



AJM GROUP

Report – Responsible

Consumption of Resources

What is Responsible or Sustainable Consumption?

Sustainable Consumption and Production (SCP) is about doing more with less. It uses products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials, and focuses on reusing and recycling materials wherever possible. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

At the AJM Group we are focusing on responsible consumption by reducing the amount of virgin or raw material used to manufacture our products. Promoting sustainable consumption and production are important aspects of sustainable development, and we are committed to achieve long-term economic growth that is consistent with environmental and social needs.

Intent

The AJM Group operates with tomorrow in mind. We're committed to preserving our planet for future generations. As global citizens, we are concerned about the negative consequences of climate change and believe action by governments, industry and consumers to adopt sustainable consumption methods is vital. This policy is part of our commitment to the reduction of pollution and conservation of all natural resources.

Samvi is a certified Green Company by the State Pollution and Control Board and the products made by Kamivisa are completely natural and biodegradable



Operating Principles

- Reduce environmental impact as much as feasibly possible in the areas of energy, waste and production
- Ensure compliance to statutory requirements
- Encourage suppliers and contractors to adopt cleaner technologies and products with low or no impact to the environment
- Demonstrate leadership to the community on sustainable practices of hazardous waste management

Objectives

Responsible Consumption is a holistic approach that requires systemic change. The AJM Group is beginning our journey, but will keep the following objectives of sustainable consumption in mind moving ahead:

1. Decoupling Environmental Degradation from Economic Growth

Waste, toxins and pollutants were considered an 'unfortunate' part of manufacturing goods and strategies were focused on primarily on mitigation. Responsible consumption focuses on increasing gains from economic activities by reducing resource use, degradation and pollution along the whole life cycle.

2. Applying Life Cycle Thinking

Managing resources to achieve resource efficiency along both production and consumption phases of the lifecycle, including resource extraction, production, distribution, marketing, use, waste disposal and re-use of products.

3. Leapfrogging to Environmentally Friendly Technologies

For developing countries like India, opportunities for more efficient, natural resource management can be implemented by adopting resource efficient, environmentally sound technologies, bypassing the inefficient, polluting, and costly development followed by developed countries.



Company Initiatives

Restoring Ground Water Through Harvesting Pits

The AJM Group has had 50 pits dug for rain water harvesting via the Tropical Research & Development Centre which is run in the Western Ghats (Karnataka). This will help us conserve water, avoid depletion of ground water tables and conserve rainwater for the dry months.

Solar Powered Stations

We have converted both packing stations at Kamivisa and Samvi into a solar powered station, saving on energy bills and reducing our carbon emissions. We plan to use even more renewable energy in the future and power more stations through solar energy.

Digitization of Records

Last year the AJM Group undertook the daunting task of completely digitizing all paper records employed during the manufacturing process in order to improve efficiency and reduce paper consumption by using a bespoke suite of apps. Records are now completing electronic saving time, energy and improving employee efficiency. We estimate that this reduces water consumption by 30%.

Smart Labelling

The AJM Group also introduced a standard labelling procedure which uses limited ink and less paper, leading to energy saving costs. The entire process is driven by a custom-built app. Kamivisa as well Samvi have standardized printing labels across products categories reducing the wastage of paper by 30%.

Energy Conservation Month - December

Every year we celebrate energy conservation month by educating our employees and other stakeholders in ways to conserve energy and adopt energy efficient methods. Employees are encouraged to present their views and ideas on how best to achieve such measures.



World Water Day - March 22

The AJM Group celebrated World Water Day by educating all employees about the importance of water conservation, using rainwater harvesting techniques where possible and asking employees to carry this message home. Employees took a pledge to conserve water at the end of the training.

World Environment Day - June 5

We celebrated World Environment day by raising awareness amongst our employees about the effects of air pollution. We conducted PUC and emission checks on employee vehicles and ran a signature campaign for employees to commit to reducing emissions where possible.

Corporate Pledge

We shall consume resources responsibly.

Implementation and Governance

This policy has been developed in accordance with the **National Guidelines for Responsible Business Conduct (2018)** developed by the Ministry of Corporate Affairs. An internal communication regarding this policy will be made to all employees, external suppliers, stakeholders and other interested parties.

Employees are required to strictly adhere to all procedures that reduce consumption, manage waste and save natural resources. All employees are encouraged to discuss any ideas they have to introduce sustainable consumption or report any violations they witness to their direct reporting manager.

The AJM Group ensures that all its companies are fully compliant in accordance with all regulations with regard to the environment and sustainable consumption.



AJM Group Business Ethics Policy: Section Related to Responsible Consumption of Resources

We strive to adopt sustainable, environmentally-conscious processes and procedures in our operations wherever possible. We aim to reduce our carbon emissions, water usage, and waste through enhancing the efficiency and performance of our equipment and processes.

AJM Group Green Policy: Section Related to Responsible Consumption of Resources

The AJM Group will be conscious of our usage of natural resources, conserving resources wherever possible. We will minimize resource waste and use reusable or recyclable packaging materials. We will minimize our use of non-renewable energy sources and explore renewable energy usage to minimize our impact on the environment. We will seek to implement environmentally friendly practices in all aspects of our business and operation.

Key Takeaways

Sustainable or responsible consumption requires a systemic shift in thinking and implementation.

The AJM Group is committed to introducing greener procedures and reduce and recycle wherever possible.

We are a certified Green Company by the State Pollution Control Board.

