

Newspaper Article about Rialto Green Journey

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Going green not just a slogan for Rialto Enterprises

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It is a different world today with whole new perspectives on many things about our planet. In the world of trading, business, and manufacturing, gone is the fixation with the bottomline when the only thing that seemed to matter was the black ink on the balance sheet. Climate change triggering global warming has brought about a sea change in the way we live, or must live, and in the way we consume.

Sustainability is not just a fad, nor only an obligation. It has become a necessity for everyone to chip in with his bit for the future of the earth that has been denuded of its resources. It was amazing to learn how seriously this 'green' contribution to society is being viewed now by sections of industry in India.

Manufacturing toothbrushes might seem a routine task that is required to keep everyday life going for all the people, though it means making millions of

them daily to cope with the required numbers. But how much a toothbrush manufacturer can contribute beyond making the bristles and the plastic holder in myriad colours and shapes and sizes is what makes a study of Rialto Enterprises, a toothbrush manufacturer based near the city, so fascinating.

The industry could have prided itself on making two million toothbrushes on a working day and basked in that kind of success in numbers while celebrating its balance sheet figures. But, in setting its sights much higher, the manufacturer needed vision and the people behind the venture had that foresight. And simply going green was just not enough for them.

There had to be standard to aim at and the company set that benchmark very high in choosing to go for the Green Co Rating System, an initiative by the CII, aimed at becoming a catalyst for 'Greening' the Indian industry and facilitating the country to become one of the global leaders

in 'Green Businesses'.

Again, this is not just a fad but a moral obligation in the times we live in and Green Co Rating was the right choice as it is the "first of its kind in the World" holistic framework that evaluates companies on their environmental performance and can help companies make their products, services, operations, and supply chain greener.

CII's Green Co "Platinum rating is the highest recognition for any company for its efforts towards efficient utilisation of resources like energy, water, and raw materials and in reducing the impact of its products on the environment through Life Cycle Assessment and product stewardship," reads a note from them.

To bring out the impact of what Rialto has achieved in reaching for a high benchmark is easier told in the 'greenness' of its statistics: A 14% reduction in unit energy consumption over the last 3 years by introducing energy efficient equipment. A 44% reduction in

unit water consumption by implementing low-flow fixtures, drip irrigation, and sprinkler systems, besides recycling of water in-house with an advanced water treatment system.

A 55% of overall electricity requirements is from the solar power plant, offsetting 53% of direct Greenhouse emissions. Online monitoring of energy, water consumption and the underground water table to ensure efficient utilisation of resources makes Rialto a 1: 5.5 certified water positive facility, which means recharging 5.5 times water to the ground then annually withdrawn through excellent RWH systems and reuse of wastewater.

The 5R principle - Refuse, Reduce, Reuse, Repurpose, Recycle - has served the company's green initiative well. The "Zero Waste to Landfill facility" with more than 99% of the generated waste in the facility going to recycling offers evidence of the efficacy of greening. And this green journey had begun in 2016, recounts its

CEO.

The global supply chain is filled with inefficiencies, which also means there are opportunities to greatly reduce waste. Symbiosis is one approach to a more sustainable and integrated industrial system. At Rialto, they took symbiosis seriously to take the green initiative to go across their supply chain too and created a network in which the waste from one process is used as a resource in another.

"Going for the stringent platinum rating was the key," explains Mr. Chander Swamy, CEO, Rialto Enterprises Pvt Ltd. "We treated suppliers as an extension of the plant and hand held them through the "Green Vendor Development Program" for greening the entire supply chain. All critical suppliers were mentored on how they can improve their environmental performance."

Rialto also has an impressive CSR record, helping renovate waterbodies and cleaning beaches not just as an annual, one-day photo-

op exercise. For instance, they have put in a full-fledged support system to make the Tiruvanniyur Beach simply the cleanest one in the city. They have been through the 'green' gamut of planting trees, cleaning schools, beaches and parks as well as digging borewells to support water supply in villages that they sponsor, putting up bio-toilets.

Rialto has also set an ambitious target of achieving carbon neutrality by 2028 and Net Zero Facility by 2040. And that says everything about the vision of Chander and his management colleagues like Arunkumar Jayaraman, President, Operations. They are proud of all the Platinum awards they have won so far, but most of all, of winning the "External Business Partner Excellence Award" from Procter & Gamble (P&G) consecutively 8 times (from 2011 to 2022), since the award winner is chosen from among 50,000 business partners of P&G across the globe.



Rialto Enterprises' CEO Chander Swamy