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New Perspectives on **E-commerce**



Sruthi S.

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GREEN COMPUTING: - EMERGING ISSUE IN IT

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ABSTRACT

Green computing is the study and practice of using computing resources efficiently. The green IT movement seeks to reduce energy use, waste, and toxic substances by the IT industry. The objective of a green computing is saving the environment. Present time State Bank of India works for saving the environment with the help of the green channel. It is also the study and routine of utilizing registering assets effectively. Present day it is frameworks depend upon people, networks and hardware as such, a green computing activity must be systemic in nature, and address progressively advanced issues. IT industry is putting efforts in all its sectors to achieve Green computing. Equipment recycling, reduction of paper usage, virtualization, cloud computing, power management, Green manufacturing are the key initiatives towards Green computing.

Key words: Green Computing, Energy, Computer and IT

INTRODUCTION

A green computer or green IT system is the practice of using computing resources efficiently. The main objective green IT is an expanded spectrum of values and criteria for measuring organizational and societal success. "Green" in the information technology industry means increasing the use of IT resources while minimizing negative impacts on the environment. In

the design aspect, a green computer is created to perform without a negative environmental impact. Such design includes everything from materials and components to how the computer uses its power supply. Nowadays, most computers are built with a sleep or hibernate mode that allows them to power down when not in use and, therefore, save on energy impact. Green computing is to reduce the carbon footprint generated by the business information systems while saving money. Green-Computing as defined in the Official Journal of the French Republic 12 July 2009, sets of information and communication for a short eco-ICT are information and communications technology whose design or use can reduce the negative effects of human activity on the environment. Green computing is very essential for the future world. It is necessary to make our self and our environment healthy.

HISTORY OF GREEN COMPUTING

The term green IT was born with the Energy Star program was launched in 1992 by the U.S. Agency for Environmental Protection. Energy Star is a kind of label for computers and other. Energy Star program of electronic products by minimizing the use of energy while maximizing efficiency. One of the first approaches to green computing is sleep mode function in computers. Sleep mode function that puts a computer in sleep mode to a pre-determined period. According to Wikipedia "The organization Swedish TCO Development launched the TCO Certification program to promote low magnetic and electrical emissions from cathode ray tube (CRT) computer display; this program was later expanded to include criteria on energy consumption, ergonomics and use of hazardous materials in the construction "

REVIEW OF LITERATURE

Herbla et.al. (2013) discussed in their paper regarding the strategies and methods adopted for the initiaviters of green computing. They also discussed the im portance of green computing in present business scenario and IT industries as well.

- To reduce the harmful effects to the environments through the use of hazardous materials.
- To increase the life time of the product.
- To maximize energy efficiency during the product's lifetime.
- To promote recyclability of defunct products and factory waste.

SOLUTIONS OF THE CHALLENGES:

Follow these tips for going green computing:

1. Look for the ENERGY STAR
2. Consider energy efficiency when shopping for new equipment by looking for products with an ENERGY STAR.
3. Turn Off Your Monitor
4. Your monitor uses a lot of power, so put it in standby or turn it off when not in use.
5. Adjust the Brightness
6. The brightest setting on a monitor consumes twice the power used by the dimmest setting.
7. A printer draws a lot of power, so leave it off until you need it. Also make sure its power settings include a standby mode that consumes less energy when on.
8. Preview Before You Print
9. Select and print only the content you need. Omit unneeded pages from the printing job.
10. Print on Both Sides
11. Another way to reduce the amount of paper you use is to print multiple pages on a single sheet.
12. Don't Print
13. Ask yourself if printing is necessary. Do you really need a hard copy or can you just read the e-mail, document, or Web page on screen?

CONCLUSION

Various IT organizations in the world started adopting green computing practices and it has now become the main part of their day-to-day business activities. In India IT giant Wipro has already launched its eco-friendly series of computing systems called **greenware**. Samsung, Apple, and other IT companies have their own successful recycling programs. By adopting green computing practices, we can get an eco-friendly environment, along with other benefits such as cost reduction, energy conservation, and waste minimization. Now it's our turn, we must understand the importance of green computing and work collaboratively for a healthier and greener environment for our future generations.

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