



A Study of the Green Initiatives Taken by Healthcare Industries In India

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ABSTRACT

Healthcare industry is one of the fast moving and growing sector in India. This study aims to find out the initiatives taken by the medical device industry (under healthcare industry) that are intended to provide better health for the people. This study is only an insight towards the green practices of some of the best practicing companies of medical device industry. Future study can be done by conducting a survey among the customers to analyze the level of awareness.

KEYWORDS : Healthcare, medical devices and green initiatives

Introduction:

Health care industry is considered as one of the fastest moving and revenue generating industry in India. This sector is expected to grow by 15% by 2017 with a market value of 155 US billion dollars. Healthcare industry comprises of medical devices, pharmaceuticals, hospitals, labs and other providers. One of the most predominant reasons for the growth of healthcare market in India is entrance of private and foreign companies.

As the pollution increases, more people started to get ill and searching for hospitals. This in turn has resulted in more number of hospitals and which thereby increases the demand for medical equipment. In 2012, the demand for the medical and diagnostic products resulted in a growth of 30% increase in the market share. Experts believe that India is one of the most attractive markets for healthcare industry because of the factors like a significant growth in the middle class, a rise in insurance sector and the favorable FDI policies. The present study deals with the medical device industry and the efforts taken by the companies towards a eco-friendly society.

Factors enhancing the growth of Medical device industry

Some of the other driving factors that have led to the growth of the medical industry in India are:

- A growth in economy and thereby a high disposable income.
- A hike in the expenditure towards healthcare
- Entrance of more private firms in healthcare industry
- Popping up of more insurance companies.
- There is a partnership effort from both public and private sector towards innovation.

Some of the challenges faced by this sector are:

- Lack of awareness about the market
- This sector requires a huge investment
- Strict regulation and rules in the sector
- There is no separate standards for the sector

Eco-friendly initiatives from some of the companies working in India:

GE HEALTHCARE India

GE has come up with an interesting concept of safeguarding the environment, called 'ecomagination'. The idea behind this concept is to use minimal resources throughout the product lifecycle. GE's concept of using the digital X-ray could save 156,000 gallon of water per year. The sustainability report of 2015 revealed that GE could able to reduce GHG emission by 12% and reduced the fresh water usage by 17%. By 2020, GE is aiming to reduce 20% in both GHG emission and fresh water usage. GE is continuously striving for installing 40 GW of clear energy and 1 B gallon of waste water is being treated per day.

MEDTRONIC India

Creating sustainability is not just a concept in MEDTRONIC; they take it as the core value for the business. Initially MEDTRONIC, used to incinerated the metals like gold, silver and platinum which they used in pacemakers and defibrillators. But later on they understood the importance of recycling and they started to recycle these metals. This has resulted in reduction of waste over 5 metric tons per year, which was generated through incineration. Another initiative taken by this company is reduce the usage of plastic and implementing the concept of recycling the plastic. With the adoption of recycling concept, the company could able to save 7 million gallon of oil which was used initially to manufacture the virgin resin and in the reduction of waste of 100 tons which was used to generate during its production process.

SIEMENS India

SIEMENS consider sustainability as one of the pillar of the corporate strategy. In India, Siemens have taken its first initiative towards sustainability by educating the shareholders and the stakeholder. Some of the green initiatives taken by the Siemens are:

- In order to have energy efficiency, Siemens insisted on green building which can save more energy.
- Introduced a concept of corporate citizenship program aimed to have a good economic development by taking care of the sustainability at the same time.
- Adopting the concept of rain water harvesting.
- Practicing the concept of reuse and recycling.

Apart from these initiatives Siemens has opened up a renewable energy segment in office at Vadodara which will help them to meet all energy requirements for the production.

PHILIPS NV India

Philips initiated their eco-friendly aspect way back in 1994, with a concept called ecodesign. Apart from this concept, Philips also concentrates on the life-cycle assessment of a product. This approach helps them to analyze the impact of a product to the environment in its entire life cycle. Philips has introduced seven green products in order to improve the health of the patient. They have also gone for 67% of reduction in the energy usage in mobile diagnostic x-ray system.

B. BRAUN India

B. Braun is the first medical device manufacturing company which removes the hazardous materials like PVC and DEHP from the devices, since they identify these materials as harmful both for the environment and to the patient. They have adopted the concept of recycling in their manufacturing and the usage of recycled cooling water for the production. This company has been awarded 11 times in past 15 years for waste reduction efforts. Braun empowers their employees to work with the environment. The company practices the concept of

green-team which is being taken care by the employees of that firm. They are engaged in the concept of reducing the usage of plastic bags and the recycling of the trays.

Conclusion:

The study is an insight of the green initiatives taken by the medical device industry operating in India. Initially where only the electrical and retail sectors were adopted the strategy of green initiatives. But now healthcare and medical device industry are focusing towards the eco-friendly initiatives and people are getting more aware of such practicing.

The limitation of the study is that it is just a conceptual study which only deals with the initiatives taken by the major medical device industry. Future study can analyze the level of awareness among B to B customers about the green initiatives taken by such companies. Such studies will help the other medical device companies to get aware of the eco-friendly initiatives of the competitors and how they can gain competitive advantage through adopting eco-friendly initiatives.

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