

Much more than philanthropy



By Meher Gadekar & Lalit Tiwari – CSR & HSE

Philanthropy is not enough. However well-intentioned or whatever the amount of the contribution, support of local good work and charity is not all there is to manufacturing's responsibility to society, to the people who are its employees and customers and the communities in which it does business.

There is a tendency to think of sustainable development as philanthropy and not think of it in terms of what it is fundamentally about – the obligations that an organisation has to society. A corporate has obligations to ensure its business is done in a moral and ethical manner. It is

clear that 'sustainable development' is being defined differently and more broadly than it used to be.

Several companies, like Sterlite Technologies have had a long-standing commitment to sustainable development. Sterlite's sustainability efforts have been in three thematic areas, viz. Education, Health and Environment and have been largely focussed in locations where the Company has its manufacturing operations. These initiatives include tree plantation, construction of check-dams, health camps, cleanliness drives, garbage recycling programs, a mobile

dispensary and support to schools for the under privileged.

However, businesses today have a greater responsibility than ever before to enhance society's overall well-being. It is important to proactively foresee social and environmental factors that would influence businesses in the long-term and prepare for those changes.

Today's need of business, demands that sustainable development efforts encompass responsibility to customers, suppliers and employees, respecting their dignity, recognising their merit, assuring

ECO.101 Data Cables

By Pramod Srivastava & Darshana Bhatt, Operations & Product Development

Introduction: Cabling infrastructure has established itself as a vital component of an enterprise's IT strategy. The threat of wireless taking the sheen off wired infrastructure is no longer real as the cabling needs of the enterprises are increasing year after year. Further new areas of structured cable deployment have emerged with the need for high-speed internet by retail and realty sectors.

The challenge on hand: Sterlite has a strong focus on research and product development, complimented by in-house domain expertise to provide unique solutions, whilst keeping its focus on sustainable development. The Company took on the 'ECO.101 Challenge' to develop a data transmission cable solution that is manufactured through judicious use of scarce natural resources, does not pollute the environment during manufacture/disposal and is non-hazardous to users.

Sterlite's solution: Sterlite's assessment indicated that sheathing and cable packaging were critical factors in meeting the challenge. The cables are packed on reels enclosed within a disposable corrugated cardboard cartons. Recycling of PVC sheath is quite difficult due to plasticisers and stabilising additives within the compound. PVC compound disposed in landfills takes decades to degrade. Disposal by incineration releases environmental and toxic pollutants due to halogen content.

After evaluating several options covering all three major aspects for environment protection (Reduce, Reuse and Recycle), Low Smoke Zero Halogen (LSZH) sheathing was found as the most suitable eco-friendly and non-hazardous alternative to traditional PVC sheathing material. Additionally, cables with LSZH sheathing were found to have advanced abrasion resistance, good mechanical properties, long-term performance reliability, excellent flame retarding properties, low smoke

generation on combustion. The finished cables are traditionally packed using Reellex/Reel and Corrugated box as enclosure which all uses wood as basic component. Disposal of such packing material becomes very tough task after installation of the cable at site and poses serious concern to environment. Sterlite unique packing solution offers cable in the form of coils covered with suitable plastic film wrap. A detachable cable pay-off stand is provided with each consignment to facilitate cable laying. This detachable Cable pay-off can be used multiple times cable laying purpose in field and enables very smooth payoff while laying. A truly eco-friendly solution: Sterlite ECO.101 Data Cables are a revolutionary concept in structured cabling. As the cables are devoid of halogen elements, they pose no health hazard, are eco-friendly and use minimal, fully recyclable packaging.

equal opportunity, compensating them fairly, providing them with a safe working environment and competent management whose actions are just and ethical, and helping them fulfill their family responsibilities.

Sterlite has recognised that its supply chain activities have a global impact and acting with social responsibility towards those involved in the production of its goods and services is crucial. In this context, Sterlite has established a supply chain initiative that outlines a set of standards based on the United Nations Universal Declaration of Human Rights and International Labour Organisation Conventions. Sterlite intends to gain the support of its direct suppliers to promote these standards throughout its supply base.

Sterlite also recently launched the Sterlite ECO.101 Program that examines ecological (ECO) aspects of product manufacture and supply from a fundamental (101) aspect. The program follows a three-pronged approach: Reduce, Recycle & Reuse. Reduce the use of non-bio degradable materials without compromise on stringent product quality standards, recycle resources wherever possible or dispose them responsibly and reuse resources wherever possible.

The report "The Future of CSR: 2009", published by CSR Asia mentions climate change, partnerships with stakeholders and product responsibility amongst the key issues that are most important for corporates for the next decade. We are confident that these issues can be easily addressed, through a concerted focus on implementing responsible processes, by responsible people.

Businesses are increasingly realising the ability to practice environmentally conscious operations can help boost profits, develop brand value and build a strong position to beat less adaptive competitors. Sustainable Development is coming into its own, as a force to drive competitiveness and to keep ahead in the race for global market leadership.

Sterlite's 'ECO.101' Tips to go green at your workplace

By Keith D'Silva, Corporate Communications

A greener workplace can mean a lighter ecological footprint, a healthier and more productive place to work, and good news for the bottom line. Here are simple initiatives that we have implemented under the Sterlite ECO.101 Program that you could benefit from.

1 Telecommute

With technological advances and innovative workflow tools like instant messaging, teleconferencing and videoconferencing, at Sterlite, we question the fundamental need to travel. Over the past years, we have consciously invested in state-of-the-art infrastructure that has made effective telecommuting a reality and we are already reaping the benefits of our investments. The amount of employee travel and related costs have reduced, our employee productivity has improved significantly, they can utilise the commuting time saved to focus on value-added initiatives and most importantly, it has helped us take control of our work-life balance.



2 Digitize & paperless whenever possible

We encourage the habit to think before we print: could this be read or stored online instead? The greenest paper is no paper at all. We try to keep files on computers instead of in file cabinets, review documents onscreen rather than printing them out, sending emails instead of paper letters and faxes. We have switched to using e-mailers and PDFs to circulate our internal employee newsletters, announcements; have digitized and have created a central document repository for our policy

documents, training material and other 'version controlled' documentation. We also encourage the use of electronic clearance of payments to our employees and vendors whenever possible.

3 Reduce, reuse & recycle

Our primary focus is in reducing both materials and energy, whilst maintaining the quality standards of our product offerings. Once we believe we have reduced the levels of all extraneous resources, we turn focus on reuse & subsequently recycle. We try to reuse and recycle everything. We save and reuse packaging cartons, we recycle old newspapers and magazines, and much more. Not only have these initiatives impacted the environment in a positive way, they have also lead to substantial savings. For example, our specially designed envelopes for internal use between our offices has cut down volume consumption of envelopes by 96%, as each envelope can be reused 24 times.

4 Question the use of every resource

We live by our organisational belief to conduct our operations in a responsible way, with a minimal impact on the environment. We encourage employees to question the use of every resource. When we travel, can we intelligently car-pool? Should we use ceramic cups rather than disposable paper cups? Can our product packaging be more eco-friendly? Some of these questions have lead to remarkable innovations and changed our business playing field.

Above all, we keep an open mind. We have benefited from this. So can you.