



**Mr. Mahesh Ramanujam**

President, Green Building Certification Institute & Chief Operating Officer, U.S. Green Building Council

“Integrating GBCI’s affiliated rating systems – whether collectively or individually—into the Smart Cities concept **enables project leaders to selectively customize their rating system selection** to provide maximum structure and cohesion to their projects”

Energetica India talks to Mr. Mahesh Ramanujam; President, Green Building Certification Institute; & Chief Operating Officer, U.S. Green Building Council to know more about GBCI, its success in India & its role in India’s Smart Cities Ambition.

**ENERGETICA INDIA: Please introduce us to GBCI**

MAHESH RAMANUJAM: The Green Business Certification Inc. (GBCI) is the premier organization independently recognizing excellence in green business industry performance and practice globally. Established in 2008, GBCI exclusively administers project certifications and professional credentials and certificates within the framework of the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) green building rating systems

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as well as the PEER standard for power systems, the WELL building standard, the Sustainable Sites Initiative (SITES®), the Excellence in Design for Greater Efficiencies (EDGE) program, and the GRESB benchmark, which is used by institutional investors to improve the sustainability performance of the global property sector. GBCI is comprised of 140+ staff experts and 600 consultants apportioned into three teams that form a paramount organization through certification, credentialing and customer support. GBCI supports pro-

ject teams and professionals in over 150 countries. GBCI ensures best in class delivery and full service offerings including brand building and brand management, user experience, platform development, sales and marketing. GBCI also provides a comprehensive go to market strategy support including sales, technical support, customer experience, marketing, advocacy and event management.

**ENERGETICA INDIA: What are the different certifications that GBCI administer in India?**

MAHESH RAMANUJAM: In addition to LEED, PEER, SITES, WELL and GRESB, GBCI is also the sole certifying body for all EDGE projects in India. EDGE is a green building certification program that allows design teams and project owners in more than 100 emerging market countries to assess the most cost-effective ways to incorporate energy and water saving options into homes, hotels, hospitals, offices and retail spaces. Based on a building's parameters, the EDGE software discovers energy- and money-saving design opportunities through region-specific and use-based analysis. As a free design tool, EDGE presents hypothetical costs, savings and payback periods for green building measures (e.g., low-flow taps and solar connectors), helping countries and companies make the business case for green building.

**ENERGETICA INDIA: How can these different certifications be weaved together with Smart Cities concept in India?**

MAHESH RAMANUJAM: GBCI certifies the output of multiple rating systems that, collectively, can be integrated into all real estate project types. This is especially true with regards to forward-looking, state of the art architectural concepts, like that of India's 100 Smart Cities initiative. In that type of integration, the consistent element is GBCI and its world-class standards for sustainable design, construction and maintenance. Integrating GBCI's affiliated rating systems – whether collectively or individually—into the Smart Cities concept enables project leaders to selectively customize their rating system selection to provide maximum structure and cohesion to their projects.

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**ENERGETICA INDIA: What kind of collaboration does GBCI has with India Smart Grid Forum?**

MAHESH RAMANUJAM: We are collaborating with ISGF on sustainable power systems in India and Southeast Asia designed to accelerate market transformation of smart grid technologies and sustainable power

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systems in the region through GBCI's PEER program. The partnership is critical in that it addresses the reliability and efficiency of our energy systems so that we can continue to grow in a way that is sustainable and resilient. The partnership builds on ISGF's mission to deploy smart grid technologies in an efficient, cost-effective, innovative and scalable manner in the Indian power sector and GBCI's speed to market transformation in the energy sector through PEER.

**ENERGETICA INDIA: What kind of success has GBCI seen in India?**

MAHESH RAMANUJAM: LEED has been the predominant rating system certified by GBCI in India. That is, in large part, because PEER, SITES, GRESB, and EDGE—are relatively new to GBCI's portfolio.

In regards to LEED, we have seen tremendous success. India is the third largest market outside the U.S. participating in LEED. Today, there are more than 1,900 LEED certified buildings in India, with a total square footage area of 833 million. This includes mass transit projects, hospital projects, office and retail projects, hospitality projects, and many others. To learn more about the impact LEED has had in India, we invite you to download our LEED in Motion, India report. (<https://issuu.com/usgbc/docs/leed-in-motion-india>)

The WELL Building Standard has started to see success. There has already been tremendous interest in WELL and several projects have been initiated. The Paharpur Business Centre in New Delhi is the first existing building in India to begin implementing WELL. Additional projects committing to WELL include Vrindavan Chandrodaya Mandir, an ISKCON temple, which is located in Vrindavan, Mathura District, India, and is the birthplace of Lord Krishna. The temple is spread over 65 acres and promises to become a tourist destination, attracting thousands of visitors every day. A Tata Housing project, part of "One Colombo", which is located at the heart of Colombo's Slave Island redevelopment district in Sri Lanka, has committed to 2,000 WELL-certified housing units. The commitment includes six towers, involving a combination of residential, hotel and retail space. It will total more than three million square feet in scale ◀