

**“We have created a strong presence in the domain with our brand CHUK and work on both design and qualitative aspects to distinguish the products. These are innovative products.”**

**– Mr. Ved Krishna, Strategy Head,  
YashPakka Limited**



Mr. Ved Krishna

“The whole purpose of our company is to provide compostable solutions. We currently provide paper for bags and molded products for food services. We work on creating strong bag grades with water and oil resistance from sugarcane residue bagasse. Our molded products replace styrofoam and plastics from food services. We have created a strong presence in the domain with our brand CHUK and work on both design and qualitative aspects to distinguish the products. These are innovative products. These products are affordable for Indian consumers. We ensure that the overall cost of packaging for the consumer is not increased. The products we provide have been evolved over time with a deep understanding of market needs. We have a strong R&D and innovation team. Also, we collaborate with various agencies across the world for learning and development.”

**“The paper industry is quite capable of fighting the plastic menace. It can protect the environment and save the earth with a little help from the government, big corporations and the public's change of habits.”**

**– Ms. Ruchica G. Kumar, VP-Marketing, Ruchira Papers Limited**



Ms. Ruchica G. Kumar

“There was a time when it was most annoying and almost tiring to hear people say Save Paper, Save Earth. But now, finally, it seems that paper is entering a new golden age. The world is now seeking an alternative to plastics, and although we are far from seeing paper being as cost-effective as plastic or having a similar functionality, every day new technology is being adopted to position paper as an evolving material with similar features of lightness, strength and ease of storage. Perhaps the biggest change has been in the mindset of the crusaders of Green Earth. Paper is no longer considered destructive and wasteful but, very rightfully, as an asset. The practice of using paper instead of plastic is in its nascent stage, but I believe, it is just the beginning.

“At Ruchira Papers, we are working on R&D for products that could replace their plastic equivalent. Some of these might

## SPECIAL FEATURE

involve moderate changes to the machinery, but there are others that can be achieved by effecting a variety of biodegradable coating on our Multani as well as Kora range of papers. For example, previously, we were not concentrating on the paper bag segment, but seeing the increased demand of environmentally friendly packing bags, we started catering to this segment with high tensile strength Maati and Multani paper. The end use for this in 25 to 28 BF is in Pinch bottom and Square bottom grocery bags. Besides these, the two-color and four-color printing on our golden Kraft has given us excellent results.

"Plastic-coated visiting cards became a rage just a few years ago. Frankly, they contain more plastic than paper and can be used only once. Kraft paper should be used for eco-friendly business cards. Kraft envelopes and stationery for replacing plastic folders are the other environment-friendly products. The low lignin in kraft paper makes it more hard-wearing and durable than any other material. Incidentally, Kraft is the German word for force and strength. We are also in the process of developing a few more new products.

"As far as the affordability of these products for Indian consumers is concerned, let me tell you about an interesting article I read last year. It read, can you afford to be green, when you are not rich? It was fascinating how the author explained that the onus of changing to the earth friendly practices is

very conveniently dropped in the lap of the consumer. However, this 'plastic pandemic', if I may call it so, was started by some prominent departmental stores all over the world. So why can't the same world corporations and governments shoulder the 'going green' responsibility along with the consumers? People would make eco-conscious choices, if good and affordable eco-conscious choices are given to them – something that our company has always tried to do.

"Ruchira Papers is a modern paper farm in the heart of Himachal. Since our launch in 1981, we have endeavored to be one of the greenest paper makers in the industry. We take great pride in making a range of quality agro-enriched papers for writing, high volume print and packaging. We are actively involved in integrating earth-friendly practices at every stage of our production cycle. Our materials come from the earth. Locally-sourced agriculture waste – sugarcane bagasse, wheat straw and wild grass – create the fiber for our paper. Our plant has modern power and water conserving facilities that keep the consumption of natural resources to a minimum.

"To sum up, the good news is that the paper industry is quite capable of fighting the plastic menace. It can protect the environment and save the earth with a little help from the government, big corporations and the public's change of habits." **PM**