

GOING GREEN: METHODS AND INITIATIVES BY TELECOM COMPANIES IN THE INDIAN TELECOMMUNICATION SECTOR

POOJA CHATLEY

Assistant Professor, Department of Business Management, Khalsa College for Women, Ludhiana, Punjab, India

ABSTRACT

India is one of the biggest and fastest growing telecom markets in the world and this is evident from the fact that more than 200 million rural subscribers are set to come into the picture by the end of 2016. Faced with growing evidence that their lifestyle choices are tightly intertwined with environmental consequences, many consumers are “going green”—and they are willing to pay to do so. The trend toward green is starting to influence all industries, but strategies and services are still nascent and efforts are afoot, all over the world, to find measures to deal with this issue. Telecom players that can position themselves to take advantage of this demand—through their choice of components, adjustments in the carbon footprint of their operations, or establishment of a full green proposition including devices and the 4Ps—will be able to create compelling differentiators that drive consumer purchasing. This paper is an attempt to study the methods and initiatives taken by the telecom companies for going green and joining the league of environment friendly organisations.

KEYWORDS: Going Green Concept, Environmental Issues, Initiatives, Green Telecommunication