

## BRIEF NOTE - ECOPROFIT Approach and the impact in Gurgaon

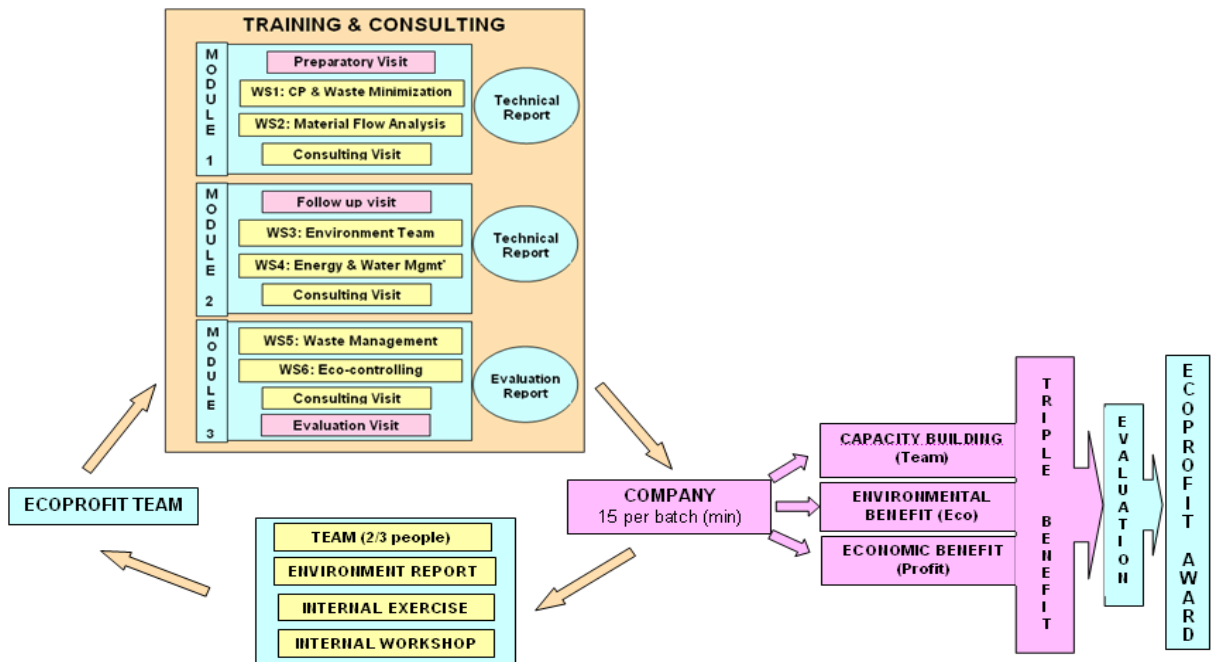
### What is ECOPROFIT?

ECOPROFIT is a win-win model that strengthens industries economically by using environment-friendly technologies and simultaneously improves the ecological situation of the region. It enhances the efficiency of industries, reduces demand of raw materials and energy, and minimizes associated environmental impacts with little or no investment. This model of sustainable development focuses on the application of preventive environmental strategies by adopting best available measures at various levels like integration of technology, raw materials, processes, waste/emissions, products, business partners and employees. *By participating in Ecoprofit projects, most of companies in Gurgaon region have realised economic savings while actually saving the environment –verifiable examples of above confirmed it to be win-win model!*

**The Objective:** To bring monetary and environmental savings to participating organization by exclusively focusing on basic areas of industrial importance like energy, water and waste management, etc.

**How it works:** It's a cluster approach where a group of industries is identified for area specific project and are provided with package of capacity building training workshop and individual consulting together in a span of time. We work with a representative team (2/3 persons) from one industry on selected topics in common training workshops and within the industry under guidance of international experts.

**Context:** The NCR region has observed an accelerated industrial growth in production and service sectors. The manufacturing industries have been under pressure, due to an overall growth from various quarters, to enhance their productivity every year. The highly competitive environment compels industries to keep production cost stable or low over a longer period of time, which often becomes, rather difficult to sustain considering the ever increasing prices for resources like skilled workforce, raw materials and energy. On the other hand, legislations are getting stronger and so is the enforcement, making situation worse.



### Three Pillars of ECOPROFIT:

- **Technical Presentations** (cleaner production, team, material flow analysis, water, energy, hazardous wastes, logistics etc.)
- **On-site Consultation and Follow-up Visits** (by international and national experts to help in implementation of suggestions)
- **Project Evaluation and ECOPROFIT Award** (R.O.I. evaluation for company and recognition of their efforts)

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### Highlights of the current project

- This has been 2<sup>nd</sup> self sustaining project in the region
- 12 companies participated from Gurgaon & surrounding areas
- One company has achieved annual savings of Rs. 7.2 lacs
- Other company gained monetary savings up to Rs. 26 lacs
- The average R.O.I achieved by companies has been 1:11
- The highest R.O.I for one company has been 1:28

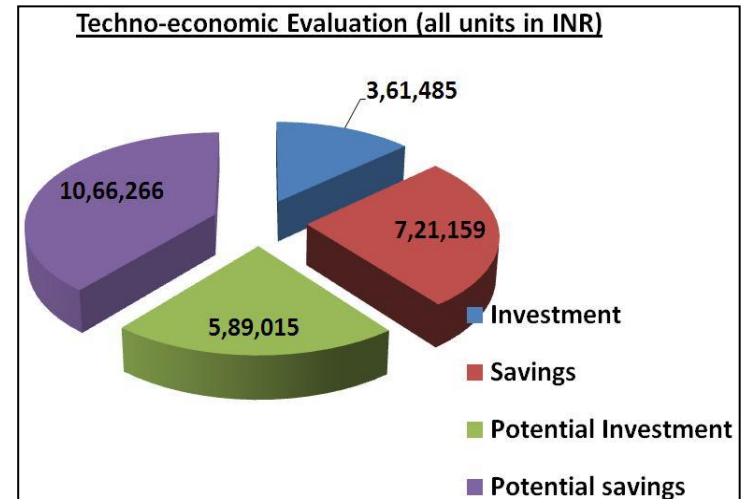
### Few case studies (results) from current project

- Operating hours of hot water generator reduced from 55 to 23 hr/month, resulting in saving of Rs 4.5 lacs (Fuel Cost) annually with negligible investment
- Rs. 1.2 lacs saved in compressed air line by no investments
- 3200 kl ground water equivalent to Rs. 1.08 lacs, saved by a company
- Rs. 1.5 lacs saved with no investment, by avoiding the operation of one cooling water pump.

**Support from GIA** ECOPROFIT Projects after having financial support from European Commissions in its three initial projects have proved themselves as self sustaining projects, as from 2006 onwards the project has not received any direct financial support. Its self sustaining capabilities are evident from the fact that since 2006 it has brought results not only in different industrial sectors but at different geographical locations. Gurgaon Industrial Association (GIA) has been the lead applicant in all three European Commissions supported projects in previous years and has played a major role in nurturing ECOPROFIT concept in India.

### Project Partners:

German Technical Cooperation (Indo-German Environment Programme **GTZ-ASEM**) India, **STENUM** Environmental Consulting & Research Company GmbH, Austria, Society for Enhancing sustainability and Value of Organisations (**SESVO**), Gurgaon (Implementing Agency)



**Save Money while you save Environment...The ECOPROFIT mantra !!**