

# Sustainability Case Study



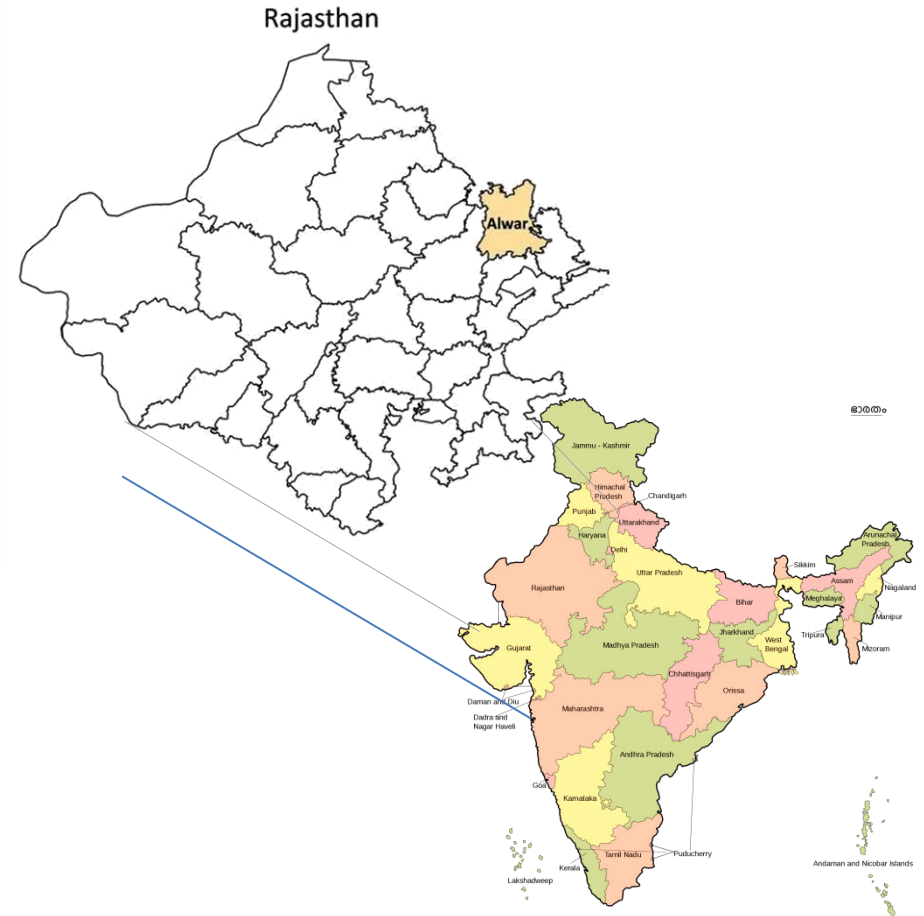
Conserving wood through a simple  
and innovative solution

Year of implementation : 2014-15

# Background

Alwar district is located in Eastern Rajasthan at a distance of  $xy$  km from the National Capital of New Delhi.

Havells India has set up the largest integrated cables manufacturing facility at Matsya Industrial Area at Alwar. The manufacturing unit has the capability of churning out over 4000 km of cables every day – this is the distance between the Northernmost and the Southernmost tips of India.



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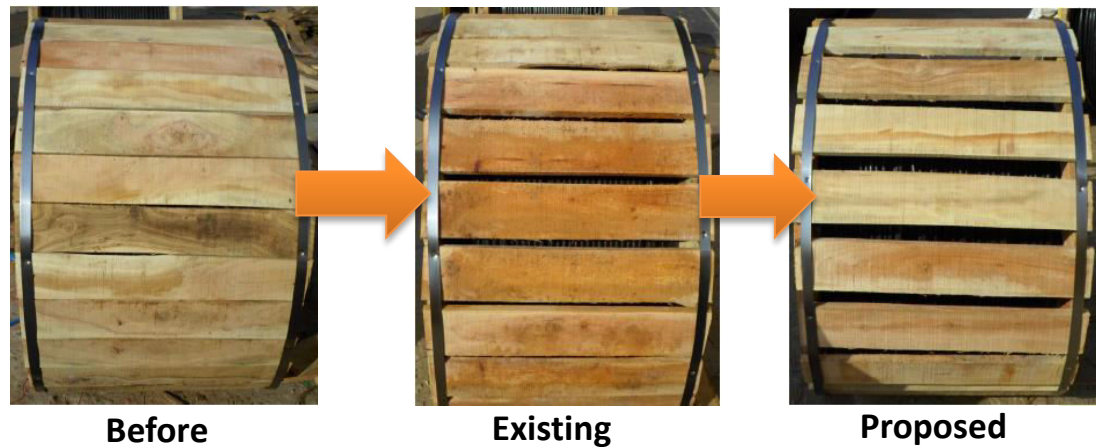
Cables manufacturing is a large-scale process. Industrial cables that carry 11 kV, 33kV, 66kV of current are heavy and serpentine. These industrial cables are the lifeline of a country as they carry electricity from generation through transmission and finally to distribution in cities, towns and villages.

These cables are wound around iron on wooden drums and are covered with a protective outer batten made of iron or wood to safeguard these cables against damage in their transportation to locations across India.



# Innovation

Alwar plant implemented an exemplary wood conservation initiative through a simple yet effective innovation in product packaging. By changing the design of the outer wooden batten that covers a cable drum, the space between wooden planks was increased and the number of planks per batten decreased.



Because of the effort, the plant has been able to save **2,611,748 kilograms of wood**, which is equivalent to **5396 trees**.

The plant plans to further optimise the batten design for more wood savings.