

Green Enterprise Summit -2012 : A summary



Green Enterprise summit - 12 organized on 4th August at NDIM campus was a vision evolved into action through inspirations and guidance of Mr. V.M. Bansal, Chairman NDIM and Justice B.P. Singh, Chairman of the summit. This provided the platform to more than hundred representatives from industries, corporation, NGOs and from the Government to interact and exchange ideas on Green Practices that they have adopted in their organizations.

Green and sustainable development practices are no more only the concepts that are debated in the international forums and global institutions. Now, these are being practised by a number of organizations. Green and sustainable practices ensure that the present pursuit of economic activities of production and consumption do not harm the mother earth any more; rather these practices encourage usages of natural resources in the way the future generation would not confront depletion of any natural resources. This is really challenging as all our past unconcerned and mindless practices will have to be replaced with new generation production, processing, and pattern of consumption. As it has been pointed out in the summit that green practices need to start from design stage and then, development of appropriate technology to carry out production. The entire process of production and supply chains need to operate with the mission and be committed to carry out these practices. Above all, participants repeatedly pointed out that we as the consumer have the power to usher in green and sustainable practices. Consumers can be made aware in a concerted way to use environmental and sustainable products only through the strategy of green marketing e.g. influencing the consumer's choice, bringing in cost effective environmental products, making these products available to the people easily.

While dignitaries urged upon all participants and delegates to take the responsibility of protecting the

mother earth from imminent destruction, valuable Information was exchanged and ideas were generated in the summit as to how technology could be used to reduce, reuse and recycle our resources. If Green and sustainable development is a challenge, it is also an opportunity for new Breed of Entrepreneur. Each one of us can participate in changing the past uncaring ways of resource use that have deeply injured mother earth. Total of twenty four representatives from various companies of private and public sectors, Government, NGOs and researchers spoke on their contributions to green technology and initiatives taken by their respective organizations to the right directions. We are all performing in the society as decision makers in various roles and hence we have the power to change. The Change in the micro level through individual efforts will have a significant difference in the social attitudes necessary to save the mother earth. The industry representatives showcased steps they have taken to make a beginning for protecting, restoring, conserving, recycling renewable resources. Concerns were expressed by dignitaries about water, energy scarcities, depletion of water table, air pollution and inefficient use of limited resources by industries. Though young bureaucrats in the Government corridors have been doing enough, this huge task cannot be carried out only at the government level. Hence, they urged upon the industry participants, delegates to show case what they are doing in their organizations towards development of Green Practices. Introduction of green technology, new ethics and commitments to save the mother earth from the disastrous conditions only will create possibilities of new enterprises to usher in a cleaner and bountiful earth. Surely, what is good for environment is good for business. Thus managers have the responsibility to make our dream, come true.

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