

We also provide support with marketing, vendor management, design innovation, product perfection and sustainability.

Many leading textile mills those have integrated setups are already part of LAPF. These mills have good control over their processes from fibre to finished fabric and provide guarantee for quality of the products with timely delivery. With time, the brand plans to add more value chain partners. Currently, we have over **280 LAPF partners: 35 spinners, 150 weavers and 110 processors**. And the journey is on to add more value chain player to the LAPF fold in the near future.

#### LAPF Co-branding

With LAPF, our partners enjoy an incremental business percolated down the LIVA value chain. To improve visibility and as a mark of assured quality & traceability, members can use LIVA & LAPF logos on packaging and promotional material. LAPF members can use these logos only for Birla Cellulose products and only for first quality products passing LIVA standards. The 'LIVA accredited' logo can be used on fabric rolls, fabric bags, yarn cones and yarn cartons. The LIVA accredited partner logo can be used in website, stationery, visiting cards and other promotional material. LIVA products command a premium as they are of superior and consistent quality leading to satisfaction of value chain partners and consumer alike.

#### LAPF Evaluation & Improvement Program

Technology is changing so fast that we cannot afford to slack.

For any program to be successful, continuous evaluation and improvement is a necessity. To this cause, we have commissioned **Bombay Textile Research Association (BTRA)** for evaluation & improvement of LAPF partners. This evaluation service is a value added service exclusively for LAPF partners and the entire cost is borne by us.

BTRA is a well-known R & D centre that was founded in 1954 which provides a gamut of services like technical, testing and audit services. Alongwith Birla Cellulose team, BTRA team visits LAPF partners' facilities doing thorough shop-floor investigations. They identify and provide constructive solutions to technical and techno-economic problems regarding quality, machine production, machine maintenance, quality systems, recording systems etc. These detailed reports reflect where exactly the members stand, their strengths and weaknesses which helps them improve their systems. In the long run, this practice will yield consistent quality products with satisfied value chain partners and consumers.

**Many international brands are shifting their focus towards India for sourcing Viscose based products due to increase in ease of manufacturing and consistent quality. This is the right time for a forum like LAPF to streamline our fragmented industry and make good of the opportunity. Many international buyers have shown keen interest in LAPF, as they want to avail the benefits for sourcing quality products. Their interest shows trust and faith in LAPF which tells us that we are heading in the right direction.** □

## BIRLA CELLULOSE wins the FROST & SULLIVAN AWARD

Sustainability - we often hear about this, but what does it really mean? It means changing the way we think about how we use our resources and make small changes that have a big impact on nature and community. To this cause and with a mission 'to assist the adoption of Green Manufacturing Practices across Indian Manufacturing Companies', Frost & Sullivan held its 2015 Edition of 'India Sustainability Summit' on 22nd May, 2015 at Hyatt Regency, Mumbai.

**Based on the assessments conducted at Birla Cellulose's Kharach site and subsequently whetted by the Executive Committee of "Frost & Sullivan's Green Manufacturing Excellence Awards 2015, WBirla Cellulose was awarded "Challengers Award - Large Business".** Mr. H.K. Agarwal (COO for Pulp & Fibre business and Mr. Vinay Bhalerao (Unit Head of Kharach unit) were there on the stage to be felicitated with this prestigious award for Birla Cellulosic.

Mr. Gowtham S of Frost & Sullivan welcomed the guests and explained the Assessment Model and Methodology of GMEA 2015. He explained that the assessment model is realigned within four major areas and 13 parameters with each having a weightage of 100 points, totaling to 1300 points. The model also took into consideration global sustainability reporting frameworks such as the UN Global Compact. The assessment for Birla Cellulose that concluded had its basis in their GMEA Assessment Model that in turn derived its inputs from the team's interaction with unit's personnel, observations in the plant and documents seen/provided to them. **The Kharach unit had a score of 823 for the entire facility. The parameters on which the assessment was done covered business strategy, Governance & Ethics, Waste & Emission, Biodiversity, Energy**

**& water, Materials, Human Capital Sustainability supply chain, society and customers.**

#### GMEA 2015 summit

Mr. Batra presented on 'Product Life Cycle Management'. He spoke about the company's efforts regarding sustainability. He said, "By 2017, pulp and fibre business of Aditya Birla Group endeavours to become the industry leader for sustainable business practices across its global operations balancing economic growth with environmental and societal interests". He further said that sustainable efforts at Birla Cellulose are tested through Life Cycle Assessment (LCA). LCA assesses the environmental aspect impact associated with product, process or service. At Birla Cellulose, it is conducted from cradle to factory. He proudly said "Birla Spunshades is the most sustainable product in the market that uses a unique dyeing technique. In this dyeing technique, for 100 kg fabric, water savings are upto 70 lts/kg, effluent load is reduced by 70%, power is saved upto 3.5-4.0 KW and time is saved by 6-8 hrs per batch, ultimately reducing processing costs with better production quality and profits".

Mr Ajay Sardana presented on 'Employee Sustainability Initiatives'. He said, "Employees are a key driver in driving Aditya Birla's sustainability initiatives. Our company is an exciting world of global opportunities for professional growth with human care. The way we do business is just as important as the business itself". He concluded by saying, "For a sustainability program to be credible and successful, the alignment, engagement and enthusiasm of employees - both managers and the workforce - are essential". □