

INDIA INC TURNS ECO-FRIENDLY

TERMED as 'peoples day', World Environment Day is most important day for the United Nations (UN) to encourage people to do something to take care of the earth and also for creating worldwide awareness and encouraging action for the protection of our environment. "Our traditions emphasise on living in harmony with nature. We are committed to raising standards of living of people, in a sustainable and green manner," said prime minister Narendra Modi on the occasion.

As India hosts this year's World Environment Day with the theme 'Beat Plastic Pollution', companies have come forward with environment-friendly steps as part of their corporate social responsibility and sustainable development.

Maruti Suzuki

Maruti Suzuki India has introduced a series of innovations across its products and manufacturing processes that contain emission and lower water use. The company has saved an estimated over



Sand artist Sudarsan Pattnaik gives a final touch to his 55 ft long 30ft wide sand sculpture ahead of 'World Environment Day' at Puri beach, in Odisha on Monday

8.3 lakh tonnes of CO₂ emission over the past decade through introduction of CNG, LPG and Smart Hybrid vehicles. It has led to nearly 20 per cent fuel efficiency improvement in compact cars in both gasoline and diesel vehicles.

Hyundai

Hyundai Motor India Ltd (HMIL) has taken initiatives to focus on reducing the usage of plastics at its manufacturing plant in

Sriperumbudur near Chennai and across all its 493 Hyundai Dealerships and 1309 Service Workshops. Hyundai along with its vendor partners will also opt for alternate packaging material for spare parts and usage of waterborne paints.

Yamaha

The employees of Yamaha Motor India Group (YMIG) were imparted training on the Plastic Waste Management Rules

2016. During the session, employees were educated on the disadvantages of using plastic, how plastic waste poses a big threat to the environment and ways to reduce plastic waste. In addition to this, Yamaha planted 100 trees along with a distribution of 5000 'Tulsi' saplings amongst its employees, dealers and customers across India. Free Pollution Check-up camps were also conducted at Yamaha's 23 dealerships in various cities.

Oriflame

Oriflame only uses biodegradable, natural-origin beads in all of their exfoliating products because it wants safe, clean water for health and the environment. "We have restricted the use of almost 1,300 ingredients that we feel are unsafe for our consumers and for the environment. Instead of using plastic microbeads in all of our exfoliating products, we only use biodegradable, natural-origin beads because they are better for our oceans and for marine life," said Naveen Anand, senior director, marketing, Oriflame South Asia.

IBM

IBM is helping customers to become more energy efficient, implement new ways to source, enable safe and renewable sources of energy to protect the environment. IBM takes a holistic approach to protect our planet that combines our innovative technology, deep business insight, and

industry expertise.

Nike

Nike is using post-consumer recycled materials to minimise their environmental footprint by reducing waste to landfill, low carbon manufacturing and using water efficiently. Nike is also re-designing its boxes to reduce packaging, eliminating chemical discharges and to invest more in energy efficiency in its factories.

Taj Mahal Hotel

The Taj Mahal Hotel, New Delhi employs energy efficient practices in all areas of operation. LED lights and light dimmers are used in guest floor corridors and in the lobby; water level sensors have been installed in the hotel to avoid wastage of water due to overflowing; a rain water harvesting program has been initiated by the Hotel and solar panels are used for pre-heating of water. The Hotel also provides shared transport facilities to its employees to help re-

duce the city's pollution.

Jindal Stainless

Jindal Stainless Foundation, part of Jindal Stainless Group, on Tuesday installed a water ATM at Village 'Rohad' in Haryana, which will directly benefit more than 7000 villagers. This ATM model is based on community ownership, where it will be run by the local community and earnings from the ATM will support the operational and maintenance costs.

JanaJal

Dedicated water services company JanaJal has been invited by the government to provide safe drinking water through water ATMs and Water on Wheels. JanaJal addresses the gap between expensive bottled water and the cheap plastic pouches that do not necessarily provide clean water but add to plastic waste in the process and conserve the environment and minimise the usage of plastic bottles.

Jaquar

The 12-acre Jaquar headquarters in Manesar, Haryana, is running on solar energy, using radiant cooling systems and re-utilising all waste, the imposing structure also makes a forceful statement in energy saving. Jaquar Group completely avoid wastage and have designed zero discharge facilities. The headquarters' large warehouse terrace and spacious parking lots are covered by solar panels with a generating capacity of 975 kW, which makes the structure a zero energy building.

ITC

ITC, a frontrunner in solid waste management in India, made a pledge that over the next decade it will deploy superior solutions, so that 100 per cent of its product packaging will be reusable, recyclable or compostable.

ITC also reiterated that it is committed to scale up its solid waste management programmes and sustain its leadership position as a Solid Waste Recycling Positive Company.