

Sustainability Focus

My Home Industries Private Limited India



Organizational Description

Mellacheruvu Cement Works (MCW) the mother unit of My Home Industries Private Limited (MHIPL) is operating its Cement manufacturing unit at Mellacheruvu village & Mandal, in Suryapet District of Telangana State. Its operations are Environment / Eco friendly & Best in Sustainable Development Practices and meet the most efficient production parameters in the world. The plant was commissioned with its modest cement capacity 0.2 mtpa in 1998 and today its total cement manufacturing installed capacity is 3.2 million tons per annum. The company is having 75MW Captive Power Plant(s) and 12.5 MW Power Plant (waste heat based)

MHIPL entered into joint venture with an Irish multinational company CRH in the year 2008.

Under the leadership of Dr. J Rameshwar Rao, Chairman, MHIPL - MCW has committed to its Quality, Environment, Health & Safety, and conservation of Material, Minerals, Natural Resources and Energy Conservation aspects. All through the cement manufacturing process and the monitoring begins right from the raw material sourcing to the finished product & dispatch. The customer service is continued even after sales & supply of the products.

The Company's cement is marketed under the brand "MAHA", which is highly reputed in South India with 3700 dealers and 17 regional offices.

The achievements accomplished at MCW proves the committed efforts of the Team towards the Best Sustainability Practices implemented and the same are witnessed & appreciated by the CRH Officials, Audit Teams from DNV - GL, Sri Lanka Standards, Philippines Standards, DGMS - Mines, DG - NCCCB, Statutory Authorities and Technical Teams from other Cement Industries. We have implemented ISO 9001, ISO 14001, ISO 18001 & ISO 50001 is under implementation.

The Company is awarded with various prestigious awards such as 5 Star Rating in Sustainability Development in the Mines from IBM Mines, 3 Star EHS rating from CII, CII Green co Gold Rating, Excellent Energy Efficient Unit Award 2017 from CII, four Gold Awards for the Quality Circles Presentations in the Hyderabad Chapter Convention 2017, and the prestigious Golden Peacock Award for Sustainability in the year 2017 and many more awards from other Indian bodies, government agencies, Mines Authorities etc.

Corporate Governance

The board of the Company consists of 10 Directors. The company is managed by a team of well qualified and highly experienced

professionals under the leadership of Executive Chairman Dr. Rameswar Rao .J, and Mr. J. Ranjith Rao, Managing Director with the support of four full time Directors of the company. The committees of Board Directors are Management Committee, Audit Committee, Corporate Social Responsibility Committee, Remuneration Committee and Risk Management Committee.

Specific tasks of Management committee are as follows:

1. To prepare annual budget for submission and approval to the Board of Directors of the Company.
2. To implement the Business Plan and to ensure that the annual budgets are met, involving planning and coordinating various functions.
3. To ensure that systems and procedures are implemented for legal compliance, health and safety and environmental management.

The BOD Team focuses on, Quality, Safety, Environment and Corporate Social Responsibility areas for continuous improvement, though the company has achieved substantial improvement in these areas during the last 8 years.

Environmental Initiatives

- Alternate Fuel Plant (AF) was commissioned in 2012 for Reduction of CO2 by thermal substitution
The Thermal Substitution Rate (TSR) is achieved 2.58 and targeted to 4% by end of 2017
The coal saved 24,606 MT during 2012 - 16 and in turn the Co2 reduced by 12,188 MT.
- Installed & commissioned 12.5MW Waste Heat Recovery System in Jan'2017 with a capital expenditure of about Rs 120 crores and started utilizing waste heat from preheater and cooler of all the 3 units for the power generation and achieved PLF of 85% on average.
- Established Bio - diversity Park with different species of plant and natural habitat.
- Petro Polymer Fuel (PPF) which is generated from plastic wastes is being used as substitute for Diesel firing during Kiln light up. 1MT of Diesel produces 3 MT of CO2 emission and by using PPF, CO2 is reduced by 217 tons/year

Environmental Upkeep & Monitoring Systems

- Water spraying at coal yard, coal stock piles, Lime stone belt conveyors, mine haul roads.

- Covered coal sheds, belt conveyors and wind barrier arrangements.
- Green belt development by planting the samplings to an extent of 34,000 in a span of 3 years.
- Developed rain water harvesting facility of 4.75 lacs cubic meters

Energy Efficiency Improvements / Innovations

- Replaced top stage cyclone with high efficient HR+ cyclone in kiln-2.
- Installed 1800KW, 6.6KV, 36Pulse VFD for PH fan in kiln-2.
- Installed recirculation duct in VRM to reduce water and power consumption at VRM-2
- PH fan inlet box modified with In-house design to reduce pressure drop in kiln-3
- Energy savers installed for Plant lighting at wagon loading and Unit-2 RABH
- In-house Designed and Fabricated "Drive less Gypsum Lumps Breaker" to avoid jamming of gypsum hopper discharge and mill feed chutes.
- A solar fence is installed at Mines Magazine area & the solar water heaters at Guest house, i.e. using renewable energy resources thus saving 3000 units/year.
- Solar plant of 12.7 kwh is commissioned at Yepalamadaram mines to meet the mining requirements.
- The conventional lighting were replaced with LEDs and reduced the electrical energy consumption from 625 to 382 kwh
- Wagon loading dust control system of in house design for 100% control of fugitive dust emissions
- Clinker Coolers upgraded for all three units

With the above improvements / Innovations the specific heat consumption reduced to 711 K Cal / Kg of clinker from 720 Kcal /Kg clinker & the specific power consumption to 48 kwh /ton of clinker from 51 kwh /ton of clinker.

The PAT Cycle 1 was achieved above the target and awarded 502 E certs for reduction of GTG SEC (K Cal /Kg equivalent of cement) from 1036 to 989 and a target was set to reduce further to 954 GTG SEC in the PAT Cycle 2 by 2018-19.

Human Rights Performance

- An amount of Rupees 80 lacs /year being spent towards Human Rights protection through CSR activities such as Empowerment through education, extending scholarships for merit students in the rural surroundings, organizing medical & health camps, support in infrastructure development such as village roads , drinking water facility/ RO plants in villages etc.
- Also every year an amount of Rs 10 Crores being contributed towards sustainable development through District Mineral Fund
- A perfect Vendor Rating System is in existence to maintain an

effective Supplier / Contract relationship / Supply Chain Management

- The Training Needs assessment & Analysis is carried out for all employees & contract workers to improve the skills and personality development including behavioral trainings, Safety & sustainability trainings.
- The company operates with structured Job Functional Responsibility, role clarity, delegation of authority and accountability at all levels in the organization with a freedom association.

Customer and Society's Response

Customer communication covers prices, discounts, transportation, collection about product, Customer feedback and sorting out of complaints. The product information shall be communicated to the customer through Advertisements, letters, Broacher's, Meetings, Enquiries, contracts or orders handling including amendments.

The process for monitoring, measuring and analysis of feedback of the customer shall be maintained on a continual basis and address conformance to requirements and expectations of customers. The data analyzed and reviewed with required Corrective Actions is done on quarterly basis.

Economic Performance

The economic dimension of sustainability concerns, are organization's impacts on the economic conditions of its stakeholders,

Financial implications and other risks and opportunities for the organization's activities, including climate change.

The following are the expectations for significant improvement in economic performance

§ GDP growth expected to be 7 % in relevant markets.

§ Debt/ GDP >90.

§ Reform measures by government like GST, Bankruptcy and Insolvency Code, etc. stable government in Central and State Governments (except Tamil Nadu)

The Sustainability Development Special Initiatives for building economic performance at MCW includes Conservation of Mines, Water Harvesting, Health & Sanitation, Rural Empowerment by education & infrastructure development, Technical advancements by upgradation of plant equipment, Use of Alternate Fuels such as pharma liquid waste, solar water heaters, implementation of WBCSD - WASH Pledge (Access to Safe Water, Sanitation and Hygiene at work place) ,safety culture enhancement, working towards environmental development programs such as planation, establishment of bio diversity park , workers engagement on sustainable development activities through QC Movement 5'Concept,SPARC (Service Package for Advancing Resource Conservation) etc. ■