



# Sustainability

The Options before the Indian Textile Industry  
The Choice that Arvind Ltd. Made

ARVIND

# Sustainable Development

The start of a new buzzword

“...Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Brundtland Report, 1987, United Nations

# Sustainable Development

The start of a new buzzword

Much before the Brundtland Report:

“Earth provides enough to satisfy every man’s  
Need, but not every man’s Greed.”

MK Gandhi

# Sustainable Development

The increasing decibel

## Corporate Level

- CSR → Social Audits & Transparency
- Pollution Control Norms → Environment Footprinting

## National/International Level

- Global Warming → Kyoto Protocol

# Sustainable Development

The increasing decibel

“In an increasingly interconnected world, social, environmental and governance issues are no longer just “soft” business concerns but are increasingly becoming material for long-term..”

# Sustainable Development

The options

**Only two options??**

1. Willingly walk the path; Or
2. Be dragged; screaming & howling.

# Sustainability Development

The Choice that Arvind made

- ✓ CSR Activities
- ✓ Organic 'Cotton' Farming
- ✓ BCI
- ✓ State-of-the-Art Effluent Recycling Plant
- ✓ ISO 14001
- ✓ Founding Member of SAC
- ✓ Environment Foot-printing Exercise & other Continuous Improvement Programs

# Sustainability Development

The Choice that Arvind made  
(Social Sustainability Efforts)

## CSR Activities

Our CSR Activities started much before 'CSR' became fashionable. Philanthropy was a part of the Organizational Culture right from its inception in 1931.

## Current Activities:

- Urban Initiatives
- Rural Initiatives

# Sustainable Development

The Choice that Arvind made  
(Social, Economic & Environment Sustainability)

## Organic Farming

With a view to developing an environmentally sustainable business model and giving back to the cotton growing community, Arvind has established its organic cotton-growing project in Akola, Maharashtra

### ***Vision***

- “To promote a vibrant rural economy that is driven by the sustainable growth of agriculture.”

# Sustainable Development

The Choice that Arvind made

(Social, Economic & Environment Sustainability)

## Better Cotton Initiative

Our BCI efforts have got us engaged with more than 3,500 farmers in Akola & in Nizar. Even though the focus has been on Social Sustainability as per the requirements of BCI; Economic & Environmental Sustainability efforts have been the by-products.

# Sustainable Development

The Choice that Arvind made  
(Social, Economic & Environment Sustainability)

## **Benefits to Farmers:**

- ✓ Reduced input costs
- ✓ Better Farming Practices
- ✓ Better price realization
- ✓ Assured market
- ✓ Better liquidity
- ✓ Formation of Self-help groups/Learning Groups
  
- ✓ Arvind's presence has attracted other social development funding to the region

# Sustainable Development

The Choice that Arvind made  
(Social, Economic & Environment Sustainability)

## **Benefits to Arvind:**

- ✓ Assured supply of Organic Cotton
- ✓ Delinking from the open market
- ✓ Easy to establish 'Chain-of-custody'
  
- ✓ Allows Arvind to test a model that benefits the environment, the cotton growing community, and the company itself.

# Sustainable Development

The Choice that Arvind made  
(Environment Sustainability Efforts)

Our efforts have been across the Value Chain:

- ✓ Sustainable Raw Material (BCI & Organic)
- ✓ Material Efficiency
- ✓ Utility Efficiency: Power; Water, Natural Gas
- ✓ Sustainable Product Delivery: Packaging & Delivery
- ✓ Solid Waste Management
- ✓ Recycling of Soft Waste

# Sustainable Development

The Choice that Arvind made  
(Environment Sustainability Efforts)

One of Asia's Largest Effluent Recycling Plants came-up at our Santej Facility came-up in 1997!!



# Sustainable Development

The Choice that Arvind made  
Founding Member of SAC

“...an industry-wide group of leading apparel and footwear brands, retailers, manufacturers, non-governmental organizations, academic experts and the U.S. Environmental Protection Agency working to reduce the environmental and social impacts of apparel and footwear products around the world.”

- ✓ Working towards formation of the Organization
- ✓ Indexing for Performance Measurement

# Sustainable Development

The Choice that Arvind made  
Environment Footprint Exercise

- ✓ To Manage Water & Steam, Compressed Air & Energy usage, we have embarked on a massive Data Collection Exercise
- ✓ This should get us the Stratified Data
  - to establish the Baseline
  - to track Performance, &
  - to drive Continuous Improvements

# Sustainable Development

What are our medium term goal?

- ✓ **Zero Solid Waste Discharge**
- ✓ **Reducing water consumption by 50%**
- ✓ **Achieve Best-in-class material efficiency**

# Sustainable Development

What lies ahead (New Concepts gaining currency)

- ✓ **TBL or Triple Bottom-Line:** The **triple bottom line** captures an expanded spectrum of values and criteria for measuring organizational (and societal) success: economic, ecological and social.
- ✓ **Environment Foot-printing** of a 'Product' affecting Consumer choice.



# Sustainability

Let us be a part of the movement; by choice.

ARVIND