

Green Technology Implementation for Environmental Sustainability; Applications and Challenges

Ms. Priyanka Nehra

Assistant Professor, Department of CBSA,
Chandigarh Group of Colleges, landran, Mohali, Punjab
priprinehra271194@gmail.com

Dr. M. Tamil Selvi

Professor, Department of Civil,
Rohini College of Engineering and Technology, Kanyakumari
kumudhakumar1995@gmail.com

Dr. A. K. Dasarathy

Professor, Department of Civil,
Jain Deemed University, Bangalore
pulikutty2000@Gmail.com

Syed Rizwan Naqvi

Research Scholar, Department of Human Resource and Organizational Behaviour, Amity Business
school, Amity University,
AUUP Sector 125, Noida (Up)
rizzy171@yahoo.com

Dr. Jambi Ratna Raja Kumar

Associate Professor, Department of Computer Engineering,
Genba Sopanrao Moze College of Engineering, Sr.No.25/1/3,
Balewadi, Pune -411045
ratnaraj.jambi@gmail.com,

Dr. Prem Latha Soundarraaj

Professor-MBA, School of Business and Management,
Christ University, Pune, Lavasa, Maharashtra 412112
lathaprem@yahoo.com

Abstract

Green technology implementation plays a pivotal role in the pursuit of environmental sustainability by aligning human activities with the preservation of our planet. It encompasses a spectrum of innovative approaches aimed at minimizing the ecological footprint of industries, infrastructure, and everyday life. By focusing on resource efficiency, pollution reduction, and the utilization of renewable energy sources, green technology contributes to mitigating the adverse impacts of human actions on the environment. Energy-efficient practices and smart infrastructure promote responsible energy consumption, minimizing waste and conserving natural resources. Moreover, green technology's influence extends to waste management, sustainable agriculture, and transportation, fostering practices that reduce pollution, promote circular economies, and minimize the depletion of finite resources. While challenges exist,

including initial costs and technological maturity, the implementation of green technology signifies a collective commitment to fostering a harmonious coexistence between human progress and environmental health. It holds the potential to reshape industries, economies, and societies, steering them towards a more sustainable and ecologically conscious future.

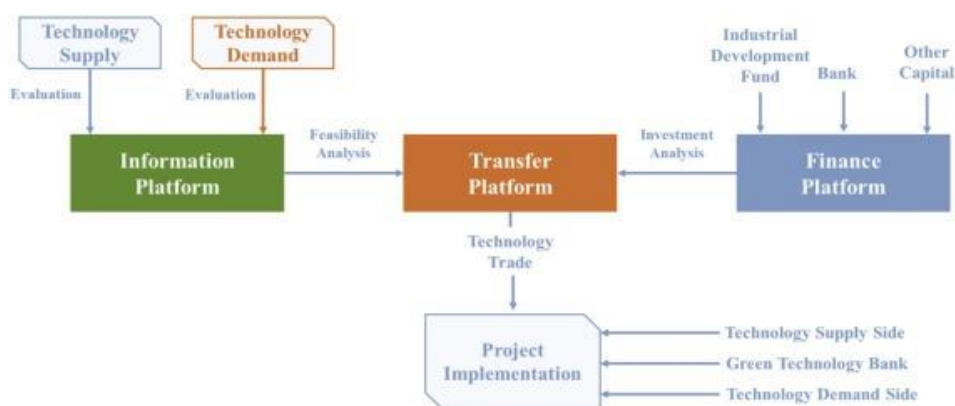
Keywords: Green Technology, Environmental Sustainability; Technological development, Radical innovation, Applications and Challenges

Introduction

The ability of humans and other animal species to self-regulate and adapt to their natural environments is significantly hampered by the presence of various technologies that are more prevalent in our world. The influence of technology on society and its environment has been multifaceted, helping to the development of economies, most notably the economy that exists now on a global scale, and making it possible for a leisure class to form, despite the possibility that it may also promote tendencies towards sloth and lethargy. These contributions have been made possible by the proliferation of diverse technologies. These technological improvements have had a revolutionary effect on people's ways of life, making them more comfortable and convenient in the process. It is necessary to take into consideration the long-term viability of the environment in which one resides in order to ensure the health and happiness of individuals within a society. Technology is an area of scientific knowledge that comprises the creation, implementation, and use of technical methods, as well as their interconnection with human existence, societal dynamics, and the natural world. Technology was first defined as the application of scientific knowledge to the development, implementation, and use of technical methods. This field makes use of many different fields of study, including engineering, applied science, pure science, and industrial arts. Numerous technological processes result in the production of unwanted byproducts, which in turn causes the occurrence of pollution and the depletion of natural resources, which in turn has a negative impact on the ecology of the Earth. Because the introduction of new technological developments has such a tremendous impact on the cultural and value systems of a given civilization, it inevitably results in the emergence of brand-new ethical conundrums. A dedication to sustainability and the capacity to produce zero greenhouse gas emissions are two of the defining qualities of ideal technology. These characteristics, along with their alignment with the concepts of green technology, make ideal technology one of the distinguishing characteristics of ideal technology. The aim of the study is to provide a concept for strengthening the long-term viability of technologies through the introduction of environmentally friendly components. By integrating these components, technology has the potential to slow the degradation of the environment and transition towards environmentally friendly technologies, so assuring that future generations will inherit a clean environment. In addition to this, the paper investigates the opportunities and challenges presented by green technology in a variety of fields, such as agriculture, potable water, renewable energy, buildings, aircraft and space exploration, industrial automation, computers and communication, education, food processing, and health and medicine, in the context of the 21st century. These fields include agriculture, potable water, renewable energy, buildings, aircraft and space exploration. The influence of technology on society and the environment has been diverse, and this has contributed to the development of economies, most notably the modern economy on a worldwide scale. These technological improvements have had a revolutionary effect on people's ways of life, making them more comfortable and convenient in the process. It is absolutely necessary for the members of a society to make the sustainability of the surrounding environment and the protection of it a top priority in order to ensure that its members will have a high quality of life and be satisfied with it. This study makes a recommendation for improving the long-term viability of technologies by incorporating environmentally friendly components. The goal is to slow down the

destruction of the environment and turn these technologies into alternatives that are less harmful to the natural world in order to preserve a pristine environment for future generations. Within the context of the 21st century, this article investigates the various opportunities and challenges associated with the implementation of green technology in a variety of industries, such as the agricultural sector, drinking water, energy from renewable sources, buildings, aircraft and space exploration, education, food processing, and health and medicine. These industries include agriculture, aircraft and space exploration, education, health and medicine.

Figure: 01



Source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.sciencedirect.com>

Research Background

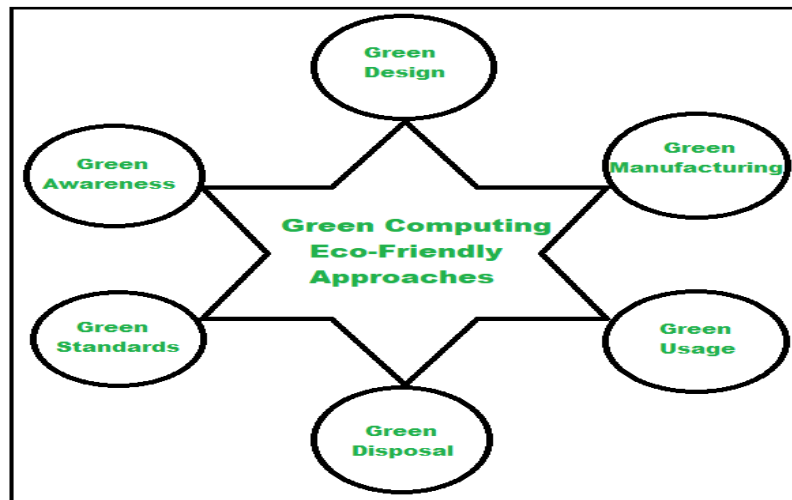
Given the escalating global challenges, including climate change, population expansion, environmental contamination, and the unsustainable utilisation and depletion of natural resources, nations must adopt technologies and strategies for economic activities that are less detrimental to the environment and promote resource conservation. Sustainable development is characterized by a reduced impact on the environment and is facilitated by inclusive and holistic policies, which can be implemented at both the international and national levels, and consider the interests of future generations. Within this set of policies, there are various recommendations that propose the utilisation of environmentally friendly technologies. Green technology plays a pivotal role in fostering sustainable development, encompassing the identification of ecologically sound avenues for economic growth, the cultivation of novel environmentally-friendly enterprises, and the generation of employment opportunities and technological advancements. In order to attain sustainable economic growth, it is imperative to enhance investments and foster innovations, as these factors serve as the bedrock for sustainable development and create novel avenues for economic advancement. Therefore, in order to advance the green economy, it is imperative to do comprehensive research on the reasons that contribute to its establishment, the elements that shape its structure, and its influence on the sustainable growth of a nation. Stakeholders invested in green economic development encompass commercial entities, who priorities economic gains, governmental bodies responsible for establishing environmental objectives aligned with sustainable development, and the public, serving as representatives of social community interests. In order to effectively pursue the objectives of sustainable development, it is imperative to foster and implement innovative approaches. The implementation of sustainable innovation enables the organisation to remain abreast of technological advancements. The primary objective of sustainable green innovations is to develop innovative goods of superior quality that have the potential to minimise their impact on the

environment. The recognition of the significance of green inventions remains widespread as long as environmental concerns continue to emerge. This variable represents the influence of environmental elements, specifically innovations, on the overall environmental condition. The empirical evidence supports the notion that market orientation and the adoption of technology have a significant influence on environmental performance, resulting in a favourable outcome for the latter. The incorporation of eco-innovation ideals empowers organisations to effectively address difficulties posed by competitors within the market. The heightened allocation of resources towards the disclosure of environmental and social information within corporate entities serves to enhance operational advancement. The integration of sustainable green technology significantly contributes to the establishment of a sustainable society by concurrently fostering environmental preservation and facilitating economic advancement. Furthermore, it is imperative to give careful consideration to the factors that contribute to the creation of sustainable green technology, as well as the disparities in development priorities among these drivers. However, it is important to note that the collective contributions of individuals involved in the leader-follower supply chain, particularly in relation to sustainable eco-innovations, have a significant impact on the development of sustainable green innovations. Additionally, the equitable distribution of resources and benefits among these participants also plays a crucial role in this process. The aforementioned issue presented significant obstacles for all stakeholders involved in the supply chain, including but not limited to supply and demand discrepancies, adverse environmental impacts, and disparities in employment distribution. In this manner, the adoption of green employee behaviour and the cultivation of green values will assume a mediating function in mitigating the environmental impact.

Sustainability: An overview

A sustainable society is predicated upon the equitable provision of essential resources such as nourishing food, potable water, healthcare services, adequate housing, education, energy, economic prospects, and employment possibilities. Within this utopian society, individuals coexist harmoniously with their natural surroundings, exhibiting a commitment to resource preservation that extends beyond their immediate generation and encompasses the well-being of future generations. Every individual within the society experiences a commendable standard of living, accompanied by equitable distribution of resources and opportunities, ensuring social fairness for all members. In order to foster sustainable urban environments, it is imperative to employ sustainable technological solutions for the purposes of building, maintenance, and future expansion. Sustainable construction encompasses various practices, such as the utilisation of recycled construction materials, the use of green roofs to manage storm water, the construction of zero energy buildings that create renewable energy equal to or greater than their consumption, and the incorporation of natural ventilation systems, among others. Additionally, these systems incorporate well-coordinated bike paths and walkways to promote eco-friendly commuting options. Furthermore, sustainable transport initiatives aim to enhance accessibility to transportation services while discouraging private vehicle usage through the implementation of tolls. In the context of sustainable resource production Sustainable technologies can be promoted through several strategies, including reducing manufacturing costs and maintenance expenses, enhancing government policies to facilitate research and technology adoption, and teaching individuals to encourage the utilisation of these technologies in their daily lives.

Figure: 02



Source: <https://www.google.com/url>

Problem statement

The recognition of the potential of green technology implementation for the purpose of achieving environmental sustainability is widely accepted. However, there are various hurdles and complications that continue to exist in order to fully realize its influence. The pressing global imperative to confront climate change, resource depletion, and environmental degradation mandates the expeditious and efficient implementation of environmentally sustainable technologies. Nevertheless, the obstacles are diverse in nature. The broad adoption of green solutions is impeded by significant upfront expenses, hence constraining accessibility for both consumers and enterprises. Furthermore, the absence of standardized norms and incentives frequently diminishes the impetus to shift towards sustainable options. Furthermore, the disparities in technical advancement across different industries give rise to inquiries regarding the scalability and efficacy of these proposed solutions. The acceptability and adoption of green technology are hindered by cultural resistance to change and a lack of public knowledge. The successful execution of the implementation process necessitates the integration of various disciplines, encompassing scientific advancements, policy development, and business tactics. However, this endeavor can be arduous due to the presence of divergent agendas and perspectives among stakeholders. Therefore, it is crucial to solve the numerous issues associated with the integration and impact of green technology in order to fully realize its potential benefits for environmental sustainability. The author disclosed by scouring the literature and the web for relevant secondary data, and then we developed a thorough questionnaire to get the necessary primary information. In this study, 300 respondents were selected by using simple random technique.

Research objectives

1. The primary aim of this study is to investigate the many uses of green technology in order to advance and support sustainability in emerging situations.
2. In order to evaluate the difficulties associated with the implementation of environmentally friendly technology.

Green economy and the implementation of sustainable technical advancements.

Green technology utilizes scientific principles such as green chemistry and technological advancements such as green monitoring in order to protect and improve the natural environment. The ecosystem has incurred damage as a result of irresponsible exploitation of resources, prompting the implementation of green technology as a means of maintaining the environment in an intelligent manner. Green technology encompasses a range of approaches aimed at resolving human challenges and meeting the desires and requirements of individuals while minimizing negative impacts on the environment and natural resources. Business enterprises employ innovative strategies to adopt environmentally friendly technologies in order to conserve energy and promote the long-term viability of the ecosystem. There has been a scarcity of research focused on evaluating the efficacy of green technology in promoting environmental sustainability. Indeed, as global economies continue to intertwine, there is a discernible shift in political dynamics towards a heightened emphasis on the nation-state and even regional autonomy. In particular, it is imperative to acknowledge the intricate trade-offs that arise between efficiency, which often necessitates international coordination in areas such as policy design and research and development collaboration, and the equitable allocation of benefits and costs, which instead calls for a more robust regional and local approach. In summary, it is imperative to enhance scholarly research and policy considerations about the diverse distributional impacts of sustainable technological advancements. This is crucial to guarantee that such changes are implemented in a manner that effectively mitigates poverty and promotes fairness. However, addressing these effects also requires challenging trade-offs between efficiency and equity.

Analysis, findings and discussion

Gender and opinion on Green Technology implementation for Environmental Sustainability

The interplay between gender and green technology implementation for environmental sustainability is multifaceted. Historically, gender disparities have limited the access and control over resources, decision-making, and benefit-sharing in various sectors. When it comes to green technology, gender dynamics can influence both the adoption rate and the outcomes of these technologies. For instance, women, particularly in developing countries, often play primary roles in managing natural resources, agriculture, and household energy. As key stakeholders, their insights and needs are crucial for the successful design and deployment of sustainable solutions. However, if they're excluded from the initial stages of technology development or decision-making processes, the solutions might not be as effective or relevant. Conversely, promoting gender equality can accelerate the adoption of green technologies, ensuring that they cater to the needs of the entire population, thereby driving more effective environmental sustainability outcomes. It's imperative to integrate a gender-responsive approach in green technology initiatives to ensure inclusivity, effectiveness, and long-term success. Gender dynamics can have significant implications in the deployment of green technologies for environmental sustainability. A gendered approach to understanding the impact of green technologies can reveal nuances that might otherwise be overlooked in a purely technical or economically-focused analysis. The subject of regulatory capture and its accompanying concerns warrants heightened attention in future academic research, particularly in exploring strategies to mitigate these risks. The examination of green industrial strategies in different countries and technology sectors, along with historical comparative analyses, may offer valuable insights. The examination of the interplay between various policies and the determination of the optimal amount of decision-making authority are other crucial inquiries that warrant attention. Indeed, it is imperative to acknowledge the contextual nature of these

policies and, consequently, any research conducted should also examine the extent to which innovation and sustainable practices can be applied across different sociotechnical and political contexts.

Table No.1

Gender and opinion on Green Technology implementation for Environmental Sustainability

Reasons	Gender	N	Mean	Std. Deviation	Z	Sig.
Energy Efficiency	Male	147	2.41	1.087	-0.169	0.649
	Female	153	2.28	1.321		
Waste Management	Male	147	2.39	1.478	-1.123	0.280
	Female	153	2.72	1.231		
Regulatory and Policy Frameworks	Male	147	2.31	1.214	0.528	0.527
	Female	153	2.58	1.124		
Cultural Resistance	Male	147	2.32	1.096	-0.321	0.631
	Female	153	2.17	1.214		
Interdisciplinary Collaboration	Male	147	2.23	1.009	0.765	0.471
	Female	153	2.45	1.820		
Infrastructure Requirements	Male	147	2.39	1.217	-0.843	0.433
	Female	153	2.81	1.256		
Limited Awareness	Male	147	2.25	1.325	0.329	0.794
	Female	153	2.03	1.541		

The above table indicates that male respondents prefer the energy efficiency (2.41), Energy Efficiency advanced building materials, smart lighting systems, and energy-efficient appliances contribute to reducing energy consumption in residential, commercial, and industrial settings. Cultural resistance (2.32) People might be resistant to change or unaware of the benefits of green technology, inhibiting its widespread acceptance and Limited Awareness (2.25), some individuals and organizations might lack awareness about available green technologies and their potential positive impact. The female respondents feel that waste management (2.72), Water-efficient irrigation systems, desalination technologies, and water recycling methods aid in preserving water resources. Regulatory and Policy Frameworks (2.58), the lack of comprehensive regulations and incentives can hinder the adoption of green technologies. Conversely, supportive policies can accelerate their implementation. Interdisciplinary Collaboration (2.45), Infrastructure Requirements (2.81), the deployment of certain green technologies, like electric vehicle charging stations or renewable energy grids, necessitates the establishment of new infrastructure. The calculated Z values are less than 1.96 and p values are more than 0.05. Hence, it is concluded that there is no gender influence on green technology implementation for Environmental Sustainability. Successful implementation requires collaboration between engineers, scientists, policy makers, and business leaders, which can be challenging due to differing priorities and perspectives. In conclusion, green technology's applications hold immense potential for mitigating environmental challenges and moving towards sustainability. While challenges exist, concerted efforts from various sectors can pave the way for a greener, more sustainable future. Furthermore, the increasing significance of diffuse emissions necessitates the implementation of green innovation within the public sector. In order to effectively enforce environmental standards that are closely aligned with the extent of damages, it is imperative to employ monitoring systems that possess the capability to accurately quantify pollution levels. The promotion of the creation of new technologies, such as those

that enable cost-effective monitoring of emissions, is a matter of importance. However, it remains uncertain as to which entities possess the motivation to encourage and engage in research and development endeavors of this nature. Comparable issues might be addressed regarding the advancements that enable consumers to more effectively evaluate the ecological impacts of various products and services. It is not reasonable to anticipate that private enterprises will vigorously pursue these particular environmentally-friendly advancements. However, it is common for governments to allocate significant resources towards funding research and development (R&D) in pollution abatement technology. Conversely, we see a lower frequency of government initiatives that provide funding for research on technologies aimed at enhancing policy enforcement and environmental monitoring.

Discussion

Green Technology (GT) refers to a form of technology that aims to mitigate the negative environmental impacts caused by various products and technologies designed for human convenience. There is a prevailing belief that genetic technology (GT) holds the potential to enhance the profitability of agricultural operations. Green technologies, also known as sustainable technologies, are characterized by their ability to minimise or eliminate environmental impact when employed in various processes or applications. Green technologies promote the utilisation of natural organic resources while minimizing the emission of greenhouse gases. Additionally, they exhibit reduced resource consumption and do not contribute to the overall increase in entropy within the cosmos. Green technologies are not conducive to any form of environmental deterioration.

Conclusion

In order to be classified as environmentally friendly, technology must adhere to the following criteria: it must minimise the negative impact on the environment, decrease the emission of greenhouse gases (GHG), preserve natural resources, and promote the utilisation of renewable energy sources. The market, encompassing both online and offline spaces, exhibits a substantial need for green and sustainable technology. Consequently, the reputation of enterprises is contingent upon their capacity to actively participate in the promotion of environmentally friendly strategies and instruments. The continuous development of new technologies is leading to an increasing number of novel assertions on environmental conservation. The progression of electric automobiles serves as a prominent illustration of environmentally friendly technology throughout various domains. Hence, notwithstanding the encountered difficulties, the adoption of green technology facilitates environmental preservation and enhances sustainability on a comprehensive level. Efforts to transition current technologies into environmentally friendly and sustainable alternatives should be pursued through individual and organisational endeavors. The importance of prioritizing the conservation of energy and natural resources to achieve environmental sustainability should be underscored by business entities, both public and private, within their vision and mission statements. Organisations are required to disclose the level of advantage derived from the implementation of green technology within their Corporate Social Responsibility (CSR) reports. For instance, the degree to which products are recycled and the level of energy efficiency achieved, among other factors. The implementation of green technology holds significant promise for achieving environmental sustainability by reducing the ecological footprint of human activities. Green technology, also known as clean technology or eco-friendly technology, encompasses a range of innovations designed to minimize resource consumption, reduce pollution, and promote sustainable practices across various sectors.

Reference

- [1] Aldieri, L.; Vinci, C.P. Green economy and sustainable development: The economic impact of innovation on employment. *Sustainability* 2018, 10, 3541.
- [2] Arthur WB. Competing technologies, increasing returns, and lock-in by historical small events. *Econ J.* 1989; 99:116–31.
- [3] Aven R. *The wealth of humans: work, power, and status in the twenty-first century.* London: St. Martin's Press; 2016.
- [4] Jacobsson S, Bergek A. Innovation system analyses and sustainability transitions: contributions and suggestions for research. *Environ Innov Soc Transit.* 2011;1:41–57
- [5] Markard J, Raven R, Truffer B. Sustainability transitions: an emerging field of research and its prospects. *Res Policy.* 2012;41:955–67
- [6] Megwai G, Njie NI, Richards T. Exploring green economy strategies and policies in developing countries. *International Journal of Green Economy.* 2016;10(3/4):338 –57
- [7] Soderholm P, Hellsmark H, Frishammar J, Hansson J, Mossberg J, Sandstrom A. Technological development for sustainability: the role of network management in the innovation policy mix. *Technology Forecast Soc*
- [8] Chang. 2019;138:309 –23
- [9] Vargas-Hernández, J.G. Strategic transformational transition of green economy, green growth and sustainable development: An institutional approach. *International Journal of Environment. Sustainability , Green Technology.* 2020, 11, 34–56.
- [10] Eggert RG, editor. *Mining and the environment: international perspectives on public policy.* Washington, DC: Resources for the Future; 1994
- [11] Greening LA, Greene DL, Difiglio C. Energy efficiency and consumption – the rebound effect – a survey. *Energy Policy.* 2000;28(6–7):389–401
- [12] Ramdhani, M.A.; Aulawi, H.; Ikhwana, A.; Mauluddin, Y. Model of green technology adaptation in small and medium-sized tannery industry. *J. Eng. Appl. Sci.* **2017**, 12, 954–96