

## Walk the Green Talk ...

Know more about Godrej Interio  
Green initiatives



Perform

Harmonize

Sustain

Preserve







## Preserving the eco-system : A corporate philosophy



Nature Trek for Udayachal School



# Environment Conservation :

## A way of life at Godrej

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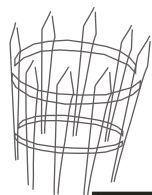
Godrej is one of the pioneering organisations in India to champion and create awareness about the link between the survival of planet Earth and preservation of the eco-system.

In Mumbai, a city grappling with issues such as environmental abuse, resource depletion, population explosion, pollution and more, Godrej with its many environment projects is leading the way the city breathes, and is helping it adopt the green philosophy.



**Green Initiatives championed by Godrej :** Soonabai Pirojsha Godrej Marine Ecology Center, Awareness generating events such as National Award for Excellence in Water Management, Technical & Strategic Alliance with Yes Bank for New Ventures India portfolio, Presentation of Ecological Footprint Report, Power Plant Summit 2008, Green Building Congress, Seminar on UK-India Green Building & Designs, to name a few.





**Sustaining** balance through responsible environmental performance



**Mangrove Associate Flowers**



## The township of Pirojshanagar where industry & nature are one

Pirojshanagar, an industrial garden township of Godrej & Boyce Co. Ltd. shows just how a business venture can be a friend of the environment. Godrej has the unique distinction of being the only corporate house that maintains a 1,750-acre mangrove forest which has an ISO certificate. The project has given a new lease of life to different species of mangroves and mangrove associates, animals, birds, reptiles and water creatures.

For this outstanding work, Godrej was honored with the National Green Governance Award in 2005 (Category – Conservation & Restoration of Habitat).



**What are Mangroves?** The term mangrove refers to an intertidal wetland eco-system formed by the association of plants and animals which thrive in low-lying coasts, river estuaries, deltas, backwaters and lagoons throughout low-lying tropical and sub-tropical latitudes. Mangrove forests filter out pollution, stabilize sediments, hold nutrients, protect the shoreline from erosion and provide food, nesting and nursery areas for many animals, including at least 220 fish species, 24 reptile and amphibian species, 18 mammal species and 200 bird species.





## Harmonising the eco-system and commercial success



**White Orange-tip Butterfly**

## Converting ideas into deeds

The Godrej determination to promote green business and green consumerism in India led to the founding of the Sohrabji Godrej Green Business Centre. It was launched by Godrej with the able assistance of CII and the Andhra Pradesh Government, and it received technical assistance from USAID. The Centre is the first building in India to receive the LEED's Platinum rating, making it one of the most environmentally advanced buildings in the world.

The role of CII-Godrej GBC :

- To conduct training programmes for architects, builders and business houses.
- To provide guidance to business houses in developing eco-friendly products.
- To recommend and facilitate in achieving Green Building ratings.

**Points to Ponder :** People spend 90% of their time indoors. Air quality inside buildings is 2-5 times worse than that outside. Green Building increases occupant performance by 6 - 26%. Green Building can reduce respiratory diseases by 9 - 20%.







**Performing** for a greener tomorrow, and a better bottomline



**Mud Skippers**

## A little more than conservation

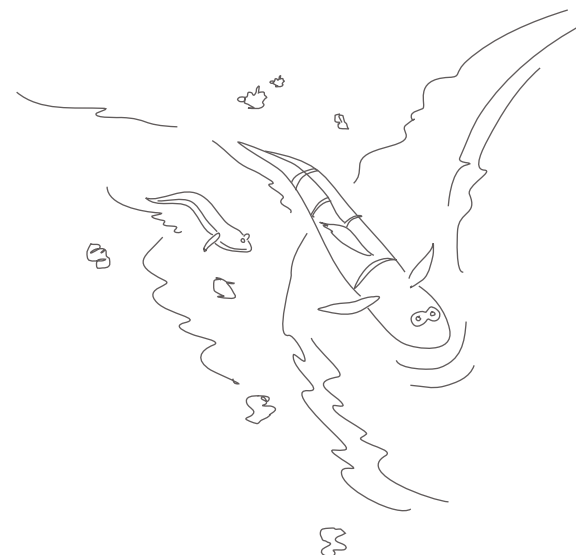
The learnings of the Mangrove project and the CII-Godrej GBC ventures have evolved and moulded the way the company operates. Today the betterment of environmental performance is a key consideration for activities at the industrial and personal level, shaping the corporate environmental policy.

### The Godrej Environment Policy

We shall strive to :

- Practice pollution prevention systems.
- Conserve key resources like water, fuel, energy and raw materials such as wood derivatives, steel etc. by optimizing its use.
- Monitor and reduce the effect of fumes, dust and noise level in the ambient air.
- Maximize recycling and reuse the waste and scrap generated.
- Promote the usage of recyclable material.
- Dispose off inevitable waste in an environment friendly manner.

We shall abide by this policy by periodically reviewing our objectives and involving interested parties as applicable.







## Walking the Green talk



## Godrej Interio : Pioneering initiatives in green design and product manufacturing

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Next only to the built environment, furniture plays a vital role in improving the green quotient of an office environment. In response to this insistent need of the market, led by our corporate philosophy to care for the environment, Godrej Interio has committed itself to manufacturing healthier and less polluting furniture products. This has been achieved through pioneering efforts in designing products, setting up of processes and using raw materials, which are environment friendly.

The exacting standards set and maintained on the environmental front have resulted in the prestigious ISO 9001 (2008) and ISO 14001 (2004) certificates being awarded to its Godrej Interio Division.





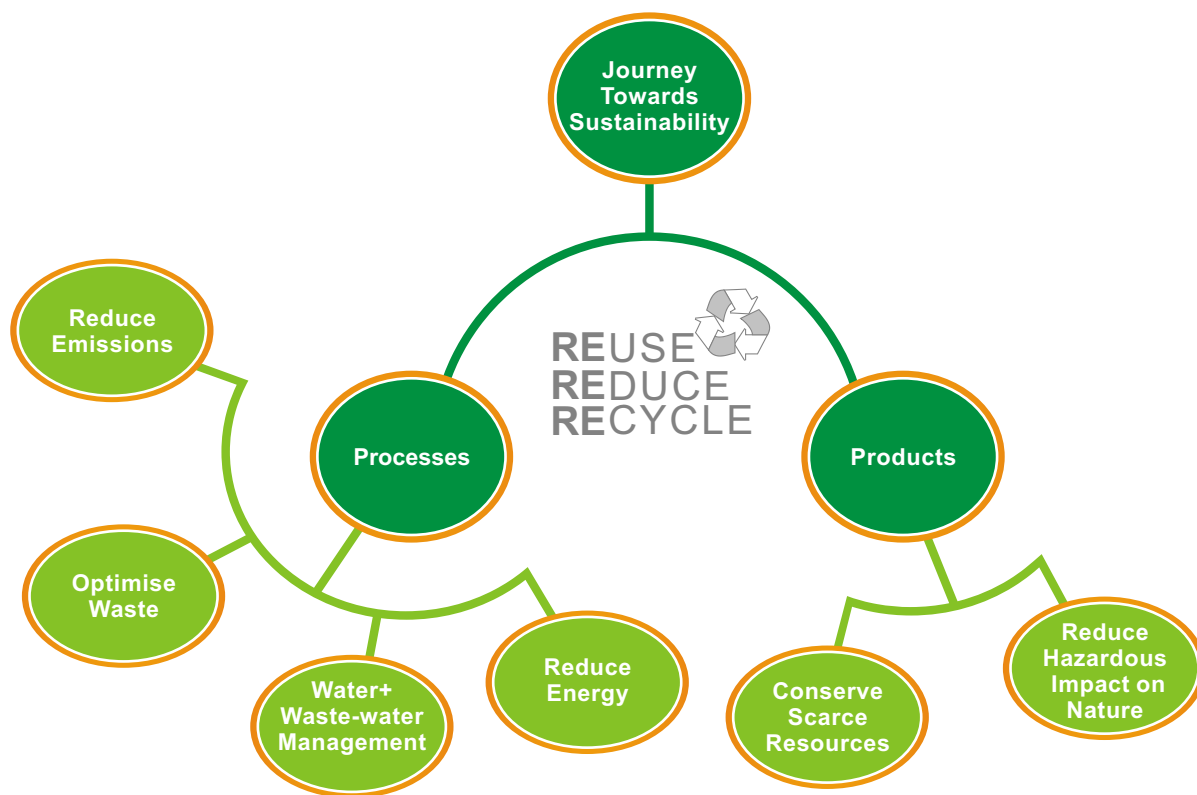


## The **Green** proposition in **Ideas**



**Mangrove Associate Flowers**

## Godrej Interio Design Strategy : Starting from green





## Godrej Interio Design Strategy : Starting with green

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- A) Optimum utilisation of raw materials to conserve natural resources.
- Designed for durability - Our products are designed to adhere to performance standards to enhance product life. Higher steel content in the products provides the requisite strength in lesser thickness, thereby reducing material usage while increasing the overall life cycle of the products.
  - Possibility of refurbishing for reuse - The Knock-Down design of the products provides for ease of serviceability in terms of assembling, reconfiguring and dismantling them, and simultaneously making it possible to refurbish the products for reuse.
  - Maximise recycled content - During manufacture, our products use a minimum of 60% recyclable and recycled materials such as wood substitutes (particle board, medium density fibre board). Further, at Godrej Interio, the use of recycled and recyclable packing material is mandatory.



## Godrej Interio Design Strategy : Starting with green

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- B) Selection of low impact materials to reduce any toxic or hazardous input.
- A majority of our products are designed in Knock-Down (KD) format. This enables us to reduce the Cubic furniture Miles. KD design in metal storages lets us reduce Cubic furniture miles by 70% thereby reducing automobile pollution. Godrej has the distinction of introducing the world's first KD Fumehood in Laboratory Furniture range.
  - Use of wood substitutes to reduce impact on eco-system. All our products are 100% natural wood free.
  - Selection of manufacturing processes also depends on its environmental impact. Hence, powder coating is used in place of liquid painting as liquid painting generates a lot of hazardous waste.
  - Use of Low VOC material : Use of low VOC boards and glues is specified for all products.







## The Green proposition in Action

Signature Spider



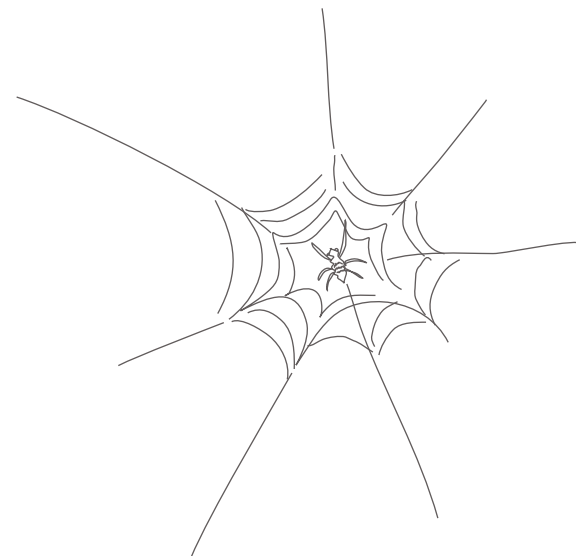
# Process Strategy :

## Green initiatives in manufacturing

(Conforms to ISO 14001)

Drive to conserve energy in each operation.

- Use of natural lighting in the plant : Upto 15% of power saving.
- Replacement of old paint baking oven with new camel back oven : 30% saving of power.
- Replacement of old powder coating booth with new automated booth : improves productivity by 33% and saves power.
- Introduction of battery operated stacker to replace diesel operated forklifts : reduces smoke pollution in plant.
- Installation of variable speed control on wood-dust collector blowers : saves 10% of power.
- Introduction of pivatic (automated press line) to increase productivity : results in 10% improvement.
- Installation of auto cut-off machine motors which switch off when idle for more than 5 minutes : help save power during break / idle times.



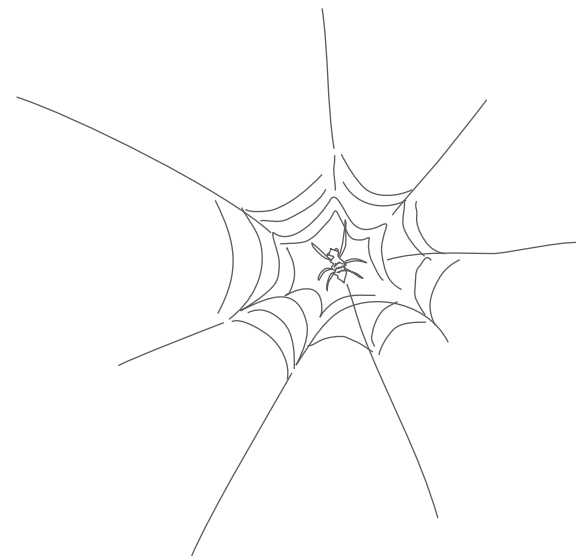


## Process Strategy :

### Green initiatives in manufacturing

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- Replacement of over-sized pretreatment pumps with correct size pumps : power consumption reduced by 10%.
- Conversion to CNG for most high fuel consuming processes : has reduced pollution and fuel consumption.
- Recycling of water with reverse osmosis plant. Effective utilization of in-process waste water which after effluent treatment is used for watering gardens.
- Sale of hazardous waste only to 'Pollution Control Board authorized' parties.
- 96% usage of powder in powder coating process leads to minimal wastage. Hidden components are coated with left over powder mix.
- Powder painting process instead of liquid paint to eliminate hazardous waste.





## A Slice of Green in your office



Features of a green product :

- Easy to disassemble, reconfigure and refurbish for reuse
- High steel content to increase product durability and lifespan
- Maximum use of wood substitutes like particle boards & medium density fibre boards
- Use of recyclable fabrics
- Use of low emitting boards and glues
- Use of recycled / recyclable packing material





## Enabling organisations to go green

As a responsible manufacturer of office furniture, Godrej Interio can guide organisations in reducing their environment footprints. We provide consultation for :

- Resource Reuse
- Recycled Content
- Local / Regional Materials
- Rapidly Renewable Materials
- Low-emitting Materials for office furniture

Over the years, Godrej Interio has consciously worked on materials and processing to reduce the level of emissions from its furniture. For these efforts, Godrej modular workstations: Stallion Green, Spacio Green and Unite Storages have been awarded the Greenguard certification by GEI USA, meeting the most stringent indoor air quality norms.

With in-depth knowledge in the areas of environment and energy conservation and product designing, we look forward to partnering with you in the progress towards Green.





A **Passion** acknowledged



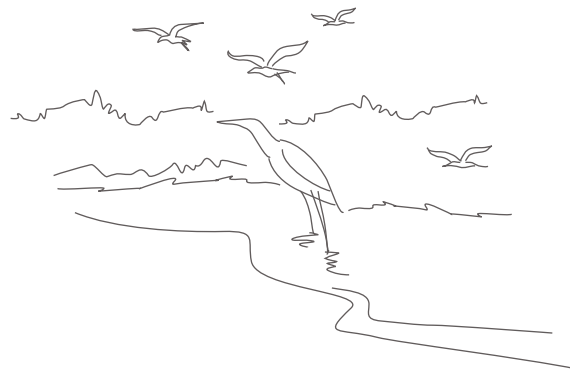
**Cormorants**



## Accolades for Sohrabji Godrej, for his contribution to the field of environment conservation

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- Indira Gandhi Paryavaran Purskar - 1991
- WWF 25th Anniversary Benefactor Award by HRH Prince Philip, The Duke of Edinburgh - 1991
- Indian Merchants Chamber Diamond Jubilee Endowment Trust Award for outstanding contribution by a businessman in enhancing the image of the business community by personal service - 1992
- The Jawaharlal Nehru Birth Centenary Award by the Indian Science Congress Association - 1993
- Distinguished Service Award by the Rotary Club of Bombay - 1994
- 'Man of the Trees' Award by the National Society of the Friends of the Trees - 1997
- Dr. B. N. Purandare Outstanding Services Award for services in the field of Family Planning, by The Bombay Obstetric and Gynecological Society - 1997
- Golden Peacock Life Time Achievement Award by The Institute of Directors - 1999
- Padma Bhushan - 1999



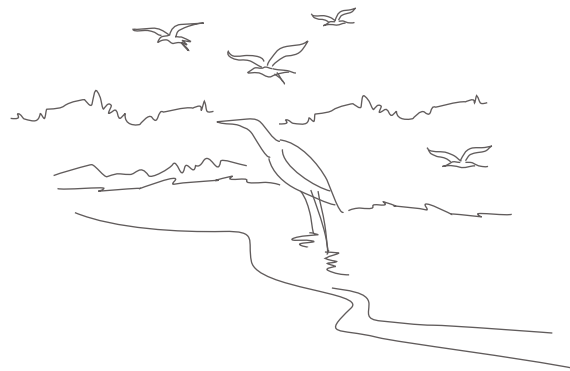
## Target 2020 – Sustainability pledge

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As a company, we are committed to designing more and more eco-friendly products and reduce the environmental impact of our manufacturing processes.

We are committed to :

- Reduce consumption of energy and water by 2 - 6% every year over the next ten years.
- Reduce the amount of waste going to the landfills by 2 - 6% every year over the next ten years.
- Increase the use of renewables including renewable energy by 2 - 10% every year over the next ten years.
- Reduce green house gas emissions and other process emissions by 2 - 6% every year over the next ten years.
- Increase use of recyclables and enhance recyclability of resources embedded in our products by 2 - 10 % every year over the next ten years.
- Increase the share of harvested rainwater in the annual use of water by 2 - 10 % every year over the next ten years.
- Incorporate life cycle assessment criteria for evaluating new technologies and products.
- Strive to adopt green purchasing policy and incorporate latest clean technologies at the design stage.







Branches :

West : Mumbai, Ahmedabad, Bhopal, Pune, Raipur.  
East : Kolkata, Bhubaneshwar, Guwahati, Patna, Ranchi.  
North : Delhi, Chandigarh, NCR, Jaipur, Lucknow.  
South : Chennai, Bangalore, Hyderabad, Kochi,  
Visakhapatnam.  
International : Sharjah (UAE), Riyadh (Kingdom of Saudi Arabia)

Local Address :

In keeping with the Godrej policy of continuous development and improvement, the dimensions and specification may be changed without prior notice or obligations. Accessories shown in photographs are not part of the standard equipment. The colour of the products may vary due to printing limitations.