

CYBER PREMIUM

HARD SIZED

CYBER PREMIUM & THE ENVIRONMENT

CYBER PREMIUM FROM ITC'S PAPERBOARDS & SPECIALITY PAPERS DIVISION IS PRODUCED AT INDIA'S LARGEST INTEGRATED PAPER MILL IN BHADRACHALAM. ITC WAS RECOGNISED FOR ITS LEADERSHIP IN TRANSPARENCY IN DECLARING ITS ECOLOGICAL FOOTPRINT BY PARTICIPATING IN THE WWF – ENVIRONMENTAL PAPER COMPANY INDEX 2013. THE BHADRACHALAM UNIT IS ALSO THE ONLY ONE IN THE PULP AND PAPER SPACE TO HAVE WON THE CONFEDERATION OF INDIAN INDUSTRY – GREENCO GOLD CERTIFICATE FOR ITS WORK ON MEASURING AND REPORTING THE ENVIRONMENTAL IMPACTS OF ALL THE OPERATIONS OF THE UNIT AND EFFORTS TAKEN TO MITIGATE THE SAME.

THE COMPANY ESTABLISHED THE COUNTRY'S FIRST ELEMENTAL CHLORINE FREE FIBRE LINE AND OZONE BLEACHING TECHNOLOGY. IT IS ALSO THE FIRST COMPANY IN THE COUNTRY TO BE INVITED TO BECOME A MEMBER OF THE GLOBAL FOREST & TRADE NETWORK OF THE WORLDWIDE FUND FOR NATURE. COMMITTED TO DEVELOPING A SUSTAINABLE RAW MATERIAL BASE, ITS PULPWOOD IS SOURCED FROM RENEWABLE PLANTATIONS UNDER ITS SOCIAL AND FARM FORESTRY PROGRAMS. THE SOCIAL FORESTRY PROGRAM PROVIDES LIVELIHOOD OPPORTUNITIES BY HELPING SMALL FARMERS CONVERT WASTELANDS INTO COMMERCIAL PLANTATIONS. THEIR "WEALTH OUT OF WASTE" INITIATIVE EDUCATES, PROMOTES AND FACILITATES SOURCE SEGREGATION AND WASTE PAPER RECYCLING. IN LINE WITH THE NATIONAL ACTION PLAN FOR CLIMATE CHANGE THEY HAVE ADOPTED STRATEGIES TO ADDRESS CLIMATE CHANGE RELATED IMPACTS AND DEVELOPED APPROPRIATE MITIGATION AND ADAPTATION PLANS.

THE MILL IS ISO 14001, OSHAS 18001 AND FSC® CERTIFIED .

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