

Sector: Garment Manufacturing

Gokaldas Images : From Compliance Necessity to Product Differentiator

The Garment manufacturing Industry worldwide is in a state of churn. Increased competition, increased expenses and escalating compliance issues are directly effecting GI's profitability. Climate Miles and Smarter Dharma worked together to formulate an integrated roadmap that begins with increasing asset efficiency but goes on to increase in sales.

Client's Challenge

GI is a reputed garment manufacturer with clients from all ends of the spectrum from IKEA to Woodland. Over the years, with increasing labor costs, competition from the other south East Asian countries, GI has seen a decrease in its revenue margin. In addition, with scarcity of natural resources and the effects of global warming becoming an accepted reality, both the Indian Government and GI's international clients, have been tightening the compliance norms. Meanwhile, GI, which has been in the business since 1979, has seen the efficiency of its assets decreasing both in absolute terms, and also relative to the newer, more energy efficient machines being introduced in the market.

Climate Miles Solution

A - Pilot Study - One of GI's 10 factories was selected to do a Pilot Study. This approach was appropriate in the case of GI since the factories are organised as stand-alone business units attached to specific clients. Inventory of all electrical assets and efficiency study was conducted in this Pilot-factory. Financial and Energy modeling was done and presented to GI.

B - A top-down carbon footprint study was conducted for the pilot-factory to understand its GHG emissions impact.

C - A sustainability strategy was drawn up for the pilot-factory based on the steps A and B above. The Sustainability strategy was incorporated in the Sales presentation of GI. Based on research of the

Client Statement



"Climate Miles understood the sector and our pain points, and focussed the sustainability practice at GI on increasing operating margin and increasing revenue. Along the way systems and process were redesigned to change management practices. Fresh new approach that we continue to appreciate".

Sumir Hinduja , Managing Director
Gokuldas Images Ltd.

sustainability agenda of the garment buying companies, the Climate Miles team also got involved in identifying suitable clients/ potential clients where this part of the sales presentation will be most effective. With the enthusiastic participation of GI's MD, this presentation was made to an existing client and immediate gains were made by GI.

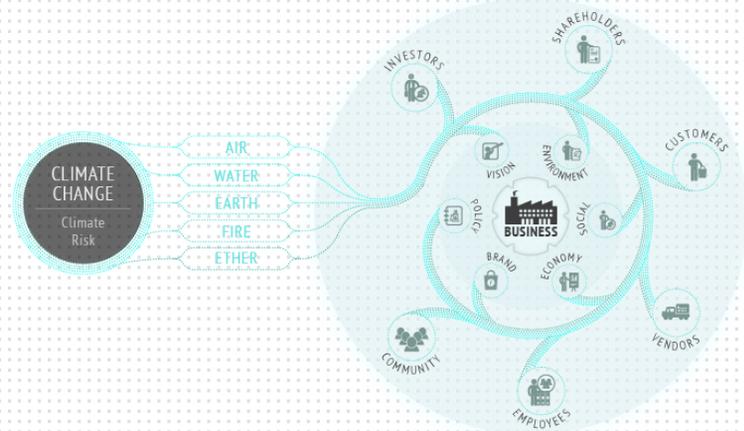
D - The approach is now expanded to the rest of the GI factories and the project is in progress.

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Client's Benefits

Immediate savings in operational expense due to reduction energy costs, increased sales due to perception change with customers that have a strong sustainability agenda, engaging employees in GI's sustainability journey.

Client's Approach to Sustainability

GI's MD Mr. Sumir Hinduja is committed to Sustainability. The approach of the organisation is to take one step at a time, assess the results and document them, and extrapolate to the other facilities. GI wants each step in the journey to be holistic where it's environmental legal compliance obligations, energy efficiency and other resource-efficiency initiatives are part of its overall Sustainability Strategy, and follow from a coherent organisation-wide Sustainability Policy.

Solution Summary

Industry: Garment Manufacturing

Scope: Asset efficiency and certifications, sustainability policy and strategy, sustainability communication strategy.

Number of sites included : 10 Facilities

Benefits: Efficient management of sustainability indicators, continual improvement and employee engagement, increase in operating margin and revenues.

Future course: To find external funds from ESCO's to invest in energy saving measures, to deploy energy saving measures, to continue to assist by consulting the brand GI that will directly lead to increase of bottom-line. To deploy software to monitor and establish KPI's on Sustainability issues.

