

## **2. Sustainable Canning: Momentous for the Tinsplate Company of India Ltd. (TCIL)**

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### **The Key Message:**

Sustainable development in India encompasses a variety of development schemes in social, clean-tech (clean energy, clean water and sustainable agriculture) and human resources segments, having caught the attention of both Central and State governments and also public and private sectors.

In fact, India is expected to begin the greening of its national income accounting, making depletion in natural resources wealth a key component in its measurement of gross domestic product (GDP). The term sustainability is broadly used to indicate programs, initiatives and actions aimed at the preservation of a particular resource. However, it actually refers to four distinct areas: human, social, economic and environmental – known as the four pillars of sustainability.

### **Breakthrough of the Company:**

Tata Tinsplate, listed as The Tinsplate Company of India Limited (TCIL), is a subsidiary of Tata Steel. Founded in 1920, TCIL is India's oldest and current largest tinsplate manufacturer. TCIL has a 70% market share in India and exports a fourth of its products outside India.

On January 20, 1920, the Burmah Oil and The Tata Iron & Steel Company (TISCO) jointly incorporated The Tinsplate Company of India Limited (TCIL) to cater the demand that arose during the First World War.

By November 1921, structural steel for the plant and machinery were imported from USA and UK and, the plant was set up at Golmuri, near

the Tata Steel works, Jamshedpur. By December 18, 1922, first Hot Dip Plant started rolling out finished tinplate. In April 1928, the Victoria brand kerosene oil of the Burmah Oil, was packed in cans made from the tin sheets produced at TCIL.

With the outbreak of World War 2, TCIL diversified into the manufacturing of un-tinned black plates used in Jettison tanks for the Royal Air Force. Also, TCIL took over processing of steel from sheet mills of Tata Steel to augment production.

TCIL entered into an agreement with Wean United Canada, for switching to Electrolytic Tinning Process. In 1973, ETL-1 was commissioned with a capacity of 90,000 tons per annum, capable of producing tinplate and tin free steel. In 1996, TCIL setup its first Cold Rolling Mill Complex (CRM-1) with a capacity of 110,000 tons per annum, as part of backward integration to produce TMBP coils as raw material for the tinning line there by removing the dependence on imports. In 2005, TCIL commissioned a printing and lacquering line, as a part of forward integration, thereby reducing supply chain inefficiencies.

In 2007, TCIL doubled the capacity by commissioning of the second Tinning Line (ETL-2), enhancing the mill capacity from 179,000 MT to 379,000 MT. In 2008, TCIL set up its second Cold Rolling Mill (CRM-2) facility to meet the requirements of TMBP coils to feed the second tinning line ETL-2. Addition of new assets increased the company's turnover by lifting the production and sales to 360,000 tons in 2018–19. In 2012, Tata Steel increased its shareholding in TCIL to 73.44% which currently stands at 74.96%. Through volumes, TCIL holds 70% market share in India and exports 25% of the production to South-East Asia, Europe, and the Middle East. In August 2021, announced its expansion plans, an additional capacity of 3,00,000 tons per annum.

TCIL manufactures Tinplate as cut sheets & coils, Electrolytic Tinplate, Tin Free Steel (TFS)/Electrolytic Chromium Coated Steel (ECCS) and other value-added/downstream products. TCIL caters diverse segments, including but not restricted to Edible Oils, Paints & Pesticides, Processed Foods, Battery & Aerosols, and manufacturers of bottle crowns. In 2018, TCIL introduced 'PAXEL', India's first branded tin can for edible oil packaging.

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The Tinplate Company of India Limited (TCIL) is a pioneer and leading tinplate producer in India. With a strong parentage from Tata Steel, TCIL was able to provide unrivalled quality and on-time delivery.

This enabled TCIL to maintain our leadership position in the tinplate market. 47% Domestic tinplate market share 18% Growth in sales over FY 2020-21 3,79,000 MTPA Production capacity in FY 2021-22 3,00,000 MTPA Capacity addition planned Becoming bigger and better We have a state-of-the-art 3,79,000 MTPA manufacturing facility at Jamshedpur, Jharkhand and we have achieved ~100% capacity utilisation. With growing demand for tinplate driven by rising urbanisation and penetration of organised retails, we have planned to expand our capacity by additional 3,00,000 MTPA at our existing location in the next few years.

The vision of the company is to be an industry leader in value creation, servicing packaging needs and creating a greener future. Mission Service customer requirements of green packaging by offering reliable, cost-effective and value-added tin mill products.

The tinplate industry in India was primarily dominated by the Tinplate Company of India Ltd. (TCIL) in the early years after India gained independence in 1947.

The company, which was established in Kolkata in 1920, was the first to produce tinplate in India and played a crucial role in developing the Indian metal packaging industry.

TCIL began as a collaboration between the Indian Iron and Steel Company (IISCO) and the British tinplate manufacturers "Lyle, Mackay and Company" and "The Tin Plate Company, London". The company started producing its first tinplate in 1923 and quickly established itself as a leading tinplate manufacturer in the country. In the following years, TCIL expanded its operations and set up additional facilities in Jamshedpur and Pune to meet the growing demand for tinplate products. The company's products were widely used in the food and beverage industry, including packaging for fruits, vegetables, and other perishable goods, as well as for paints, chemicals, and pharmaceutical products.

*Towards Sustainable Growth in India: Connecting the Missing Dots*

In the 1960s and 70s, TCIL faced mounting competition from other players in the tinplate industry, including Indian Steel and Wire Products (ISWP) and Bengal Steel.

Additionally, the Indian government's policy of promoting small-scale industries led to the proliferation of smaller tinplate manufacturers across the country.

In the face of this competition, TCIL invested heavily in modernizing its production facilities and expanding its product range. The company also established a research and development centre to improve the quality of its products and develop new alloys and coatings to meet changing customer needs.

In the 1990s, TCIL signed a technology licensing agreement with US-based tinplate manufacturer, JW Aluminium Co., to produce high-quality tinplate for the Indian market. This collaboration helped TCIL improve its production processes and introduce new products and services, enabling it to compete effectively in the Indian tinplate market.

Today, TCIL remains the leading producer of tinplate in India and continues to innovate and evolve to meet the changing needs of its customers. The company's products are used in a wide range of applications, including food and beverage packaging, pharmaceuticals, and industrial products, and TCIL is recognized as a pioneer in the Indian metal packaging industry.

Tinplate Company of India Ltd. (TCIL) is one of the leading tinplate manufacturers in India. The company's sustainability approach is based on its commitment to the environment, social responsibility, and economic growth.

**Environmental Responsibility:** TCIL believes in minimizing the environmental footprints of its operations. The company has implemented various initiatives to conserve natural resources, reduce energy consumption, and promote green practices. It has a zero-waste philosophy, which means that it strives to reduce the amount of waste generated and reuse or recycle it whenever possible.

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TCIL has also installed a rainwater harvesting system to conserve water and an effluent treatment plant to treat waste water before it's discharged. The company has a dedicated team to monitor and reduce its carbon footprint by optimizing energy and resource usage.

**Social Responsibility:** TCIL is committed to promoting human rights, fostering diversity and inclusive behaviour, and supporting the local communities where it operates. The company provides employment opportunities to the local population and emphasizes on their personal and professional development.

TCIL has set up various programs to support local education, healthcare, and infrastructure development. It also collaborates with the government and other stakeholders to address social issues such as poverty, inequality, and discrimination.

**Economic Growth:** TCIL strives to create value for all its stakeholders, including customers, shareholders, and employees. The company aims to achieve sustainable economic growth by focusing on innovation, excellence, and customer satisfaction.

TCIL invests in research and development to develop new products, improve processes and increase efficiency. It has also implemented a robust quality management system to ensure that its products meet the highest standards.

In conclusion, TCIL's sustainability approach is based on its commitment to environmental responsibility, social responsibility, and economic growth. The company's initiatives reflect its determination to build a sustainable future for itself and its stakeholders in a socially responsible way.

### **Human Sustainability in TCIL:**

Human sustainability aims to maintain and improve the human capital in society. Investments in the health and education systems, access to services, nutrition, knowledge and skills are all programs under the umbrella of human sustainability.

Natural resources and spaces available are limited and there is a need to balance continual growth with improvements to health and achieving economic wellbeing for everyone.

In the context of business, an organisation will view itself as a member of society and promote business values that respect human capital. Human sustainability focuses on the importance of anyone directly or indirectly involved in the making of products, or provision of services or broader stakeholders e.g., the human capital of the organisation.

Communities around the globe may be positively or negatively affected by business activities, or impacted through methods used to source raw materials. Human sustainability encompasses the development of skills and human capacity to support the functions and sustainability of the organisation and to promote the wellbeing of communities and society.

Tinplate Company of India Ltd. (TCIL) is committed to promoting human sustainability through various initiatives that focus on employee well-being, health, safety, and professional growth.

The company has a strong belief that sustainable development can only be achieved through the creation of a healthy, positive and safe work environment that values diversity and encourages personal and professional growth.

**Here Are Some of The Initiatives Taken by TCIL For Human Sustainability:**

- A. Employee Well-Being Programs:** TCIL regularly conducts employee well-being programs that aim to improve the physical, mental, and emotional health of its employees. The company provides access to on-site clinics, gyms, and sports facilities to promote a healthy lifestyle.
- B. Workplace Safety:** TCIL ensures that its employees work in a safe and hazard-free environment. The company has implemented strict safety policies, procedures and training programs to minimize accidents at the workplace.
- C. Professional Development:** TCIL believes in the growth and development of its employees. The company provides training

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programs, job rotation opportunities and career development initiatives to its employees, thus fostering a culture of continuous learning and development.

- D. Diversity and Inclusion:** TCIL values diversity and aims to create an inclusive and respectful work environment. The company has implemented policies and programs that promote equality, diversity and inclusivity.
- E. CSR Initiatives:** TCIL actively contributes to the social development of the community. The company has undertaken various CSR projects aimed at improving the health, education, and social welfare of society.

These initiatives and policies have helped TCIL create a positive work culture that promotes employee well-being, professional growth and personal development. By investing in human sustainability, TCIL has not only gained a competitive advantage but also ensured the sustainable development of its stakeholders.

### **Social Sustainability in TCIL:**

Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company's relationships and engagement with its stakeholders is critical.

Directly or indirectly, companies' affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively.

Businesses' social license to operate depends greatly on their social sustainability efforts. In addition, a lack of social development, including poverty, inequality and weak rule of law, can hamper business operations and growth.

At the same time, actions to achieve social sustainability may unlock new markets, help retain and attract business partners, or be the source for innovation for new product or service lines. Internal morale and employee engagement may rise, while productivity, risk management and company-community conflict improve.

Tinplate Company of India Ltd. is one of the leading manufacturers of tinplate, which is used in the packaging of food and beverages, paints, chemicals, and other products.

As a responsible corporate citizen, the company is committed to social sustainability, which involves improving the quality of life of its stakeholders, including employees, customers, suppliers, and the community at large.

**The Following Are Some of the Social Sustainability Initiatives Undertaken by Tinplate Company of India Ltd.:**

- A. Employee Development:** The Company offers various training and development programs to its employees to enhance their skills and knowledge. It also provides opportunities for career growth and advancement.
- B. Health And Safety:** Tinplate Company of India Ltd. is committed to providing a safe and healthy working environment for its employees. It regularly conducts health and safety audits and provides necessary training to prevent accidents and injuries.
- C. Community Development:** The Company has undertaken various CSR initiatives to improve the living conditions of the communities in which it operates. It has undertaken projects such as building schools, providing clean drinking water, and developing infrastructure.
- D. Environmental Protection:** Tinplate Company of India Ltd. is committed to minimizing its environmental impact. It has implemented various eco-friendly practices such as waste reduction, energy conservation, and water recycling.

In conclusion, Tinplate Company of India Ltd. is committed to social sustainability and has undertaken various initiatives to improve the quality of life of its stakeholders.

By prioritizing social sustainability, the company is creating a positive impact on society and contributing to the sustainable development of the country.



## **Economic Sustainability in TCIL:**

Economic growth is concerned solely with generating sales and profits. Economic sustainability refers to practices designed to create the long-term economic development of a company or nation while also managing the environmental, social, and cultural aspects of its activities. It is about balancing economic growth and generating profit with the impact on the environment and people.

Economic sustainability is important for a business because it cannot achieve long term growth if it exhausts natural or human resources. Business today can no longer harm the environment or their communities to deliver ongoing economic growth, because to continue to do so creates conditions that destabilize the context in which the business operates.

Businesses are increasingly embracing the health of the environment and people as part of their money-making strategies. In addition to the benefit to the long-term future of the planet, economic sustainability delivers many advantages to business. For example, it helps them assess their operations to monitor things like energy waste, which leads to savings. And by enacting better social practices, companies avoid turnover and have a more productive staff. Being an economically sustainable business can help win contracts from clients and governments, and can increase customer loyalty.

Tinsplate Company of India Ltd. (TCIL) is one of the leading manufacturers of tinsplate in India. The company has a strong focus on economic sustainability, which is evident from its various strategies and initiatives.

**Cost Optimization:** TCIL focuses on cost optimization through various measures such as process optimization, raw material efficiency, inventory management, and logistics. These measures help the company to reduce its operating costs and improve profitability.

**Innovation:** TCIL has a strong focus on innovation to drive economic sustainability. The company constantly invests in research and development to develop new products and optimize its manufacturing processes.

**Sustainability Reporting:** TCIL publishes an annual sustainability report that includes its economic, social, and environmental performance. The report provides stakeholders with a transparent view of the company's financial performance and sustainability strategies.

**Stakeholder Engagement:** TCIL engages with its stakeholders, including customers, suppliers, employees, and communities to understand their needs and expectations. The company uses these insights to develop sustainable business models that meet the needs of its stakeholders, while also driving economic growth.

**Corporate Governance:** TCIL has strong corporate governance practices that ensure transparency, accountability, and ethical behaviour. These practices help the company to build trust with its stakeholders, which is critical for economic sustainability.

Overall, TCIL's focus on economic sustainability is aligned with its business strategy and helps the company to achieve long-term financial viability, while also contributing to the sustainable growth of the Indian economy.

### **Environmental sustainability in TCIL:**

The Tinsplate Company of India Ltd. (TCIL) is a leading producer of tinsplate and tin-free steel products in India. As a manufacturing company, TCIL has a significant impact on the environment. Therefore, implementing environmental sustainability practices is crucial for the company to reduce its environmental footprint and improve its overall sustainability performance.

### **Here are Some Potential Environmental Sustainability Practices that TCIL can Consider Implementing:**

**A. Energy Efficiency and Renewable Energy:** TCIL can invest in energy-efficient technologies and equipment to reduce energy consumption and associated emissions. Additionally, the company can explore renewable energy options, such as solar or wind power, to generate clean energy and reduce its reliance on fossil fuels.

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- B. Waste Management:** TCIL can implement a comprehensive waste management system to minimize waste generation, segregate and recycle waste, and dispose of hazardous waste safely.
- C. Water Conservation:** The production process at TCIL requires significant amounts of water. The company can implement water-saving technologies, such as rainwater harvesting and water recycling, to reduce its water consumption and minimize its impact on local water resources.
- D. Product Design:** TCIL can focus on product design that incorporates sustainable materials, reduces waste generation, and promotes recycling and reuse.
- E. Stakeholder Engagement:** TCIL can engage with its stakeholders, including employees, customers, and local communities, to raise awareness of environmental issues and promote sustainable practices.

By implementing these practices, TCIL can improve its environmental performance, reduce its environmental impact, and contribute to a more sustainable future.

### **Concluding Note:**

Sustainability reporting is becoming increasingly important for companies, as stakeholders, including investors, customers, and employees, are becoming more interested in the sustainability performance of the companies they engage with. By reporting their sustainability performance, companies can demonstrate their commitment to sustainability, build trust with stakeholders, and improve their overall sustainability performance. Companies typically report their sustainability performance through sustainability reports, which provide information on the company's environmental, social, and governance (ESG) performance. By the month of January 2023, the ESG ranking of the Tinsplate Company of India Limited is 54% compared with 32,122 Companies.