

Asia will overtake European market in a decade: Som Mittal

-CII-ITC Centre of Excellence for Sustainable Development calls for support from the government and businesses for an efficient ICT framework to fuel sustainable growth -

As Asia will be overtaking the European market in a decade, India must get real towards ensuring sustainable development, and for leveraging its demographic dividend. ICT can make significant contribution towards the same opined **Mr. Som Mittal, President NASCOM**.

He was speaking at the 4th Sustainability Summit: Asia 2009 organized by CII-ITC Centre of Excellence for Sustainable Development in partnership with Ministries of Corporate Affairs, External Affairs, Environment & Forests, Science and Technology, Government of India; National Foundation for Corporate Governance (NFCG), InWEnt and WWF. While the summit's theme is 'Winning Strategies for a Sustainable World, the session focused on Generation Next ICT to fuel sustainable growth.

He further added that as an economy grows, it must ensure additions to existing problems are not made. The basic ethos of economic growth should be towards capturing opportunities in sustainable development, by identifying the gaps and addressing them. India is a country with successful examples of pilot projects, which need to be scaled up.

Talking on the famous e-choupal model adopted by ITC, **Mr. B Sumant, Managing Director, ITC Infotech Limited** stressed on the need for creating market before serving them with a 3D approach. First, this approach must work towards economic growth, inclusive approach and environmental resources efficiency. Next, one must focus on dealing with structural constraints. Finally, the model calls for scaling up operations and creating choices for people. Through the e-choupal initiative ITC has impacted 35,000 villages with a network of 7,000 choupals. The company plans to scale up its reach to 1,00,000 villages.

Mr. Rakesh Khanna, Founding Director & CEO, TARAhaat Information and Marketing Services Limited stated that Gen Next IT must comprise inclusive growth. Unfortunately technology today is geared to meet the needs of only 2.7 billion people of the world; the remaining 4 billion people are excluded from the design stage. The nations today are creating bigger and larger production and economic clusters, while the need of the hour is to create solutions with a right mix of centralized and de-centralized solutions.

Mr. Stephen Harper, Director, Environment & Energy Policy focused on the role of ICT in improving the quality of life. He lauded the Government of India's National Action Plan on Climate Change and its eight national missions encompassing Energy Efficiency, Sustainable Habitat, Solar, Green India, Water, Sustaining the Himalayan Ecosystem and Strategic Knowledge for Climate Change. He called for identification of a macro opportunity by using ICT to engineer improvements.

Mr. Swapan Johri, Sr. Vice President & Worldwide Head of System Integration & Technology Services, HCLT ISD, called for transforming IT by Greening data centers. He said data center usage accounts for 24% of a company's total electricity consumption, enterprises should look at ways to reduce it. Power should be treated as a scarce resource across business and households, he added.

Mr. Dennis Pamlin, Advisor, WWF and Senior Associate, Chinese Academy for Social Sciences urged the Indian Government to take clear responsibility for developing smart solutions. Review support and subsidies to determine whether these are really needed. He called for transformational change by coming closer to nature and adopting the most sustainable choices.

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