

Few Takers for Green

Vendors feel that solution providers need to play a vital role to evangelize 'Green' in the market

Undoubtedly, 'Green Technology' has become the buzzword, but it is yet to gather much needed success in the Indian market scenario. In India, consumers still prefer lower priced products than the Green or eco-friendly ones. Although, several vendors are still on the edge of the competition to occupy the numero uno position to turn Green and tap into the wielders of a new economic power in India. However, various channel partners or

solution providers opined that most of the consumers in the Indian market are not aware of the significance of Green products and perhaps, this is why there is no push from the consumers' side for the demand of Green technology in our market. "There have been no major attempts taken by the vendors in terms of creating far reaching effects of Green technology among the

Indian consumers. Till date, no vendors have come up with proper marketing strategies for the packaging of the Green products," emphasized Ajay Sawant, MD and CEO, Orient Technologies.

Further, adding to this conviction, he said that no channel partner enablement program initiatives have been undertaken by the leading vendors dealing with Green IT, and therefore

most of the channel partners feel the heat in dealing with Green IT solutions or products to consumers. Not only Orient Technologies came up with its grievances with respect to the selling of Green products to the Indian consumers, several other channel partners are of the view that the vendors should come up with some convincing, updated and advanced Green technologies, which would help in arousing the awareness and the intensity of interest among Indian consumers, which would be further translated into the demand for Green products.

KV Jagannath, MD, Choice Solutions said, "Although, Green IT has become a buzzword in the Indian market since two-three years, there are limited commercial opportunities available for the SMEs dealing with it. The early adopters of Green technology should adapt some reasonable methods as in reducing the price of Green products to increase the volume of sales in the market. Perhaps, then the SME can afford the required capital investment. Also, then in the near future, we hope to see business from this space."

Speaking on the similar front, Saket



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SAKET KAPUR
CEO, Green Vision



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AJAY SAWANT
MD and CEO, Orient Technologies



"Our Bamboo Collection notebook"



there are some standardized marketing policies for these Green products, they will not really take off. We have not seen any demand from the consumers' side so far for the Green products. However, the channel partners seem to have no major initiatives since major IT brands have taken a big challenge by aligning themselves with Green products by introducing Green products. The HP, Asus, Acer and Dell have been focusing on Green technologies than any other brand in the last few years. Promoted by Asus, the Green Collection promotes Green and environment-friendly products throughout the company. And, its latest products are designed to care for the environment with power-saving technologies like the ASUS Eco-Engine. Steps have also been taken to use environment-friendly materials like recycled plastics in its products and other materials. Alex Huang, Country Manager, Business, ASUS India said, "The ASUS Eco-Collection notebook is designed for the young yet environment-conscious crowd. With its brown bamboo exterior and brushed aluminum finish, it delivers a feel of the organic world amidst the concrete jungle—making the user feel like they are back in nature." Also, he claims that ASUS is the pioneers in utilizing technology in its products. Optimus that conserves energy comes with the Eco-Collection notebooks. As a part of the Green Collection, ASUS launched globally in the year 2000, ASUS has used 37 hazardous substances in the