



Surveys on Paper Usage in companies in India

Background:

In view of the growing popularity of the environmental trends as well as the growing IT penetration in Asia , we would like to track changes and developments in India in terms of its paper consumption levels as well as the different “go green” practices observed by companies based in India.

Research Objective:

This study sets out to track changes and developments in India in terms of its paper consumption levels as well as the different “go green” practices observed by companies based in India.

Methodology:

Primary data collection: To take personal interviews, fax or e-mail the survey questionnaire to the interviewees, to carry out the survey over telephone.

The selection criteria of the interviewees was as follows:

The interviewees must be in-charge with/involved in the company’s procurement OR management of paper supplies (typically administrative or purchasing department)

1SOS Deliverables:

- Response Template: Excel template for the responses collected for each Industry vertical – total five industry vertical served
- Any material, brochures etc. collected on Go Green Campaign
- Summary report on survey research