



AGRO FORESTRY



TECHNOLOGY



RURAL EMPLOYMENT

Paper Industry

Myth
versus
Realities

About IPMA

As a national industry body, Indian Paper Manufacturers Association (IPMA) represents the resurgent and organised face of the Paper Industry in India. IPMA is the apex and national body which represents the interests and development of the Paper Industry in the country. IPMA membership comprises large integrated pulp & paper mills from the private and public sector with a product mix of all varieties of paper (writing, printing, packaging, paperboard, speciality and newsprint) located in all regions of the country using conventional fibre such as wood & bamboo and also unconventional raw materials like recycled fibre/recovered paper, agro residue, viz. bagasse and wheat straw.

The Paper Industry in India is primarily rural based with close linkages with farming community. Over the years it has evolved into an agro-based industry. However myths continue to slur the image of the Paper Industry in India.

Here is an attempt to set the record straight...

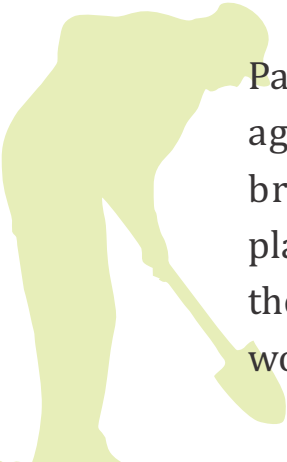


Myth

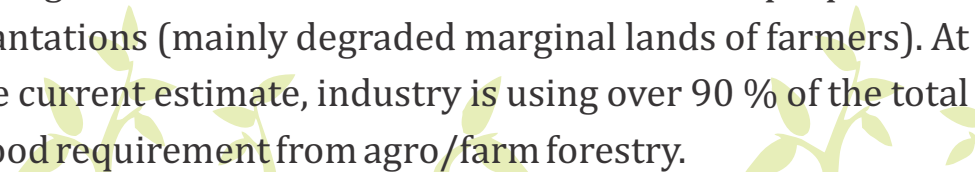
Paper Industry is
denuding forests



Reality



Paper Industry in India is agro and rural based. Industry led agro/farm forestry in collaboration with farmers has brought over 1.2 million hectares under pulp wood plantations (mainly degraded marginal lands of farmers). At the current estimate, industry is using over 90 % of the total wood requirement from agro/farm forestry.



The background of the slide is a close-up photograph of numerous stacked logs, showing the circular cross-sections of the wood. The logs are arranged in a dense, overlapping pattern, with varying shades of brown and tan. The lighting is soft, highlighting the natural grain and texture of the wood.

Myth

Paper Industry cuts wood and
disturbs ecological balance

Reality

For one, Paper Industry is wood positive, that is, the industry grows more trees through its agro/farm forestry initiative than it harvests. Paper is made from cultivated trees (trees-outside-forests) planted specially for this purpose. Trees cultivated for paper production emit tonnes of oxygen before they are harvested, thus helping the environment.



Myth

Paper is a sunset industry in India

Reality

The background of the slide features a light green and white color scheme. It is decorated with several green gears of different sizes, some of which are integrated into the silhouettes of trees. The trees have brown trunks and green foliage. The overall aesthetic is clean and modern.

Paper is a growing industry with large headroom for growth. Overall paper consumption is projected to grow to 24 million tonnes in 2024-25 from around 21 million tonnes currently. The per capita consumption in India is low and is poised to increase with rise in lifestyle. Every one kg incremental per capita consumption results in additional demand of more than one million tonne a year.



Myth

Paper Industry is technologically outdated

Reality

Large integrated mills have set new benchmarks with state-of-the-art pulp and paper machines. An investment of more than USD 5 billion has been made by the industry during the last 5-7 years in capacity enhancement, technology upgradation and various acquisitions. The industry has potential and capabilities to service the growing demand and create huge employment avenues.



Myth

Paper is not a priority sector in
manufacturing

Reality

Paper is a key manufacturing industry in India with large investments already made and lined up. Paper Industry plays an important role in meeting the three national objectives, i.e. Education, Literacy, and Employment Generation – that too in the rural areas and hence it is better placed to drive Government's initiatives including Make in India.



Myth

Paper is an unsustainable industry

Reality

Sources for paper mills being wood, recovered paper and agro based, they can be easily regenerated. The industry recycles the waste paper that is generated. The industry also recycles agricultural waste which otherwise would have been burnt in the fields. Paper is biodegradable, renewable, recyclable and sustainable.

Myth

Paper Industry is putting undue strain
on water and energy resources

Reality

Paper Industry has significantly improved upon its environmental performance. Integrated paper mills in India generate 40-60% of the power they use by utilising the black liquor from the pulping process. Earlier, paper mills used to consume 200 cubic metre of water to produce a tonne of paper. Now, the integrated mills have reduced that to 50 cubic metre with efforts on for 40 cubic metre.



Myth

Paper Industry is lobbying for access
to forests



Reality

Paper Industry is asking for private sector's participation in plantation on non-forest government land and a fraction of large-scale degraded forest land and not green forests. Growing pulpwood trees on degraded land will lead to a fillip in rural employment and add to the green cover of India.



Myth

If given access to degraded forest land, Paper Industry will forgo agro/farm forestry

Reality

The practice of farm forestry and plantations on degraded forest land are not antithetical. Farm forestry is not keeping pace with the growth envisaged for the industry. Considering future demand of paper of 24 million tonnes by 2024-25, an additional 6 million tonnes of wood would be required. Wood prices in India are amongst the highest in the world affecting competitiveness of the Indian industry.



Myth

Paper Industry is not scientific
research savvy

Reality

Paper mills today are on the cutting edge of scientific research. Mills have set up state-of-the-art R&D centres to develop high-yielding, drought-tolerant and disease resistant eucalyptus varieties. Several million clonal or seed routed saplings are produced in these nurseries and made available to farmers at subsidised rates for plantation on their marginal lands.




Myth

Paper Industry resists change and
is not opening out to the world



Reality



Joining hands with Confederation of Indian Industry (CII), Paper Industry under IPMA has successfully carried forward an umbrella programme named “Making Indian Paper Sector World Class” since 2007. Many integrated mills today compete with the best internationally.

IPMA Members



Andhra Paper Limited
THE FUTURE OF PAPER
(Formerly known as International Paper APPLD Limited)



CENTURY
PULP & PAPER



emami*



Enduring Value



JK PAPER LTD.



Kuantum
The Paper Makers



NAINI

ORIENT
PAPER



Packaging with a Soul



PUDUMJEE



Seshasayee
Paper



STAR PAPER
STAR BRAND



West Coast Paper Mills Ltd



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