

Birla Century - SMM Calendar

#	TOPIC	STATUS	TYPE	GRAPHIC LINK	GRAPHIC COPY	CAPTION COPY (LI + IG)
SEPTEMBER						
1	Sustainability - 1: 100% fully equipped by 2025 to meet the global demand of sustainable fibre use by Reduce , Reuse and Recycle(RRR).	Posted	Single	LINK	<p>COPY OPTION 1 Reduce + Reuse + Recycle = Happier Earth</p> <p>Birla Century aims to be 100% equipped to meet global demand for sustainable fibre use by 2025.</p> <p>COPY OPTION 2 Reduce... what you use. Reuse... what you have. Recycle... what you can.</p> <p>Make a difference.</p> <p>Birla Century aims to be 100% equipped to meet global demand for sustainable fibre use by 2025.</p> <p>COPY OPTION 3 Birla Century aims to be 100% equipped to meet global demand for sustainable fibre use by 2025 using...</p> <p>RE - DUCE - USE - CYCLE</p>	<p>"Sustainability is no longer about doing less harm. It is about doing more good." – Jochen Zeitz</p> <p>Our policies for ecoconsciousness and sustainability are driven towards lowering the emission levels by promoting and adopting the 3 R's —</p> <ul style="list-style-type: none"> ♻️ Reducing water & energy usage, GHG emission and waste ♻️ Reusing available resources ♻️ Recycling wastewater <p>And we are doing this without compromising the environmental and socio-economic standards. To do this, we are:</p> <ul style="list-style-type: none"> — practicing the 3 R's for all types of operations, facilities, and even generated waste. — focusing on reducing the consumables and putting attention on green procurement. — having complete transparency and accountability for the product life cycle. <p>Birla Century is one of the leading companies in the world to adapt and supply sustainable fibre.</p> <p>#sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #textiles #birlagroup #birlacentury</p>
2	Sustainability - 2: No to Single Use Plastic		Single	LINK	<p>COPY OPTION 1 Do something drastic. Cut the plastic.</p> <p>Say no to single-use plastic.</p> <p>Birla Century promotes the use of recycled products and reusable bags.</p> <p>COPY OPTION 2 Be a part of the solution. Not the pollution.</p> <p>Say no to single-use plastic.</p> <p>Birla Century promotes the use of recycled products and reusable bags.</p>	<p>Plastic bags are death bags... choking the planet and us.</p> <p>Cheap. Durable. Easy. Convenient. And also... (in the long run)</p> <ul style="list-style-type: none"> ✗ Unsustainable (for the environment). ✗ Expensive (for the earth). ✗ Deadly (for humans & life). <p>Did you know — Every single-use plastic item made to date still exists today. And the more plastic is made, the more waste continues to build up.</p> <p>We are submerged in plastic.</p> <ul style="list-style-type: none"> ⚠️ Birds and animals are choking and dying from plastic. ⚠️ There is more plastic than fishes in the ocean! ⚠️ Even we humans have plastic inside our bodies. <p>The alarm has been ringing. Here's how you can help:</p> <ul style="list-style-type: none"> ♻️ Rethink: your products and choices. Become conscious ♻️ Reduce: the number of single-use plastic items you're buying. ♻️ Refuse: single-use plastic items. Seek alternatives. ♻️ Repurpose: the existing plastic at your home. Upcycle. ♻️ Reuse: plastic bags and plastic products. Clean it and use it. ♻️ Recycle: plastics correctly and consciously. ♻️ Remove: the plastic trash from your surroundings. <p>.</p> <p>The Government of India has already announced a ban on single-use plastic, including polystyrene and expanded polystyrene commodities, from 1-July-2022.</p> <p>Birla Century promotes the use of recycled products and reusable bags.</p> <p>#sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #textiles #birlagroup #birlacentury</p>

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3	Sustainability - 3: Microfibre reduction through spinning, weaving & process, reduction in generation of waste and increase in waste diversion to landfill."		Single	LINK	<p>To minimize the environmental impact, Birla Century has reduced microfiber pollution by:</p> <ol style="list-style-type: none"> 1. Refining fabric manufacturing & design processes 2. Reducing waste generated during the whole process 3. Increasing waste diversion to landfill <p>#StopTheMicrofiber</p>	<p>Clothes are shedding plastic! 🧺</p> <p>Microfibers are tiny plastic pieces (less than 5 mm in length) entwined in the clothes. And textiles are the biggest source of microfiber pollution — accounting for a whopping 35% of global microplastic pollution.</p> <p>Here's everything you need to know:</p> <p>[1] Microfibres are found in synthetic "wrinkle-free" clothing, made from polyester, nylon, acrylic, etc.</p> <p>[2] These release microplastics when washed — every time — and are drained into the wastewater directly.</p> <p>[3] Due to the micro size of these fibres, these microfibres pass filtration processes and are dumped into the seas and oceans.</p> <p>[4] Worse, these microfibres absorb chemicals in the water (including carcinogenic dyes, chemical additives, antimicrobial agents, etc.)</p> <p>[5] This, when ingested by sea animals, impact their growth, cause imbalance, and damage the entire marine ecosystem.</p> <p>🛑 THE SOLUTION?</p> <p>The textile manufacturing and apparel industry need to take action. NOW. — By adapting and modifying their manufacturing processes.</p> <p>To minimize the environmental impact, Birla Century endeavours to reduce microfiber pollution by:</p> <ul style="list-style-type: none"> 🌱 Refining fabric manufacturing & design processes 🌱 Reducing waste generated during the whole process 🌱 Increasing waste diversion to landfill <p>Additionally, here's what to do:</p> <ul style="list-style-type: none"> — Wash your clothes less often and only when required. — Use water at a lower temperature when washing (≤ 30 C). — Liquid detergent is better than powder, as it is gentler on the cloth. — Switch to eco-friendly textiles like cotton and bamboo. <p>Let's work together to #StopTheMicrofiber.</p> <p>#sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #textiles #birlagroup #birlacentury</p>
4	Organic Bedding: "Choosing of organic bedding is a way to incorporate a greater environmental awareness into your everyday life while also improving your own quality of sleep.		Single		<p>Organic & Sustainable Bedding WHAT?</p> <ul style="list-style-type: none"> - Grown without harsh chemicals - Uses less water - Maintains soil fertility - Preserves biodiversity - Doesn't use genetically-modified seeds 	<p>Know Your Fiber! — Understand the sustainable fibers used in organic & sustainable bedding by Birla Century.</p> <p>🌱 Sustainable Fiber, also called Eco Fibers or Eco-friendly fibers, are:</p> <ul style="list-style-type: none"> • Grown naturally • Free from chemicals & pesticides • Millable & moldable • Environment friendly • Safe for health <p>🌱 Eco Fibers or Sustainable fibers are available as organic fibers, recycled fibers, and other types. They are usually made from:</p> <ul style="list-style-type: none"> • Organic Cotton • Bamboo • Hemp & Flax <p>🌱 They are being adopted by the textile manufacturing industry for various applications like:</p> <ul style="list-style-type: none"> • Textiles • Industrial • Household • Furnishing, among others. <p>Birla Century's "Organic & Sustainable Bedding" is made using organically sourced, GOTS-certified fabrics.</p> <p>#sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #organicbedding #organiclifestyle #textiles #birlagroup #birlacentury</p>

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5	Organic Bedding: Grown without using harmful pesticides Maintain soil fertility Reduce negative impacts on rivers and fresh water sources Does not use genetically modified (GM) seeds The impact of water pollution of is 98% less compared to the conventional cotton production, Preserves biodiversity Provides healthy working environment to the workers.		Single	LINK	Organic & Sustainable Bedding WHY? - Safer & Non-toxic - Better for the planet - More durable - Greater comfort - Breathable & Light	An average person spends almost 1/3rd of their lives in bed (maybe even more!) — so, why not make that space a safe, healthy, and non-toxic zone? Ditch the harmful dyes and synthetic fibres infused with chemicals & pesticides. . Introducing Organic, Sustainable Bedding 🌱 These home linen are not just cool and more comfortable. But... — They are safe for you, your family, and the planet alike. — They are grown using organic farming techniques and are GOTS-certified. — The fabrics employ fair trade practices of sourcing, manufacturing, processing, and designing. . "Buy less. Choose well. Make it last." — Vivienne Westwood #sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #organicbedding #organiclifestyle #textiles #birlagroup #birlacentury
6	Organic Bedding: Headings: Healthier Bed Happier Planet Greater Comfort Natural Durability Higher Quality TC Range – 600 TC, 700TC & 800TC Satin GOTS Certified Made In Green		Single		Organic & Sustainable Bedding Healthier Bed, Happier Planet! Improve your quality of sleep and health while being sustainable. Choose organic bedding by Birla Century. Available in TC Range: 600 TC, 700TC & 800TC Satin GOTS Certified ; Made In Green [include logo]	"A healthy home is a happy home..." The fabric used for manufacturing the bed linen is GOTS-certified and with a Made-in-Green logo. Make your home healthier, happier, and toxic-free by choosing organic & sustainable bedding by Birla Century 🌱 #sustainability #sustainablefashion #sustainableclothing #sustainablebusiness #organicbedding #organiclifestyle #textiles #birlagroup #birlacentury