



MAINSTREAMING CONSERVATION & RENEWABLES

Winner of the Services, Trade and Marketing Category 2007

**Srinivasan Padmanaban, Office of the Environment, Energy & Enterprise,
United States Agency for International Development, New Delhi, India**

Project

Green Business Center and the Water Energy Nexus Activity

This Centre promotes “green” concepts, such as coordinated water management programs, leading to higher efficiency, equitable growth and sustainable development in India.



Project description

The Green Business Center (GBC) is a joint initiative from the state government of Andhra Pradesh, the Confederation of Indian Industries, and USAID. It germinated from an idea sown by Srinivasan Padmanaban, Senior Energy and Environment Adviser to USAID. What started as an idea in the year 2000 is today a leading center of excellence for energy, environment and climate change activities in India. The GBC promotes “green” concepts leading to higher efficiency, equitable growth and sustainable development, with a focus on the use of market forces and business solutions to achieve these goals. The services that the GBC provides include conducting green audits of manufacturing processes, showcasing sustainable technologies and promoting energy efficiency and the construction of sustainable buildings meeting the US “Leadership in Energy and Environmental Design” rating.

The Water-Energy Nexus Activity (WENEXA) is a bilateral program that improves the co-management of energy and water in farms, cities and industry through enhanced power distribution, end-use efficiency and sound water management practices. Since its inception in 2003, WENEXA has fostered national and state policy dialogue, developed innovative market based models and designed and implemented energy and water use efficiency pilot programs in the Indian states of Andhra Pradesh, Karnataka and Maharashtra. Millions of people are expected to benefit from the projects, including farmers in drought stricken areas and companies requiring clean and efficient energy.



Project contact details

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