

## **A Methodical Study on Rationale to Green Initiatives of IT Companies at Technopark, Kerala**

**<sup>1</sup>Raisa George,<sup>2</sup>Dr. A. Mohamed Siddique**

<sup>1</sup>Research Scholar, PG and Research Department of Commerce, Muslim Arts College, Thiruvithancode. ManonmaniamSundaranar University, Tirunelveli

<sup>2</sup>Associate Professor and Research Supervisor, PG and Research Department of Commerce, Muslim Arts College, Thiruvithancode. Affiliated to ManonmaniamSundaranar University, Tirunelveli

### **Abstract**

As the greenest IT Park in India, Technopark still strives to live up to its tag. The folks at Prakruthi, a green campus club celebrating its first anniversary, announce that some 30,000 seedlings of vegetables such as Brinjal, Okra, Runner Beans, Wide Beans, Red Amaranthus, Tomato, Chilli, and the like have been distributed to 670 techies themselves. In addition to this, with a first-of-its-kind integrated and decentralised waste treatment facility, Technopark is going green. Technopark companies are perceived as being environmentally conscious and aim to build a vision of treatment. Technopark's businesses have demonstrated that renewable energy sources minimise energy demand and lower electricity bills. The most important rationale for the Green Initiatives of IT companies at Technopark, Kerala is owing to the Competitive Aspects, Profitability Aspects, Client Requirement Aspect, Legal and Regulatory Aspects, CSR Aspects. There is a difference in the Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala.

**Keywords:**Technopark, Competitive Aspects, Profitability Aspects,Client Requirement Aspect,Legal and Regulatory Aspects, CSR Aspects

### **1.1. Introduction**

As the greenest IT Park in India, Technopark still strives to live up to its tag. A look at some human, collective and Technopark-wide green initiatives, which have a positive effect on the climate, in the run up to World Climate Day on June 5. At Technopark, a green revolution is well and truly under way. For a while now, many businesses have green clubs and organic fruit and vegetable farming in gardens and on terraces has been in vogue among techies. The IT hub, with 40,000 IT professionals, functions 24 hours and produces three tonnes of solid waste every day. The folks at Prakruthi, a green campus club celebrating its first anniversary, announce that some 30,000 seedlings of vegetables such as Brinjal, Okra, Runner Beans, Wide Beans, Red Amaranthus, Tomato, Chilli, and the like have been distributed to 670 techies themselves. In addition to this, with a first-of-its-kind integrated and decentralised waste treatment facility, Technopark is going green. In the first step of the waste management project, waste is disposed of on the same day in an eco-friendly, economically viable manner.

Instead of only making more disposal areas, there is a mentality about reusing and recycling waste. At Technopark, a maximum world-class work and life ecosystem is being structured that will lift it to international standards.

## **1.2. Need and Significance of the Study**

Time is a scarce commodity in today's society and many environmental issues are man-made; humans have had a greater unconstructive impact than nature has ever had on climate change and the environment. Many of us reflect on being sustainable in various aspects of our lives in search of solutions, be it at home, in our shopping patterns and in our workplaces. The understanding of the world has spread to the corporate atmosphere and affects how people behave themselves at work and also impacts their job quest. Through their corporate sustainability plans, this vivacious momentum propels not only people, but also corporations to emulate their environmental responsibility and prioritise climate change mitigation. This is because green initiatives not only save on costs, reuse capital and satisfy compliance criteria, but also help to build consumer brand awareness. Technopark companies are perceived as being environmentally conscious and aim to build a vision of treatment. Technopark's businesses have demonstrated that renewable energy sources minimise energy demand and lower electricity bills. Many businesses at Technopark have also provided incentives to those who build green houses and buildings. Thus, new job opportunities are also created by green initiatives. Essentially, prices can be cut by a green programme. Going green at Technopark will increase the overall productivity of a company. Reducing unnecessary waste will reduce the operational costs of the company's Technopark operation. Turning off lights in empty offices, for instance, will save electricity, save on maintenance costs and improve the bottom line of the business. The logic of the Green Initiatives of IT Companies at Technopark, Kerala has been investigated in this back drop.

## **1.3. Statement of the problem**

In today's world, education forms the foundation of everything, including the environment. Environmental education and its protection impart information about the present situation and the possibilities for nature in the future. It teaches people to discuss all environmental concerns and to participate in wise ways of preserving them. At Technopark, a number of IT companies have taken the initiative to provide both practical and theoretical awareness of the effect of human activities on nature. Technopark's IT businesses take workers out of the four walls of a cubicle and make them do things such as planting, watering plants, community park meditation, crop seedlings, waste disposal facilities, and waste recycling. The only way to make the best minds work productively is by edification. We need knowledge, which can only come from the working community associated with our ecosystems, to take some step towards preserving our climate. What are the challenges that are facing the world today? What are the pieces that form the universe? What are the distinct plant and animal species? How will we ensure their longevity in the long run? What is sustainability and how to do it?

Only if we think about the world and apply that information functionally will all these questions be answered. Certain variables may have influenced them to inspire workers towards green impact. In the current research report, the factors that influenced Technopark's IT companies towards green initiatives are examined. Hence the present study entitled as "*A methodical study on rationale to Green Initiatives of IT companies at Technopark, Kerala*".

**1.4.Objectives of the Study**

1. To examine the rationale for Green Initiatives of IT companies at Technopark, Kerala.
2. To compare the Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala.

**1.5. Hypotheses of the Study**

1. There is no significant difference in the rationale for Green Initiatives of IT companies at Technopark, Kerala.
2. The Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala is the same

**1.6. Methodology**

Primary data is used for the study. The primary data is collected using a standardised questionnaire from 50 administrative staff employed in different IT-related businesses at Technopark. The investigator adopted the Judgemental Approach of Sampling. In order to collect data, the investigator visited 5 multinational companies, and 10 respondents were selected from each organisation. To make the analysis, the researcher relied One factor Anova, *Post hoc* analysis- p-values for pair wise t-tests, Correlation and Independent sample t-test.

**1.7. Result and Discussion**

**Table 1.1. One factor Anova-Rationale for Green Initiatives**

One factor Anova					
<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>Rationale for Green Initiatives</i>		
3.8	50	0.99	Profitability Aspects		
4.4	50	1.06	Competitive Aspects		
3.2	50	1.36	Legal and Regulatory Aspects		
3.7	50	1.22	CSR Aspects		
3.6	50	0.99	Client Requirement Aspect		
3.7	250	1.19	Total		
Anova table					
<i>Source</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p-value</i>
Treatment	37.78	4	9.444	<b>7.34</b>	<b>0.000*</b>
Error	315.06	245	1.286	<b>Result</b>	
Total	352.84	249		<b>Significant</b>	
<i>Post hoc</i> analysis- p-values for pair wise t-tests					
<i>Rationale for Green Initiatives</i>	Legal and Regulatory issues	Client Requirement Aspect	CSR Aspects	Profitability Aspects	Competitive Aspects
	3.2	3.6	3.7	3.8	4.4
Legal and Regulatory issues	3.2				

Client Requirement Aspect	3.6	0.079				
CSR Aspects	3.7	.0180*	0.5376			
Profitability Aspects	3.8	.0052*	0.291	0.6597		
Competitive Aspects	4.4	0.000*	.0005*	.0039*	.0142*	

Source-Primary data

The rationale for the green initiatives by the IT companies at Technopark, Kerala has been examined with the support of the One-way Anova. The mean score assigned by the administrative staffs on the rationale Profitability Aspects is 3.80±0.99. The score awarded for the Competitive Aspects and Legal and Regulatory Aspects is 4.40±1.06 and 3.20±1.36 respectively. At the same time, the score awarded for the CSR Aspects and Client Requirement Aspect is 3.7±1.22 and 3.60±0.99 respectively.

The statistical analysis was tested with the support of the Anova Test. The CVTS of F value is 7.34 and the p value is 0.000 (P value < 5%), showed the null hypothesis is rejected. This implies, there is a significant difference in the rationale for Green Initiatives of IT companies at Technopark, Kerala.

As the test is significant, the Post hoc analysis- p-values for pair wise t-tests was calculated to know the reasons for the difference. It noted from the table that statistically, there is a difference between the Competitive Aspects with Legal and Regulatory Aspects (p value 0.000 < 5%), Client Requirement Aspect (p value 0.005 < 5%), CSR Aspects (p value 0.0039 < 5%) and Profitability Aspects (p value 0.0142 < 5%), favour to Competitive Aspects. This means that the most important rationale for the Green Initiatives of IT companies at Technopark, Kerala is owing to the Competitive Aspects. Statistically, there is a difference between the Profitability Aspects with Legal and Regulatory Aspects (p value 0.0052 < 5%) and Client Requirement Aspect with Legal and Regulatory Aspects (p value 0.0180 < 5%) favour to Profitability Aspects and Client Requirement Aspect. This means that the next important rationale for the Green Initiatives of IT companies at Technopark, Kerala is owing to the Profitability Aspects and Client Requirement Aspect. All other differences are not significant.

**Table 1.2. Correlation Matrix -Rationale for Green Initiatives**

Correlation Matrix	Intrinsic Aspect	Extrinsic Aspect	Result
Intrinsic Aspect	1.000		
Extrinsic Aspect	.805*	1.000	
50	Sample size		<b>Significant</b>
± .279	Critical value .05 (two-tail)		

Source: - Primary data

Table 1.2 shows the correlation matrix. Here the dependent variables are Intrinsic Aspect and the Extrinsic Aspect. Intrinsic Aspect includes Competitive Aspects and Profitability Aspects. Similarly, the Extrinsic Aspect includes Legal and Regulatory Aspects, Client Requirement Aspect and the CSR Aspects. The correlation value is 0.805, showed a high positive relationship. This implies, when there is one degree standard deviation change for the Intrinsic Aspect, the corresponding standard deviation change for the Extrinsic Aspect will be 80.5% and is found significant. Thus the null hypothesis rejected. There is a relationship between the Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala.

**Table 1.3. Independent Groups t-test-Rationale for Green Initiatives**

Hypothesis Test: Independent Groups (t-test, pooled variance)		
Intrinsic Aspect	Extrinsic Aspect	
4.080	3.473	mean
0.835	0.873	std. dev.
50	50	n
98	df	
<b>0.6067</b>	<b>difference (Intrinsic Aspect - Extrinsic Aspect)</b>	
<b>3.55</b>	<b>t</b>	
<b>.0006*</b>	<b>p-value (two-tailed)</b>	
<b>Result</b>	<b>Significant</b>	

Source: - Primary data

The mean score assigned by the administrative staffs on the rationale Intrinsic Aspect is  $4.080 \pm 0.835$ . The score awarded for the Extrinsic Aspect is  $3.473 \pm 0.873$

The statistical analysis was tested with the support of the Independent Groups t-test. The CVTS of t-test value is 3.55 and the p value is 0.0006 (P value < 5%), showed the null hypothesis is rejected. This implies, there is a significant difference in the Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala. This implies the gap (0.6067) between Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala is relevant. IT companies at Technopark, Kerala, give due importance for the Competitive Aspects and Profitability Aspects for making the Green Initiatives.

**1.8. Conclusions**

From the following, it is clear that the most important rationale for the Green Initiatives of IT companies at Technopark, Kerala is owing to the Competitive Aspects, Profitability Aspects and Client Requirement Aspect. There is one degree standard deviation change for the Intrinsic Aspect; the corresponding standard deviation change for the Extrinsic Aspect will be 80.5%. This means both intrinsic and extrinsic aspects are closely related to each other. The influence of the Legal and Regulatory Aspects and CSR Aspects are same as far as the administrative staff is concerned. There is a difference in the Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies at Technopark, Kerala. This implies the gap (0.6067) between Intrinsic and Extrinsic Aspects of Green Initiatives of IT companies

at Technopark, Kerala is relevant. IT companies at Technopark, Kerala, give due importance for the Competitive Aspects and Profitability Aspects for making the Green Initiatives..

**Bibliography**

- Aggrawal, Artee, RichaChaudhary, and Dr.Gopal(2010). “Green Marketing in India – Way Ahead to Sustainability”.*SIES National Research Marketing*. Conference. Vol. 1, No. 1. pp.23-29.
- Martin, Bridget and Antonis C. Simintiras. “The impact of green product lines on the environment: Does what they know affect how they feel?”.*Marketing Intelligence & Planning*, Vol. 13, Issue: 4. 1995. pp.16-23.
- George, Darren and Paul Mallery(2009).*SPSS for Windows*, Pearson, New Delhi, pp.222 - 223.
- Ghoshal, Moloy (2011), “Green Marketing – A changing concept in changing time”.*BVIMR Management Edge*.Vol. 4, No. 1. pp. 82-92.
- Technopark. (n.d.). Why Technopark. *Welcome to Technopark*. Retrieved June 10, 2021, from <https://www.technopark.org/why-technopark>