Title of the Project

Transforming an Industrial Campus into a Thriving Ecosystem through Science-Based Biodiversity Management— The Asian Paints Green Journey (2016–2026)

Confederation of Indian Industry








We will begin with a 2-minute video narrating our decade-long transformation and sustainability journey.

https://drive.google.com/file/d/1WWQzJQHIcEkje79NTmK91w9PCklCntjU/view?usp=drivesdk













REASON BEHIND INITIATING THE PROJECT
UNIQUENESS OF THE PROJECT
BIODIVERSITY JOURNEY
TANGIBLE BENEFITS
INTANGIBLE BENEFITS
REPLICATION POTENTIAL
CHALLENGES FACED
NATIONAL & INTERNATIONAL BENCHMARKS
TOP 10 BEST PRACTICES
MAJOR LEARNINGS

REASON BEHIND INITIATING THE PROJECT

asianpaints

Trigger / Major Thrust / Reason behind Initiating the Project

Voice of the Employees

"We wanted nature around us, not just a factory."
During the 2016 vision-setting exercise, employees shared a common aspiration: to create a greener and more nature-connected workplace where people could enjoy, experience and engage with nature every day.

Leadership Listened

"An aspiration became a commitment."
Recognizing the collective voice of employees, plant leadership institutionalized **"Green"** as one of the core Vision Pillars, committing to build a workplace where business growth and nature could thrive together.

Reality Check Through Science

"Before improving, we measured."
To understand the site's ecological status, a scientific biodiversity assessment by **CII-IBBI** was undertaken in 2017. The findings revealed significant gaps and highlighted the need for a structured, long-term restoration strategy.

From Findings to Action

""Gaps became opportunities."
The assessment recommendations were converted into a comprehensive Nature capital Action Plan (NCAP), focusing on native species enrichment, habitat creation, invasive species management and ecosystem restoration.

A Decade of Transformation

"From Green Vision to Biodiversity Excellence."
What began as an employee aspiration evolved into a 10-year science-driven biodiversity journey, transforming the plant into a thriving habitat supporting rich biodiversity while enhancing employee wellbeing & environmental performance.

This journey started with a simple employee aspiration for a greener workplace, was embraced by leadership as a vision, validated through science, and transformed into a decade-long biodiversity success story

CII Confederation of Indian Industry

GreenCo

UNIQUENESS OF THE PROJECT

Uniqueness of the Project

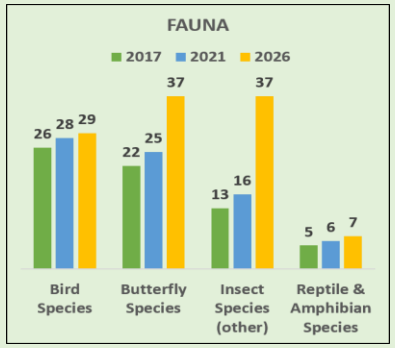
Science-led, index-benchmarked

Every intervention was guided by the CII-IBBI Biodiversity Index and a formal NCAP, not ad-hoc greening. The site is one of only two industrial locations in India (with M & M Igatpuri) to reach an index of 72/100, independently re-assessed across two cycles.



Different themed gardens in just 30 acres

— A rare mosaic of Miyawaki forests, Farm pond, butterfly, oxygen park, herbal garden, neem garden, urban-forest, bamboo, palm, fruit, and vegetable gardens. This habitat heterogeneity, not mere lawn or avenue trees, is what enabled fauna to nearly double



Fauna as the true scorecard

Most industrial 'green' claims count only trees. Here the proof is wildlife that arrived unaided: butterflies 22→37, insects 13→37, and an aquatic pond now supporting fish, frogs and dragonflies. Animals cannot be planted; their return proves a functioning food web..



Indigenous species & frugal techniques

Miyawaki forests used local red soil + vermicompost + natural water-absorbent with NGO Siruthuzhi; butterfly mud-puddling used cow-dung, clay and pebbles; soil retention used construction waste instead of costly civil walls — world-class outcomes without heavy capital.



A living classroom

A structured outreach programme brings college students into the plant for guided biodiversity tours, explaining how each habitat was scientifically designed and sustained. A dedicated Biodiversity Excellence Centre houses working demo models on groundwater recharge, rainwater harvesting and habitat creation

Confederation of Indian Industry

BIODIVERSITY JOURNEY

BIO-DIVERSITY JOURNEY

2016 – Vision set

2017 – Baseline assessment 52/100

2018-2019



BUTTERFLY GARDEN



SRIVANAM - 1



SRIVANAM 2.0



FRUIT GARDEN



HERBAL GARDEN



AROMATIC GARDEN



ECO GARDEN

Confederation of Indian Industry

BIO-DIVERSITY JOURNEY

2020 –Re- assessment by CII-IBBI 72/100

2020-22

2022-26



VEGETABLE GARDEN



OXYGEN PARK



VERTICAL GARDEN



URBAN FOREST



BAMBOO MEETING AREA



KURUNGADU

Confederation of Indian Industry

BIO-DIVERSITY JOURNEY

Transformation journey of Srikulam – An Aquatic Pond







Transformation journey of Srivanam – Miyawaki forest







Transformation journey of Butterfly Garden





Confederation of Indian Industry

asianpaints

BIO-DIVERSITY JOURNEY

2016



2026



Confederation of Indian Industry

asianpaints

PARTNERS OF BIO-DIVERSITY JOURNEY – " All are captured in our factory "


































Confederation of Indian Industry

TANGIBLE BENEFITS

TANGIBLE BENEFITS

WASTE CIRCULARITY





STP

Horticulture waste	+	Food waste	+	STP Sludge

COMPOSTING YARD = Manure









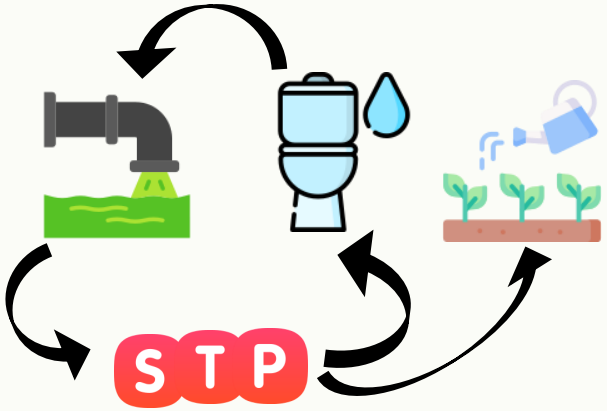
3.7 tons of compost produced annually, replacing purchased manure and saving approx. **₹25,900 each year.**

Confederation of Indian Industry

asianpaints

TANGIBLE BENEFITS

WATER CIRCULARITY



Fresh water consumption for Gardening is

Zero

Approx 14500 KL/yr is the recycled water which will circularly utilized in **Gardening and Toilet flushings**

Potential Saving = 29 Lakhs/year

CARBON CIRCULARITY

The site's biodiversity assets function as a natural carbon bank, storing

1,746 tCO_2e

Equivalent to offsetting the annual carbon footprint of nearly

875 people.

Annual Carbon Sequestration

105 tCO_2e/year

is equivalent to offset

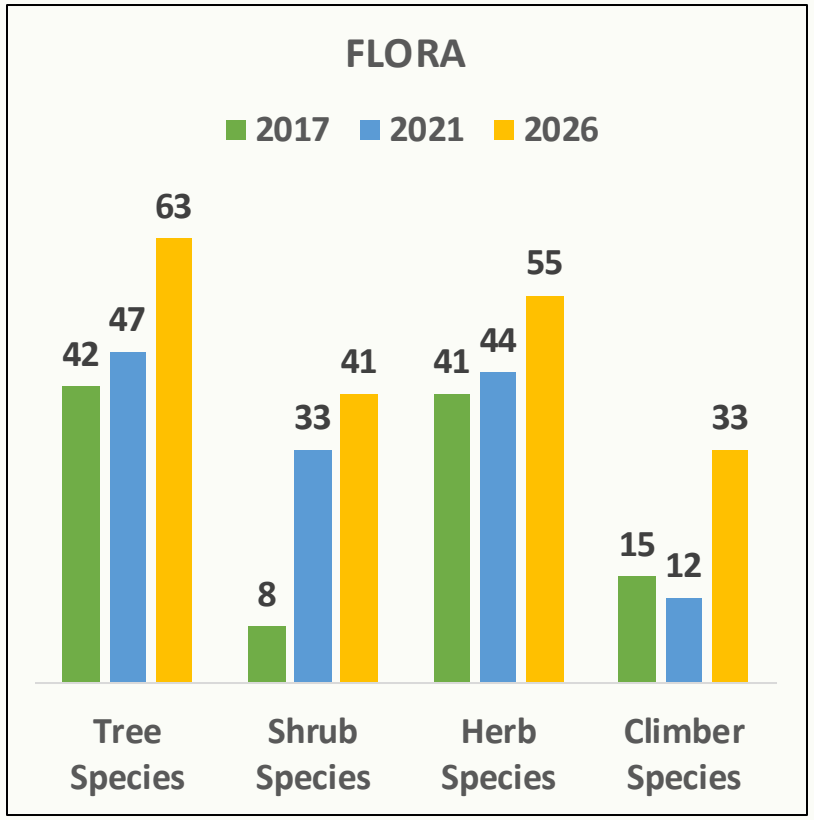
- Emissions from **39,000 litres of diesel**
- Annual carbon footprint of **~52 average Indians**
- Emissions from approx. **1.5 Lakh units of electricity**
- Around **200 Chennai-Delhi return flights**

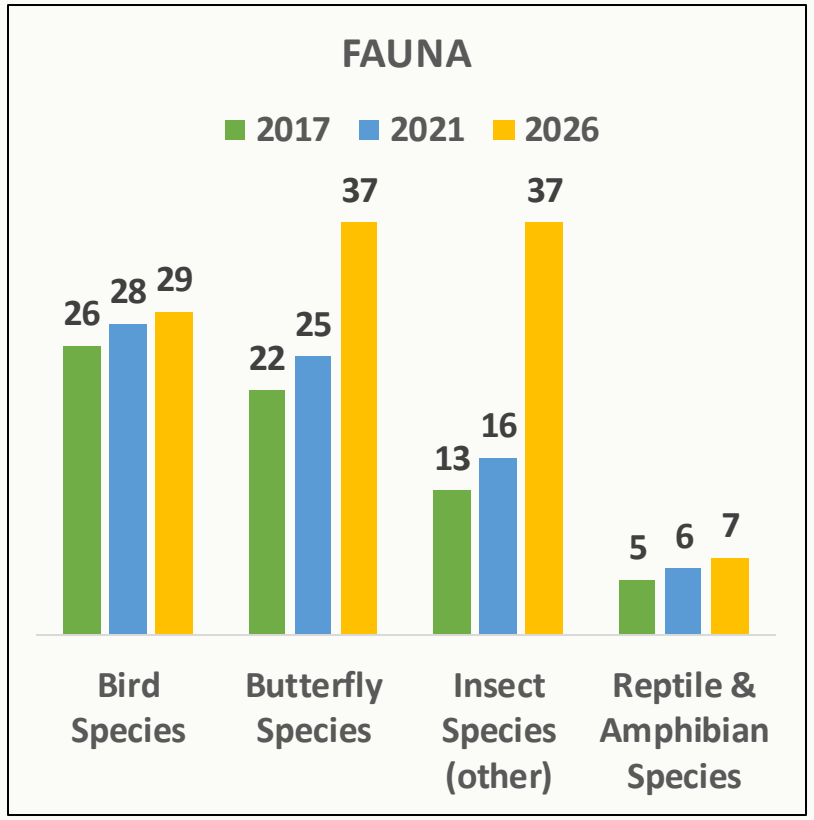
Confederation of Indian Industry

GreenCo

INTANGIBLE BENEFITS

INTANGIBLE BENEFITS





Biodiversity is the ultimate measure of habitat success. Unlike tangible savings, biodiversity gains cannot be measured solely in monetary terms. The increase in plant and wildlife diversity demonstrates the successful restoration of ecological balance and long-term ecosystem resilience.

Confederation of Indian Industry

INTANGIBLE BENEFITS

Ecosystem Service Matrix Analysis - 2017

Ecosystem Services	Ecosystem											
	Greenbelt Area			Road side plantation			Water harvesting pond & Drainage system			Ground water		
	Dep	Imp	Mang	Dep	Imp	Mang	Dep	Imp	Mang	Dep	Imp	Mang
Air Quality	HD	MI	PM	HD	MI	PM						
Biological Control												
Carbon Storage & Sequestration	HD	MI	PM	HD	MI	PM						
Dust Control	HD	MI	PM	HD	MI	PM						
Energy and Raw Materials												
Food & Fodder												
Flood control	HD	MI	PM				HD	NI	FM			
Habitat and Nursery												
Noise Control	HD	MI	PM	HD	MI	PM						
Pollination	ND	NI	NM	ND	NI	NM						
Soil Formation	ND	NI	NM	ND	NI	NM						
Soil Retention	HD	NI	PM	HD	NI	PM						
Water Recharge												
Water Regulation							HD	NI	FM	HD	HI	FM
Water Supply							HD	NI	FM	HD	HI	FM

Dependencies Category	
High Dependency	HD
Medium Dependency	MD
Low Dependency	LD
No Dependency	ND

Impacts Category	
High Impact	HI
Medium Impact	MI
Low Impact	LI
No Impact	NI

Management level	
Not Managed	NM
Partially Managed	PM
Fully Managed	FM
Alternative identified and implemented	AM

Ecosystem Service Matrix Analysis - 2021

Ecosystem Services	Ecosystem											
	Greenbelt Area			Road side plantation			Water harvesting pond & Drainage system			Ground water		
	Dep	Imp	Mang	Dep	Imp	Mang	Dep	Imp	Mang	Dep	Imp	Mang
Air Quality	HD	MI	FM	HD	MI	FM						
Biological Control												
Carbon Storage & Sequestration	HD	MI	FM	HD	MI	FM						
Dust Control	HD	MI	FM	HD	MI	FM						
Flood control	HD	MI	FM				HD	NI	FM			
Habitat and Nursery												
Noise Control	HD	MI	FM	HD	MI	FM						
Pollination	ND	NI	FM	ND	NI	FM						
Soil Formation	ND	NI	FM	ND	NI	FM						
Soil Retention	HD	NI	FM	HD	NI	FM						
Water Recharge							HD	NI	FM			
Water Regulation							HD	NI	FM	HD	HI	FM
Water Supply							HD	NI	FM	HD	HI	FM

Dependencies Category	
High Dependency	HD
Medium Dependency	MD
Low Dependency	LD
No Dependency	ND

Impacts Category	
High Impact	HI
Medium Impact	MI
Low Impact	LI
No Impact	NI

Management level	
Not Managed	NM
Partially Managed	PM
Fully Managed	FM
Alternative identified and implemented	AM

The project achieved a notable increase in management maturity, transforming multiple ecosystem services from partially managed to fully managed status and establishing a robust framework for long-term biodiversity resilience

Confederation of Indian Industry

REPLICATION POTENTIAL

Replication Potential Within the Sector

IBBI
INDIA BUSINESS & BIODIVERSITY INITIATIVE







Universal framework

CII-IBBI 25-indicator Index + NCAP — a standard, auditable tool any plant can baseline against. Results comparable across sectors

Low-capital & indigenous

Miyawaki on 10,000 sq.ft using red soil + compost + kayarpathu; mud-puddling from cow-dung, clay & pebbles; soil retention from construction waste

Circular linkages

Compost from horticulture/STP sludge; 100% recycled water for gardening; pallet reuse — water programmes plants already run

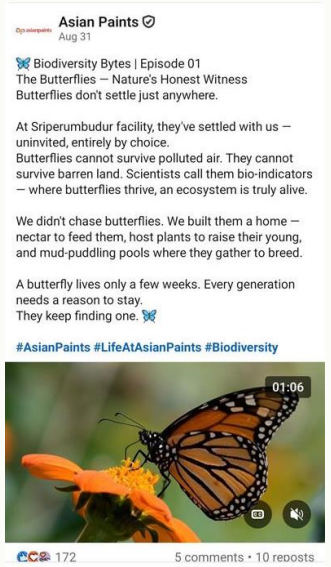
Space-efficient

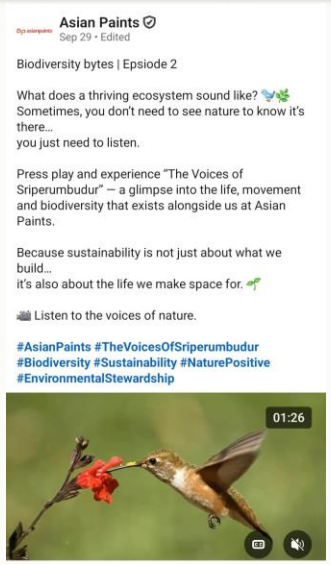
Multiple habitats and a 72/100 index inside just 30 acres — proves biodiversity excellence needs no large land bank.

Confederation of Indian Industry

Replication Potential Within the Sector - *KNOWLEDGE-SHARING PLATFORMS*

AWARENESS IN AP'S LINKEDIN PAGE





Biodiversity Bytes is our ongoing awareness series lin our Asian Paints Official LinkedIn handle. Starting with Butterflies and Birds, each episode highlights species, habitats, and ecosystem services found within our site.

FORUMS & COMPETITIONS







Forums & seminars — Participated in various competitions and won awards over the decades

ON-SITE DEMO

THE LIVING CLASSROOM - the plant converts its ecology into ecological literacy. A structured **outreach programme** brings **college students on-site**; the **Biodiversity Excellence Centre** demonstrates groundwater recharge, rainwater harvesting and habitat creation through hands-on models — extending impact far beyond the boundary wall and closing the two indicators **(Educational Services, Outreach Events**) that scored lowest in the 2017 baseline.







Confederation of Indian Industry

CHALLENGES FACED

asianpaints

Challenges Faced & How They Were Countered

TECHNICAL

Dominance of Invasive species



1. *Phased manual removal*
2. *Native replacement*

Monoculture



1. *Miyawaki at 2×2 ft spacing*
2. *Multi-layer tree-shrub-herb plantation*

ADMINISTRATIVE

Traditional gardening practice



1. *5S in gardening,*
2. *Zone-wise allocation,*
3. *Performance-linked contracts*

Governance



1. *Dedicated ₹25–30 lakh/yr*
2. *Dedicated Biodiversity Policy was created*
3. *Part of Plant level KPI & Initiatives - monthly leadership review*

MAINTENANCE

High irrigation demand for new habitats



1. *Xeriscape,*
2. *100% recycled water;*
3. *Sprinklers in dense forest*

Sapling mortality & replacement cost



1. *In-house nursery*

Horticulture waste & Top soil loss



1. *Horticulture waste into compost manure*
2. *soil retention using construction waste*

NATIONAL & INTERNATIONAL BENCHMARKS

Achieving National & International Benchmarks

PEER BENCHMARK — CII-IBBI BIODIVERSITY INDEX		
Organisation	**Sector**	**Index**
Mahindra & Mahindra, Igatpuri	Automobile	72
Asian Paints, Sriperumbudur	Paints	72

Source: CII-IBBI industry benchmarking (2021 assessment data).

Man	Dedicated team, Trained horticulture team; 5S zone ownership
Material	Native species-first; bio-fertilizer & bio-pesticide only; indigenous growth media
Method	Miyawaki dense plantation; multi-layer habitat design; invasive-removal cycle
Technology	Xeriscape irrigation; STP recycle; vermicompost;
Measurement	CII-IBBI 25-indicator Index; Shannon diversity & evenness; Bio-diversity assessments

STANDARDS & FRAMEWORKS COMPLIED WITH / EXCEEDED

- **CII-IBBI** — Biodiversity Index — 25 indicators
- **ISO 14001:2015** — Biodiversity integrated into EMS
- **UN SDG 13 & 15** — Climate action · Life on land
- **CPCB Greenbelt** — 33% green cover · 1,600 trees/ha

Confederation of Indian Industry

TOP 10
BEST PRACTICES

asianpaints

Top Ten Best Practices Driving Decade long Performance

1

Science-based baselining

CII-IBBI Index + NCAP before any intervention — measure first, then act

2

Miyawaki dense forests

Native species at 2×2 ft using red soil, compost and kayarpathu

3

Habitat heterogeneity

Multiple distinct micro-habitats instead of a single uniform greenbelt

4

Fauna as the KPI

Butterflies, birds and insects tracked as bio-indicators of success

5

Native-first, invasive-out

Systematic removal with competitive native replacement

6

Pollinator engineering

Nectar + host plant pairing with mud-puddling pools

7

Aquatic life

Srikulam — rainwater pond creating aquatic habitat

8

Circular resource loop

Vermicompost + 100% recycled irrigation + pallet reuse

9

Biodiversity Governance

Taken as Plant level KPI & initiative + Bio-diversity Policy

10

Living classroom

Biodiversity Excellence Centre + structured student outreach

CII
Confederation of Indian Industry

Greenco

MAJOR LEARNINGS




asianpaints




What a Decade Taught Us

1 Measure before you plant

An honest baseline turned aspiration into strategy. The 52/100 score was uncomfortable — and indispensable.

2 Employee Aspiration + Leadership commitment

An employee aspiration and leadership commitment can make this journey successful and still sustaining.

3 Animals cannot be planted

Fauna is the only unbiased scorecard. Wildlife arriving unaided is the proof that the ecosystem works.

4 Frugal can be world-class

In-House Nursery, cow-dung puddling and construction-waste soil retention delivered a 72/100 index without heavy capital.

5 Governance creates permanence

Policy, champions and system in place to ensured the programme outlived individuals and transfers.

6 Link biodiversity to water & waste

Compost and recycled water made ecology self-financing and operationally embedded.

"Today, wildlife thrives unaided within a working paint factory — proving industry and nature can flourish together."





CII
Confederation of Indian Industry
Greenco






THANK YOU