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Indian Industry launches a unique initiative to enhance profitability, competitiveness and support sustainable operations.

Leading companies in India have a strong sense of potential climate change related impacts on their bottom line, as well as continued business operations – now, with a clear realization of long term value in measurement and management of GHG Emissions. This can be demonstrated by the fact, that most of the world’s leading organizations measure, manage and voluntarily report their greenhouse gas emissions and energy use in a standardized manner.

Carrying forward on this positive trend in GHG emissions management – more than 20 India’s leading companies including Godrej & Boyce, HCC Limited, Ford Motor Company, Mahindra Sanyo Steel, Jet Airways, Tata Teleservices, Bayer Group, Akzo Nobel, Infosys Technologies, Tata Chemicals, NTPC, ITC, Yes Bank, Cummins India, Forbes Marshall, JK Tyres, Shree Cements, United Technologies, Ambuja Cement, GAIL etc. have come together on a single platform to launch an industry led voluntary initiative. The India GHG Program, as it is called - aims to enhance profitability and competitiveness of businesses in the carbon, resource and energy constrained world.

The India GHG Program comes out of a partnership between the World Resources Institute (WRI), The Energy & Resources Institute (TERI) and Confederation of Indian Industry (CII) – leveraging upon deep engagements and key commitments of these organizations on supporting business leadership, facilitating robust measurement and management tools, extensive knowledge base and experience and understanding of the local requirements. Based on the GHG Protocol, one of the most widely used accounting and reporting standard used by businesses to measure, report and track GHG emissions – the program aims to build internal capabilities and support progress within signatory organizations in a credible and consistent manner.

The India GHG Program was formally launched in New Delhi, on 22nd July in the presence of Jamshyd Godrej – Chairman Godrej & Boyce Mfg. Co. Ltd, Dr. R K Pachauri – Director General, TERI and Dr. Ajay Mathur – Director General, Bureau of Energy Efficiency and other industry stalwarts – with businesses taking a call for action on taking the next leap on sustainable and environment friendly business practices.

Such an initiative, being the need of the hour – has been embraced by Industry leaders with open arms. “Ford India is committed to bringing fuel efficient and safe vehicles to India that our customers want and

value. And we are growing our manufacturing capabilities in India in an environmentally responsible way as part of our ONE FORD plan,” said Joginder Singh, president and managing director, Ford India. “Ford is proud to be India’s first automotive company to join the Voluntary India Greenhouse Gas Reporting Program in India, and is a reflection of our ongoing commitment to sustainability of manufacturing operations globally.”

In another statement, Niyati Sareen, General Manager and Spokesperson – HCC Limited mentions “HCC has strong interwoven linkages between the triple bottom line performance, and its overall business vision. Over the last couple of decades – as engineering and infrastructural developments have exponentially risen and estimated to go even further – HCC has been striving to set an example with environment friendly and sustainable construction practices, even while executing some of the largest projects in the country. HCC is looking forward to its participation onto the India GHG program, a voluntary initiative promoted by WRI, TERI and CII to enhance its internal capabilities and support sectoral leadership by engaging with peers going forward”