



## Sustainability is a driver-in-chief for entire processes, products, services

By Nishit Behera



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All activities at RSB group are encompassed in our sustainable green policy, viz Pollution Prevention & Environment Protection in every process, product or service of our activity while giving a continual touch of improvement. While every activity is viewed by the green approach, due regard to compliance to legal and other requirements are in-built by default in our system, which is digitally monitored without human intervention.

Our product sustainability considers technological advancement and innovation addressed by our subsidiary, I-Design Engineering Solutions, where our dedicated team keeps a tab on the global scenario and infuses new technologies whenever/ wherever warranted, after validation.

To conserve natural resources, we use 3R technique; Reduce, Reuse and Recycle for every material go in our process and monitor life cycle journey from generation/ acquisition of materials from natural resources until the stage of final disposal. Sustainability focuses on Cradle-to-Cradle mapping in line with the scientific principle – Matter is neither created nor destroyed and evolves continually.

We are certified to global standards by UL DQS, Germany, for ISO 14001 for

Environment Management System and ISO 45001 for Occupational Health & Safety where every product, service or activity passes through stringent Aspect/Impact scientific analysis for the environment and hazard identification & risk analysis for occupational health & safety. Besides the implementation of TQM practices, an effective confluence of both the standards with internal and external audits at planned intervals from certifying bodies and OEMs dove-tailed with continual improvement, have strengthened our sustainability.

Our sustainability model has been extended to vendors who have, as a part of contractual obligation, implement and maintain effective environment protection practices besides the use of TQM tools. We train, guide and audit their practices at their facility by our audit team.

Our sustainability practices are also extended to personnel working under the control of organisation, which include workers, staff casuals and interested parties, who are trained and monitored at frequent intervals.

Since entire sustainability practices are well documented digitally and made available online, personnel can access any time by push of the button.

Having achieved a global mandate in Deming and TPM awards for business excellence and productive maintenance, our entire sustainable activity is housed in Deming PDA Cycle with Continual Improvement encircling.

Prime ingredient of entire supply-chain, manufacturing, product, service and other support functions is built on an unshakable pillar of sustainability, view by green approach, with adequate controls and cushioning to take on cyclical fluctuations, down-turn, lock-down, etc at any point of time; accordingly, our entire gamut of Sustainability Management System is implemented with revisions at need-based intervals in the context of changing scenario keeping in view the applicable legal and statutory requirements. Professional auditors – internal and external – review the entire system continually to ensure sustainability as the whole stream continues to be updated, and flow is smooth.

Our entire Sustainability System, monitored at corporate level for 11 locations pan India, takes the following journey, in every sphere of activity:

1. Select a Product, Service or Activity
2. Reasoning
3. Set Goal Posts & Targets
4. Document Action Plan
5. Gather & Analyse Data
6. Fact & Gap Analysis
7. Develop Solutions
8. Test Solutions in a live environment
9. Ensure Goals meet with the requirement
10. Implement Solutions
11. Monitor Continually Solutions through audits
12. Ensure Continual Improvement – through Kaizen, QC Story, etc.

To achieve this, in every sphere of activity, we have four-layer digital documentations in sustainability, viz apex manual, procedure manual, operation control procedures & formats with the due address to chances of deviation and mitigation plans and finally documenting implementation digitally.

Two-third of the area of every plant pan India is mandatorily devoted to greening with lush green lawns at the entry, dotted

by trees and assorted plants – a green ambience to make the work a pleasure by nature.

Our sustainability model includes offering OEMs proactively improvements in their product by our in-house design/ development team, bringing accelerated customer satisfaction and building a bond of planet-satellite.


In effect, our products, to mention a few amongst many, propeller shafts, axles, gears, fifth-wheel coupling, gears, etc., have passed through time-tested sustainability, the effective practices of which brought us accolades from customers and carved a niche in the market. “Once our Customer Is Always our Customer”.

Our portfolio of customers, amongst others, include global giants, Tata Motors, Tata Hitachi, Ashok Leyland, Mahindra & Mahindra, John Deere, Fiat, Ford, Allison Transmissions, American Axle, Eaton, Magna, GKN, Daimler, Renault Nissan, Kamaz, Caterpillar, Terex, JCB, Kobelco., Komatsu and GE, Volkswagen, PSA Peugeot Citroen, etc.

### Sustainability - a guiding star

Sustainability is a driver-in-chief for our entire process, product or service, whether new launch or on-going, as we believe the business of business is perpetual succession. Accordingly, every product we develop, we ensure that sustainability is built-in by default in all our models of TQM, TPM, Environment and Occupational Health/Safety. Sustainability process is well defined with check points, and every activity has to mandatorily visit/pass from the same and validated with realistic data for decision-making.

IoT and e-factory with Industry 4.0 going in a big way with the digital age, especially in the aftermath of pandemic, data integrity and security form a heart of remote monitoring, control, and decision-making.

Our vibrant IT team has foreseen this long before the advent of digital administration and have built in-house multi-layered security in our state-of-the-art IT systems, which doesn't give an iota of a chance to external invasion or data mining. Our data warehousing is well concretised without ingress whatsoever, and the base is highly secured, which are used with assorted permutation and combination in decision-making tools of sustainability. 

*NB: Nishit Behera is the Executive Director of RSB Transmissions (I) Ltd. Views expressed are personal.*

