in