



CSCI India Chapter Launches Energy Saving Program

Nine leading companies and industry bodies join hands in a broad effort

organized to drive energy-efficient computing;

Goal to reduce greenhouse gas emissions by 4 million tons over next 3 years

New Delhi: July 24, 2009: The Climate Savers Computing Initiative (CSCI), a global initiative launched its India chapter, with nine major organizations including Dell, Intel, HP, Google WWF, TERI, CII-ITC Centre Of Excellence For Sustainable Development, MAIT and NASSCOM joining hands with the aim of driving energy efficient practices in every-day computing.

In 2007, CSCI, a global campaign, was initiated in United States by major IT companies including CSC, Dell, Google, HP, Intel, Lenovo, and Microsoft. CSCI is a nonprofit group of eco-conscious consumers, businesses and conservation organizations promoting adoption of smart technologies in everyday business and personal computing which can improve the efficiency of a computer's power delivery and reduce the energy consumed when the computer is in an inactive state.

As per the IDC's Worldwide Quarterly PC Tracker for 4Q08, 4.1 million more desktop PCs and 2.4 million more notebook PCs will be in use in India by 2009. Hence, the country will have approx 47 million units by 2010.

It is calculated that more than half of the power in the desktop PC is wasted as heat. Even servers which are typically more efficient than desktops still waste 30 to 40 percent of the power utilized. One of the prominent reasons behind wastage of power is that desktop PCs have default setting of sleep or hibernate mode when inactive for a sustained duration however, in about 90 percent of systems this functionality has been disabled. This results in higher energy consumption and an increase in electricity usage. In addition, IT users have lack of awareness about the power saving features which are already available in their computers.

"In next 3 years, the Climate Savers Computing Initiative will cut greenhouse gas emissions in an amount equal to planting around 4800 sq.km. of trees -- a significant step in reducing the emissions affecting our planet," said Rahul Bedi, Director Corporate Affairs - South Asia, Intel and first Chairman of CSCI India Chapter.

The nine founding members of CSCI India pledged to reduce carbon emissions by 4 million tons and reduce 50% in energy costs through efficient computing in next 3 years. *"We believe that CSCI India will play a crucial role in supplementing green ICT innovations and solutions. CSCI's goal to achieve a 50 percent reduction in power consumption by computers and reduce 4 million tons of carbon emission over next 3 years can be a potential supplement towards India's low carbon growth,"* said Ravi Singh, co-chairman of CSCI India and CEO & Sec. General of WWF India. The reduction in energy and power are the fiscal points to ensure sustainable growth for both the ICT sector and meeting country's bigger objectives under the National Action Plan on Climate Change that involves ICT solutions.

"With the projected increase in the numbers and extent of usage of IT equipment, it is essential that this industry becomes fully conscious of the implications of these developments for increased energy consumption. It is, therefore, imperative that industry takes the lead in bringing about innovation that would ensure high levels of efficiency in the operations of IT equipment through its entire life cycle," said Dr R K Pachauri, Chairman, Inter-governmental Panel on Climate Change

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(IPCC) and Director-General, TERI, in a message on the occasion of the launch. While complementing the opportune launch of CSCI chapter in India Dr Pachauri lauded the efforts and expected that "the industry, including the associations and leading think-tanks, will move along the path of designing and producing equipment which would ensure efficient use of energy." In a message,

The corporate and association board members of CSCI India joined hands with the other members in a pledge to promote smart technologies and best practices and sensitize organizations and individuals towards adopting power management techniques. "We pledge to promote best practices and technologies for efficient computing for a Greener Earth" went a declaration signed by all the members, in the presence of Chief Guest Shri Jairam Ramesh, Hon'ble Minister of State for Environment & Forests, and Guest of Honour Dr. Ajay Mathur, Director General Bureau of Energy Efficiency.

The Climate Savers Computing Initiative licensed its name from the World Wildlife Fund Climate Savers program, which involves several leading companies working to reduce their carbon footprint.

About Climate Savers Computing Initiative

The Climate Savers Computing Initiative is a nonprofit group of eco-conscious consumers, businesses and conservation organizations dedicated to reducing the energy consumption of computers. More than 475 companies and organizations have joined the Initiative since its launch in June 2007, and thousands of individuals have pledged their support. The Initiative is led by CSC, Dell, Google, HP, Intel, Lenovo, Microsoft, and World Wide Fund. Sponsors include 1E, Acer Inc., Advanced Micro Devices Inc., Delta Electronics, Inc., Faronics, Fujitsu Limited, Hitachi Ltd., Intuit, NEC Corporation, Sun Microsystems, Inc., Super Micro Computer Inc., Symantec, Verdiem Corporation.

For more information and to pledge your support, visit <http://www.climatesaverscomputing.org>.

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Members' Quotes

Speaking of MAIT's role in the initiative, Vinnie Mehta, Executive Director said *"CSCI, can sensitize our membership of the international trends, best practices and latest technologies for making energy efficient IT equipment. Further, CSCI is an important vehicle to educate the consumers at large of the energy efficient products available in the market today."*

India is the sixth largest producer as well as consumer of energy in the world and the country has been facing deficiency in power. It is projected that with growing computer penetration, especially in the smaller markets, energy usage will increase. Mahesh Bhalla, Director & General Manager of Dell's Consumer Business in India said, *"We are delighted to work with CSCI to heighten awareness in India towards energy saving programs. Dell is committed to helping our customers reduce costs, increase productivity and improve energy efficiency while helping them meet their environmental goals as companies are realizing that being green isn't just good for the environment; it's good for the bottom line"*.

The leading IT founding members of CSCI India committed to manufacture products that meet specified power-efficiency targets and reduce wastage of energy from their products and operations. *"HP has a long legacy as an environmentally sensitive company. We are pleased to partner with CSCI to further the global agenda and educate and inspire others to adopt best practices. In doing so, HP hopes to demonstrate that protecting the environment is sound business practice,"* said Faisal M. Paul, Head ESS – Marketing & Growth Initiatives at HP.

"CII is privileged to be a founding member of the CSCI in India and aims to bring real change in reducing CO₂ emissions directly within the computing industry as well as enabling much more reductions through providing solutions to other industries" said Seema Arora, Head & Principal Counsellor of CII-ITC Centre Of Excellence For Sustainable Development. NASSCOM Vice President Rajdeep Sehrawat, incharge of education initiatives and green IT said, *"Since CSCI's objective aligns with the NASSCOM's Green IT infrastructure objectives, it makes more sense to strengthen and delegate a part of the activities through combined efforts."*

In support of CSCI in India, Annapurna Vancheswaran, TERI's Director Sustainable Development Outreach said *"Energy being central to sustainable development and in meeting the Millennium Development Goals (MDGs) this initiative is both timely and appropriate as every measure to conserve and save energy can only result in an improved environment. TERI with its strong outreach base and with its motivated and environment conscious business council will help carry the CSCI message to its diverse stakeholders"*.

Note to media: Highlights of Minister of State for Environment Shri Jairam Ramesh's address and remarks of DG Bureau of Energy Efficiency Dr. Ajay Mathur along with event photographs, will be available at www.melcole.com/jul24csci.html after 2.30 pm, on 24-07-2009.



Remarks of Chief Guest and Guest of Honour

*at the Launch of Climate Savers Computing Initiative, India Chapter
July 24, 2009*

Shri Jairam Ramesh
Minister of State Environment & Forests, Govt. of India

India is committed to bringing about a reduction in its global carbon footprint and welcomes the CSCI initiative. The Government of India is looking to the IT industry to drive impactful and tangible change both through the use of IT across various industries as well as within the industry through the adoption of energy efficient products.

Starting January 2010, it will become mandatory for certain products to carry eco labelling. In the first lot 4 products – refrigerators, air conditioners, distribution transforms and florescent lamps will be covered. By mid next year 3 more product lines (colour TVs, LPG Stoves and electric motors) will need to carry the mandatory eco labelling.

IT industry should also work with the Bureau of Energy Efficiency to device similar eco standards.

Dr Ajay Mathur
Director General, Bureau of Energy Efficiency (Ministry of Power)

We look forward to a close partnership with the CSCI initiative of the IT industry to work not only within the industry, but also with the channel and the user community to adopt eco-friendly products and practices. We are already working towards developing a labelling system that will enable end users of computers to make an informed choice in favour of energy efficient systems.