

A Visionary Approach For The Paper Manufacturers in India

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The Necessity

Illegal logging is having a devastating impact on some of the world's most valuable remaining forests. Its environmental effects include deforestation, the loss of biodiversity and the emission of green house gases. Its direct impacts on people include conflicts with indigenous and local populations, violence and human rights abuses, the fuelling of corruption and exacerbation of poverty. The World Bank has estimated that the governments of some of the poorest countries in the world lose over \$15 billion per year as a result of illegal logging - money that should be spent improving the lives of their people which have a direct bearing on the paper industry.

The Existing Scenario

It has been well established that global paper consumption has increased by twenty times in the last century, and has more than tripled over the past 30 years. Spurred on by growing consumer demand, the pulp and paper industry is offering more environmentally friendly (or "green") paper options than ever before.

There are various ways in which paper production can be made more environmental friendly, whether it is through certified wood fibre, renewable energy consumption or chlorine free bleaching processes. One of the most rapidly growing ways that manufacturers and consumers are decreasing the environmental impact of paper production is through FSC (Forest Stewardship Council) certified fibre. Paper made with FSC certified fibre and bearing the FSC logo is your guarantee that it has come from responsibly managed forests that maintain the highest environmental and social standards.

Most of U.S. and European companies are using FSC certified wood and recycled fibre to manufacture paper and paper related products and also using

this feature as one of their major marketing strategy. These companies are not only doing the right thing but also know how to use it to their advantage. In India most of the companies are using virgin pulp (Raw material procured from farm and social forestry) and recycled raw material to manufacture paper but not all the companies are using it as one of their promotional device. Most of Indian companies are doing the right practices but not able to show it to the world, this is where is FSC comes in and give your product an International recognition.

Customers are demanding paper products that come from sustainable and responsible sources. Industry leaders, world over, are delivering by using FSC-certified paper and changing their purchasing policies to specify FSC-certified products.

An Overview of Lacey Act implementation in U.S.A

The US Government amended the Lacey Act on 22 May 2008, making illegal the import, export; sale or trading of any illegally harvested timber or timber products. The Act empowers the government to take legal action when these illegally harvested products enter USA. APHIS and the other US Federal agencies involved in enforcing the provisions in the Act are working together to phase in enforcement of the declaration. The spirit is to combat the illegal trafficking of timber or timber products into the country.

The Lacey Act requires companies to know the origin of their wood supply in order to avoid timber from illegal logging. When the amendments were first announced, Phil Guillery from the Tropical Forest Trust commended, FSC as having the "gold standard" of forest certification programs and stated "**FSC certification is the best way to demonstrate legality and reduce the risk of having products seized and paying fines**".

Similarly, for the European Union (EU), FLEGT Action Plan was

response for high level political commitments by the Member States and partner country governments as part of the G8 Programme on Forests, and the regional Forest Law, Enforcement and Governance (FLEG) Ministerial Conferences, facilitated by the World Bank. In light of this, the European Commission published the Forest Law Enforcement, Governance and Trade Action Plan (FLEGT), setting out a range of measures available to the EU and its Member States to tackle illegal logging in the world's forests.

Forest Stewardship Council (FSC)

FSC advances responsible management of the world's forests through the development of voluntary, internationally-recognized forest management standards and the world's most widely recognized forest certification program. FSC certification supports biodiversity, ensures protection of forests, assures consideration of human benefits, provides for stakeholder input and ensures long-term timber supplies.

Scientific Certification System (SCS) are among the first certifiers to become accredited to offer FSC-endorsed certification services. With certified companies in 34 countries and every state in USA, they have become the torch bearers for the world.

Trend Setters

International packaging company Tetra Pak, operating in more than 165 countries and buying around 2 million tonnes of paper board each year, this company has the potential to influence the market for certified fibers significantly. Tetra Pak holds FSC chain of custody certification and expects all of its wood products to come from FSC CoC certified suppliers in 2018 at the latest. Last year, the company sold 137 billion packages.

Harry Potter is setting new trends for the release of its seventh and final Harry Potter book in the United State. It has purchased nearly 22 million pounds of FSC certified paper. This is one of the

largest purchases of the paper to be used in a single book printing, up till date. 65 percent of the 16,700 tonnes of paper used is FSC-certified, which means the paper comes from forestlands managed in a socially and environmentally sustainable and responsible way.

Need for Certification

FSC Chain of Custody Certification is a quality assurance to your customers that your paper products have positive environmental attributes that are backed by a global system of verification. When you earn a FSC Chain of Custody certificate you gain the right to use the FSC logo and trademark both on your products and in company's communications.

The certification label helps both businesses and retail customers make purchasing decisions that support sound forest management.

- **A measurable contribution to protect our forests**
- **Improved efficiency, productivity and employee retention**
- **Greater customer satisfaction**
- **Stronger reputation & brand image**
- **Access new markets**
- **Value-added integrity and quality of products**
- **Strengthened supplier relationship**
- **Pro-active risk management**
- **Free media & public relations**
- **International recognition**

Corporate Social Responsibility

Dealing responsibly with your company's footprint cannot only reduce risk, but can enhance your brand if you walk the talk and know how to talk about it. **Carrying the FSC-certification logo on your print products tells the world that you support the highest social and environmental standards in the market where you use paper.** Your purchase of FSC-certified paper and print products contribute to conservation, responsible management, and community level benefits for people near the forests that provide your paper.

FSC Certification in India

The numbers of FSC certificates secured by Indian companies have increased from 4 to 43 in the last two

years and several companies are in the pipeline to secure forest certification. As on 1st September 2009, India has secured 21 Chain of Custody (CoC) certificates. The demand for FSC certified paper has increased in India and this trend will continue in the coming years. National initiative to develop specific Indian standards of FSC principles and criteria are also in the offering and are likely to be launched shortly. BILT Graphic paper Products Ltd., ITC Ltd., Thomson Press(India) Ltd., Gopson Papers Ltd., Manipal Press Ltd., Kraftile International of Santosh Group, Khanna Paper Mills Ltd. & Repro India Ltd. are some of our esteemed clients who have already been granted FSC-CoC Certification and many more are in the pipeline.

Green India Certification & Inspection Agency (GICIA) under the banner of Scientific Certification Systems (SCS) has been providing third-party environmental and sustainability certification in South Asia, South East Asia & Middle East for more than 2 years. They have already established their offices in Sri Lanka, Dubai & all cardinal regions in India itself.

Certification Process

Step 1. Application

Upon receipt of your application, GICIA prepares a proposal for your approval that is inclusive of all costs. Returning the signed work order starts the process.

Step 2. On-Site Audit

GICIA visits all sites where FSC material will be handled, per FSC requirements.

Step 3. Records Review

After the audit and records review, GICIA makes a certification decision based on our auditor's findings. If corrective actions are needed, the applicant is given a prescribed amount of time to make the corrections.

Step 4. Certification

Accordingly the client either gets the certification or the request gets denied depending on the final report.

Step 5. Monitoring

Annual onsite audits are required to maintain certification. SCS also reserves the right to conduct short-notice inspections of client's facilities.

Step 6. Product Labeling

Certified companies can use both the SCS and the FSC trademarks to promote their products.

Conclusion

This awareness has already spread like a wild fire revolution in the West. The tremors of the impact are already visible in India. The common man and the customers are getting enlightened to ensure sustainability of our environment and save natural resources for our coming generations and thus demand FSC certified paper. The "Ostrich Policy" to achieve satisfaction that one does not export or there has been no demand within India can be misleading and devastating in the long run. We have to go with the grain to meet the challenges within our boundaries as a challenge to protect the nature's abundance. The paper industry must play its role with unquestionable vigor to combat the challenges faced by the country. The cost of certification is negligible as compared to the boost available by way of sale yields.