



**Birla Cable Limited**  
(Formerly Birla Ericsson Optical Limited)

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PAN No. AABC1380L CIN: L31300MP1992PLC007190  
GSTIN - 23AABC1380L1ZW

Ref.: BCL/UNGC/2022/01

November 14, 2022

Secretary- General United Nations  
New York, NY  
10017 USA

Dear Mr. Secretary-General,

As a signatory to the United Nations Global Compact (UNGC), Birla Cable Limited (BCL) is pleased to reaffirm our continuing support and commitment to its Ten Principles and their integration into our business.

To realize its Corporate Principles, BCL continues to engage in sustainability activities under its Environmental, Social and Business sustainability policy responding to the expectations of stakeholders and contributing to the sustainable and stable development of society.

BCL's ambition is to continuously develop the business from a broad and long term perspective. This means BCL strives to serve as a good corporate citizen, which not only takes responsibility for its own development, but also its impact on all people, the environment and society in general. BCL's sustainability work is conducted from a triple bottom line perspective, which considers business, social and environmental aspects:

**Business sustainability**—striving for a stable and profitable progress over time and applying good business practices.

**Social sustainability**—acting as a responsible employer as well as contributing to improved social progress.

**Environmental sustainability**—protecting the environment by actively strive to reduce our own and our customers' environmental impact as well as optimizing the utilization resources.

As a part of sustainability in business, Birla Cable Limited ensures the following:

#### **CORPORATE SOCIAL RESPONSIBILITY INITIATIVES**

As a part of its initiative under Corporate Social Responsibility (CSR), Birla Cable Limited has undertaken CSR projects and programmes in the areas of (i) Animal welfare; (ii) Promoting health care including preventive health care and sanitation; (iii) Promoting education and employment Enhancing Vocational Skills among children and Livelihood Enhancement Project; (iv) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and making available safe drinking water and disaster management, including relief and rehabilitation activities and (v) Ensuring Environmental Sustainability, Ecological balance, Conservation of natural resources and maintaining quality of Soil, Air and Water.





## BIRLA CABLE LIMITED

### INDUSTRIAL RELATIONS AND SAFETY

Industrial relations remained cordial throughout the period. We recognize and appreciate the sincere and hard work, loyalty, dedicated efforts and contribution of all the employees. The company would also like to place on record its appreciation for dedicated and exemplary services rendered by employees at all levels. The safety of employees remains our top priority. We will continue to keep the well-being of our people at the forefront, and we aim to increase their safety. The Company as a policy re-evaluates safety standards and practices from time to time in order to raise the bar of safety standards for its people as well as users and customers.

### COVID-19 RESPONSE

The Company's management stands stoically with all employees and their families committed to their safety, security and well-being during this dreadful pandemic and has put in place all appropriate safety and preventive measures to this effect.

### Industrial safety and environmental protection

Birla Cable Limited continues to accord a very high priority to both industrial safety and environmental protection and these are ongoing process at the Company's plant and facilities to maintain high awareness levels. Company is conscious of the importance of environmentally clean and safe operations so as to ensure safety of all concerned and compliance of applicable environmental regulations and to this end working continuously towards reduction in waste for disposal.

We remain inspired and encouraged by the generosity of our people and are proud of our commitment to Giving Back to society, where we live and serve.

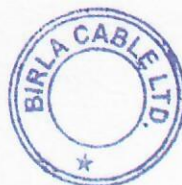
Through the continued pursuit of our sustainability goals, we are confident that Birla Cable Limited will continue to meet, and even exceed, the goals that we have set for our future.

With warm Regards.

**Yours truly,  
For Birla Cable Limited,**

*R Sridharan*

**R. Sridharan  
Chief Executive Officer**



# Sustainability Assessment Report



We are ISO 14001 certified company for environmental management system; we strictly follow the Central pollution control board and Madhya Pradesh pollution control boards guideline.

Our sustainability assessment ensures that our operations are respecting 3 main pillars of sustainability – profit, people & planet which incorporates topics such as environmental management, resource efficiency optimization, carbon footprint and ozone depletion, Corporate and social responsibility, supply chain management, organizational engagement and capability, Eco design, circular economy and life cycle management.

## **BACKGROUND AND PURPOSE**

Birla Cable Limited (BCL) assumes far-reaching responsibility for its own operations and the impact they have on all people, the environment and wider society in a longer-term perspective. Obviously, all operations are based on compliance with applicable legislation, but in many contexts, BCL assumes greater responsibility than this. BCL's Sustainability Policy defines the company's view on and overall ambitions in the sustainability segment, which serves as a broad framework for the whole group. Our Sustainability Policy not only extends to the technologies we create like – Solar PV cables that transmit solar power, an absolute green and clean form of energy, and fiber optic cables that can bring social and economic opportunities to the underserved & also strengthen our commitments towards environmental sustainability.

## **POLICY STATEMENT**

BCL's ambition is to continuously develop the business from a broad and long term perspective – to conduct a profitable and sound business today without compromising the opportunities to do so in the future. This means BCL strives to serve as a good corporate citizen, which not only takes responsibility for its own development, but also its impact on all people, the environment and society generally. BCL's sustainability work is



conducted from a triple bottom line perspective, which considers business, social and environmental aspects:

- **Business sustainability**—striving for a stable and profitable progress over time and applying good business practice.
- **Social sustainability**—acting as a responsible employer as well as contributing to improved social progress.
- **Environmental sustainability**—protecting the environment by actively strive to reduce our own and our customers’ environmental impact as well as optimizing the resource utilization.

Largely, the services that BCL delivers are provided by its own staff, but some are also delivered by suppliers. Accordingly, BCL also applies its sustainability standards to the work of its suppliers. This means BCL strives for developing sustainable relations with its suppliers, and to actively make demands on as well as follow up significant suppliers in line with this policy.

To understand how operations affect the business environment and the expectations on BCL the company endeavor to maintain a structured and active dialogue with the important stakeholders in order to identify, analyze and manage their expectations, but also risks and opportunities that exist in our operations. This dialogue is summarized and reviewed in the Sustainability Committee. The risks and opportunities are annually summarized and reviewed.



Environmental Sustainability

- **Assessment:** According to plastic waste management rules the strength of plastic depends on the thickness and its durability and it does not break down into small pieces so that rag pickers can easily collect and higher recyclability can be ensured.
- **Responsibility:** Mr. Ved Prakash Shukla (Dy. General Manager Logistics).
- **Result:** having a thickness more than 50um started using for wrapping the packaging material.
- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting conducted; all present members have reviewed the report & they all were satisfied with the result and management representative– B.S. Sisodia (V.P.-Works) informed that, result found effective hence, there is no further action needed.



- **Assessment:** Mr.MG Rabbani assessed that plantation in the staff housing colony (near the children's playground) needs to be done, keeping children part of plantation drive, so that they can understand how plantation play an important role to protect the environment.
- **Responsibility:** MG Rabbani (General Manager-HR).

- **Result:**

Birla Cable Limited's Staff taken the initiatives of plantation in staff housing colonies near children's playground and children were also a part of plantation drive, children were explained how it's important to protect the environment and how plantation play an important role to protect the environment.



- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting conducted all present members reviewed the report & they all were satisfied with the result and management representative– B.S. Sisodia (V.P.-Works) inform that, result found effective, hence there is no further action needed.

**Social and Economic Sustainability**



- **Assessment:** Mr. Ved Prakash Shukla (Dy. General Manager Logistics) assess that if the containers are stuffed at our premises then there is no need to apply safeguard battens over cable drums. So here we can use 3mm thick PP hollow sheet to safeguard the cable, this is recyclable and we can save wood here.
- **Responsibility:** Mr. Ved Prakash Shukla (Dy. General Manager Logistics).
- **Result:** When a shipment delivering through container, we have started avoiding safeguard battens over cable drum.
- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting were conducted, all present members have reviewed the report & they all were satisfied with the result. The management representative– B.S. Sisodia (V.P.-Works) informed that, results found effective, hence there is no further action needed.



- **Assessment:** Mr. Narendra Jain assess that better to supply Cable TV in coils rather than cable drums because there is no negative impact on quality, if we supply Cable TV in coils, although supplying in coils is economical, easy handling & transportation and contributing minimal natural resource depletion.
- **Responsibility:** Mr. Narendra Jain (Assistant Vice President).
- **Result:** Cable TV is being supplied in coils, and now we are saving 7% cost.

**Before**



**Now**



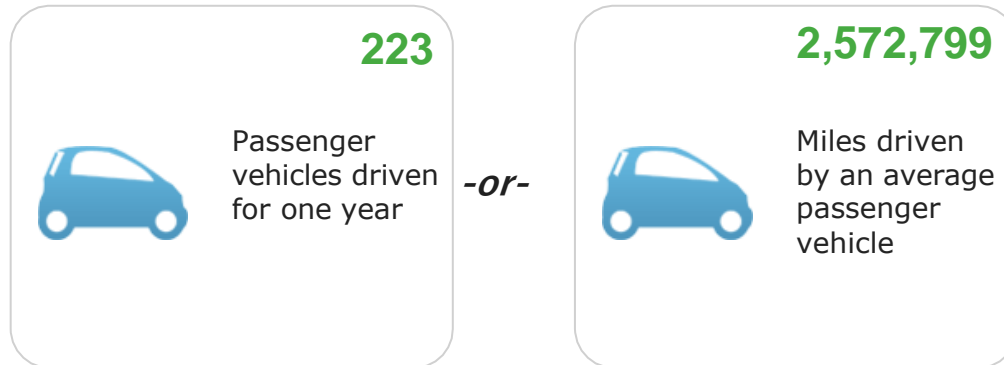
- **Review & Comment:** On 11<sup>th</sup> Oct 2021 management review meeting were conducted and all the present members reviewed the report & they all were satisfied with the result and our management representative– B.S. Sisodia (V.P.-Works) informed that, results found effective, hence there is no further action needed.

**Assessment:** Mr. Manoj Mishra assesses that by using renewable energy we can contribute to reduce our carbon footprint and also can reduce energy demand from MPEB (Madhya Pradesh Electricity Board).

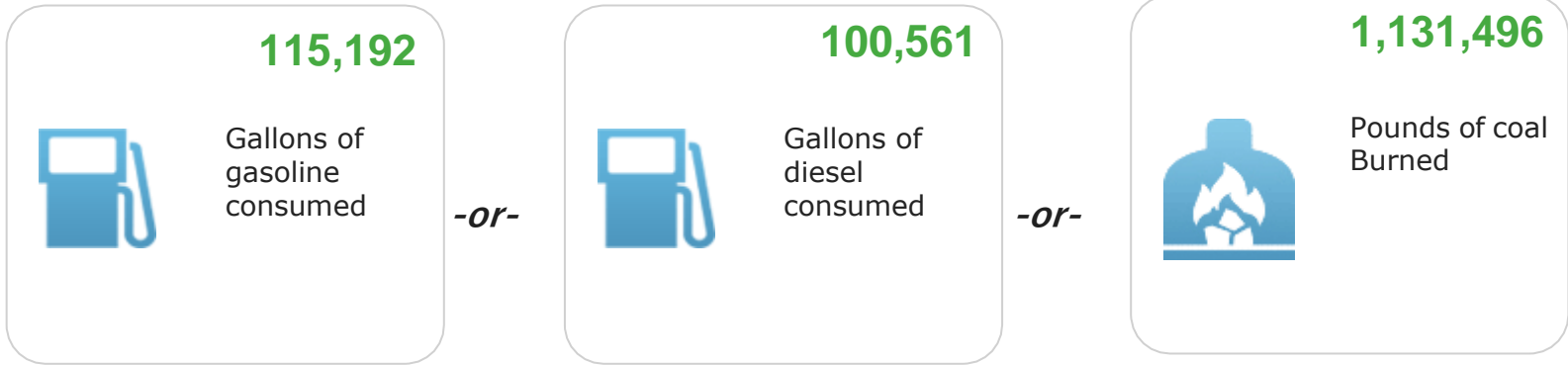
- **Responsibility:** Manoj Mishra (General Manager - Electrical maintenance)
- **Result:** We have installed a 1 megawatt solar power plant, in FY 20-21 through our solar power plant, we have avoided **1,024 Metric Tons** CarbonDioxide generation.

**This is equivalent to:**

### Green House Gas emissions from




## CO<sub>2</sub> emissions from






**13.6**




Tanker trucks' worth of gasoline

**41,849**



Propane cylinders used for home barbeques

**0.0003**




Coal-fired power plants in one year

*-or-*


*-or-*

**123**




Homes' energy use for one year

**186**



Homes' electricity use for one year

**2,370**

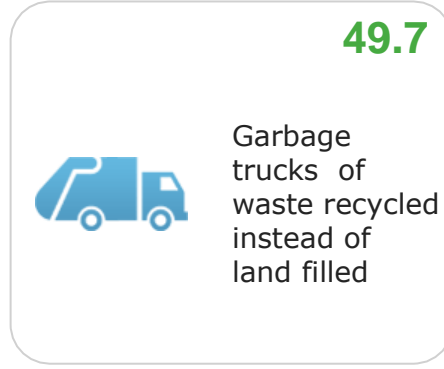


Barrels of oil consumed

*-or-*

*-or-*

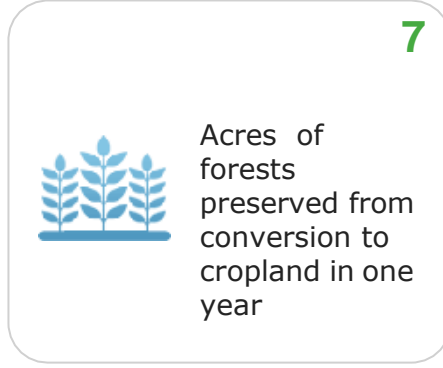
### Greenhouse gas emissions avoided by



*-or-*

*-or-*

### Carbon sequestered by



*-or-*

*-or-*

**Review & Comment:** On 11<sup>th</sup> Oct 2021 management review meeting was conducted and all present members have reviewed & they all were satisfied with the result and management representative– B. S. Sisodia (V.P.-Works) inform that, result found effective, hence there is no further action needed.

- **Assessment:** Mr. Navin Nagar assesses that FRP/ARP Spool can be reused for micro cable product by doing this we can save cost and also contribute towards minimizing natural resource depletion.
- **Responsibility:** Navin Nagar (Dy. General Manager Production)
- **Result:** FRP/ARP Spool usage started in micro cables.
- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting were conducted and all present members have reviewed & they all were satisfied with the result; Management representative– B. S. Sisodia (V.P.-Works) informed that, results found effective, hence there is no further action needed.



- **Assessment:** Mr. Ved Prakash Shukla (Dy. General Manager Logistics) assess that we can reuse pallets after small repairable work if needed, by doing this we can save cost and also contribute towards minimizing natural resource depletion.
- **Responsibility:** Mr. Ved Prakash Shukla (Dy. General Manager Logistics)
- **Result:** Pallets are being reused after small repairable work if needed.
- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting conducted, all present members have reviewed & they all were satisfied with the result. The Management representative– B. S. Sisodia (V.P.-Works) informed that, result found effective, hence there is no further action needed.

- **Assessment:** Mr. M. Sridhar asses that market demand of assemble (Connectorised) cable increasing, revenue from this operation is sustainable and will give good growth.
- **Responsibility:** M. Sridhar (Vice President –BD)
- **Result:** Assemble (Connectorised) cable started supplying to the customer, our revenue growth was good, in FY 20-21 we have sales 262749 pcs.
- **Review & Comment:** on 11<sup>th</sup> Oct 2021 management review meeting were conducted and all present members have reviewed & they all were satisfied with the result and our management representative– B. S. Sisodia (V.P.-Works) informed that, results found effective, hence there is no further action needed.

- **Assessment:** Mr. Manish Nigam assesses that buying raw material from an Indian manufacturer and distributor in India rather than from another country by doing this we can save the transporting cost and time.
- **Responsibility:** Manish Nigam (G.M. Quality control)
- **Result:** we have started buying raw materials from the Indian manufacturer in India.
- **Review & Comment:** on 11th Dec 2021 management review meeting conducted all present members has reviewed & they all satisfied with the result and management representative– B. S. Sisodia (V.P.-Works) inform that, result found effective, hence there is no further action needed

# SUSTAINABLE DEVELOPMENT GOALS

## Sustainability Highlights

To realize its Corporate Principles, BCL continues to engage in sustainability activities under its Environmental, Social and Business sustainability policy responding to the expectations of stakeholders and contributing to the sustainable and stable development of society.

The SDGs are 17 international goals for 2030 to realize sustainable, diverse and inclusive societies where “no one will be left behind”, adopted unanimously at the UN summit held in September 2015. Being a signatory of United Nations Global Compact BCL has aligned itself to 8 goals of UN SDGs and efforts are made towards delivering meaningful transformation to our environment, business as well as society.



# THE GLOBAL GOALS

For Sustainable Development

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>1 NO POVERTY</b><br>                  | <b>2 ZERO HUNGER</b><br>                     | <b>3 GOOD HEALTH AND WELL-BEING</b><br>              | <b>4 QUALITY EDUCATION</b><br>                         | <b>5 GENDER EQUALITY</b><br>                     | <b>6 CLEAN WATER AND SANITATION</b><br>                      |
| <b>7 AFFORDABLE AND CLEAN ENERGY</b><br> | <b>8 DECENT WORK AND ECONOMIC GROWTH</b><br> | <b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b><br> | <b>10 REDUCED INEQUALITIES</b><br>                     | <b>11 SUSTAINABLE CITIES AND COMMUNITIES</b><br> | <b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b><br>         |
| <b>13 CLIMATE ACTION</b><br>           | <b>14 LIFE BELOW WATER</b><br>             | <b>15 LIFE ON LAND</b><br>                         | <b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b><br> | <b>17 PARTNERSHIPS FOR THE GOALS</b><br>       | <br><b>THE GLOBAL GOALS</b><br>For Sustainable Development |

## Sustainability Goals

## Material Issues

## 2021- 2022 Progress

**1** Augmenting water conservation measures across Birla Cable Limited manufacturing facility.

Water Conservation



Birla Cable Limited responsibly manages water resources following State and National regulatory compliance. BCL source its water for manufacturing from groundwater as per the norms specified by the Central Ground Water Authority. At present the efficiency of recycling waste water through ETP & STP plant is around 10%.

**2** Use of renewable energy source

Affordable & Clean Energy



The BCL has solar rooftop panel with an installed capacity of 1 Mega Watt. For the year 2021-22 the energy efficiency rate was around 16.5%.

| <b>Sustainability Goals</b>  | <b>Material Issues</b>  | <b>2021-2022 Progress</b>  |
|--|---|--|
| <p><b>3</b> Enhance waste strategies across BCL sites by 2025, prioritizing manufacturing plants</p> | <p>Waste Management</p>  | <p>Birla Cables Limited has a great emphasis on proper handling, disposal and recycling of generated waste. Having consent from Madhya Pradesh Pollution Control Board (MPPCB) BCL comply by the Hazardous Waste (Management, Handling &amp; Transboundary Movement) Amendment Rules 2019 and E- Waste (Management) Amendment Rules, 2018 and handles, dispose or sell such waste to authorized Re-cycler/Reprocessor authorized by State Pollution Control Board.</p> |
| <p><b>4</b> Maintain Occupational Health and Safety</p>  | <p>Decent Work &amp; Good Health &amp; well being</p>   | <p>Being an ISO 45001:2018 certified company BCL ensures to maintain a safety metrics which are in line with ISO</p>   |

metrics as per the standards defined in ISO 45001:2018



standards. Achieved top-quartile performance based on a 2020 industry benchmark.

5 An Annual Report is issued every year and a Sustainability report is issued from FY 2021-22 and thereafter.

Transparency and Reporting



The 2021-22 Sustainability Report is our first annual sustainability report; published at the same time as our Proxy Statement for the first time.

**Sustainability Goals** **Material Issues**

**2021-2022 Progress**

**6** Ensuring Safe, resilient and Sustainable Settlements and Industrial Infrastructure.

Safe & Resilient Settlement



Providing of operation and maintenance services of a Fire Tender being operated at Udyog Vihar Industrial Area, Rewa (M.P.) and its surrounding areas. Fire Tender services is a basic need to maintain a well equipped Fire Service to provide fire and rescue services in times of emergency to the surrounding areas of Udyog Vihar Industrial Area, Rewa which has about 55 industries and where the factory of the Company is situated.

**7** Enhancing vocational skills among children and livelihood enhancement project.

Livelihood Enhancement Project (Reducing Inequality)



Providing of operation and maintenance services to the Gymnasium (Gym) equipment's installed at Rani pond premises and at Udyog Vihar, Industrial Area, Rewa, (M.P.), where the factory of the Company is located. The open Gym facilities are being provided to all categories of people especially to those



socially & economically backward groups living in nearby villages and area. It is a holistic step/measure for reducing inequalities faced by socially & economically backward classes of society. It keeps them physically and mentally fit, avoiding diseases and act as a preventive healthcare.

8

Promoting health care including preventing health care by providing better sanitation facility, safe drinking water, food and relief activities.

### Social Responsibility



Company contributed/donated/spend an aggregate amount through Charitable Trust for purchase of life saving drugs/ Medical Equipment's/ Oxygen Cylinder /Food/Oxygen Concentrator/ Vaccination for treatment of needy and poor COVID-19 patients and general public.

## CSR Activities for FY 2021-2022

| S.no | Sector         | CSR Activities/Programs                             | Rational for undertaking the CSR Activities/Program  |
|------|----------------|---|--|
| 1    | Animal Welfare | Contribution to Gaushala (Cow Ranch) at Rewa (M.P.) | Contribution to Gaushala (Cow Ranch) at, Laxmanbagh, Rewa (M.P.) administered by Gaushala Committee under the Chairmanship of District Collector, Rewa, wherein protective shelter and wellness for approx. 400 dairy cows is provided. This contribution will benefit the cows living in the Gaushala as animal welfare activity. |

|   |   |  |  |
|---|---|--|--|
| 2 | Promoting education & employment enhancing vocational skills among children and livelihood enhancement project. | Operation and Maintenance of Gymnasium (Gym) equipments installed at Rewa, (M.P.). | Providing of operation and maintenance services to the Gymnasium (Gym) equipments installed at Rani Talab premises and at Udyog Vihar, Industrial Area, Rewa, (M.P.), where the factory of the Company is located. The open Gym facilities are being provided to all categories of people especially to those socially & economically backward groups living in nearby villages and area. It is a holistic step/measure for reducing inequalities faced by socially & economically backward classes of society. It keeps them physically and mentally fit, avoiding diseases and act as a preventive healthcare. |
| 3 | Ensuring Environmental Sustainability,  | Operation and Maintenance services of a Fire                                       | Providing of operation and maintenance services of a Fire Tender being operated at Udyog Vihar Industrial Area, Rewa   |

|   |   |   |  |
|---|---|---|--|
|   | Ecological balance, Conservation of natural resources and maintaining quality of Soil, Air and Water.   | Tender being operated at Udyog Vihar Industrial Area, Rewa (M.P.) and its surrounding areas.  | (M.P.) and its surrounding areas. Fire Tender services is a basic need to maintain a well equipped Fire Service to provide fire and rescue services in times of emergency to the surrounding areas of Udyog Vihar Industrial Area, Rewa which has about 55 industries. |
| 4 | Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and making available safe drinking water and disaster management, | Expenditure by way of donation/ contribution for corona virus medication and other medical equipment's for treatment of COVID-19 patients | Company to contribute/donate/spend an aggregate amount through Charitable Trust for purchase of life saving drugs/ Medical Equipment's/ Oxygen Cylinder /Oxygen Concentrator/ Vaccination for treatment of needy and poor COVID-19 patients and general public         |

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|   |  |  |  |
|---|--|--|--|
|   | including relief and rehabilitation activities         |  |  |
| 5 | Promoting health care including preventive health care | For development of medical facilities at M.P. Birla Hospital & Priyamvada Birla Cancer Research Institute , Satna (M.P.),India |  |