

## **Implementing Green IT Practices in Non-IT Industries in Sri Lanka: Contemplating the Feasibility and Methods to Ensure Sustainability**

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**Abstract :** Green IT is a term that refers to the collective strategic and tactical practices that unswervingly condense the carbon footprint to a diminished proportion in an establishment's computing procedures. This concept has been tightly knit with IT related organizations; hence it has been precluded to be applied within non-IT organizations in Sri Lanka. With the turn of the century, computing technologies have taken over commonplace activities in every nook and corner in Sri Lanka, which is still on the verge of moving forth in its march towards being a developed country. Hence, it needs to be recursively proven that non-IT industries are well-bound to adhere to 'Green IT' practices as well, in order to reduce their carbon footprint and move towards considering the practicality of implementing Green-IT practices within their work-arounds. There are several spheres that need to be taken into account in creating awareness of 'Green IT', such as the economic breach, technologies available, legislative bounds, community mind-set and many more. This paper tends to reconnoiter causes that currently restrain non-IT organizations from considering Green IT concepts. By doing so, it is expected to prove the beneficial providence gained by implementing this concept within the organization. The ultimate goal is to propose feasible 'Green IT' practices that could be implemented within the context of Sri Lankan non-IT sectors in order to ensure that organization's sustainable growth towards a long term existence.

**Keywords :** computing practices, Green IT, non-IT industries, Sri Lanka, sustainability

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