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TOWARDS A GREENER FUTURE

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Plastic pollution is among the most severe environmental challenges of our time. What began as a revolutionary material in the 20th century; valued for its durability, low cost, and versatility has now become a global threat to ecosystems, marine lives, public health, and even economies across the globe. An estimated 400 million metric tons of plastic waste was generated in 2024. In a business-as-usual scenario, in which no further policy measures are implemented, plastic waste generation is forecast to surpassing 615 million metric tons by 2040. India features among the biggest plastic polluter in the world, releasing 9.3 million tonnes of plastic waste annually. Unfortunately, less than 10% of total plastic materials produced are recycled, leaving the majority to pollute landfills, oceans, and ecosystems.

The theme for World Environment Day 2025 is “Ending Global Plastic Pollution,” highlighting the urgent need to combat one of the most pressing environmental issues of our time. This year's focus urges individuals, industries, and governments to rethink their relationship with plastic; from production and consumption to disposal. We must be mindful of the environmental damage caused by single-use plastics, which often end up in oceans, rivers, and landfills, threatening wildlife, contaminating food chains, and polluting our ecosystems. Reducing plastic use, embracing sustainable alternatives, and supporting responsible waste management are essential steps toward a cleaner, greener planet. As a responsible corporate citizen, Sahara Industry is deeply committed to minimizing the use of single-use plastics in our product packaging. We are actively transitioning towards sustainable, eco-friendly materials that reduce our environmental footprint and promote a circular economy. Our production units are continuously being upgraded to adopt green manufacturing practices, focusing on energy efficiency, waste reduction, and responsible resource management.

We also engage our stakeholders, suppliers, and customers to create awareness about plastic pollution and drive collective action. Through workshops, campaigns, and partnerships, we promote responsible consumption and waste reduction across our value chain. At Sahara Industry, sustainability is not just a goal; it's a core value guiding every step we take toward a cleaner, greener future. By embracing innovation, eco-friendly packaging, and sustainable operations, we aim to minimize our environmental footprint and inspire industry-wide transformation for a better tomorrow. As a responsible corporate citizen, Sahara Industry is deeply committed to minimizing the use of single-use plastics in our product packaging. We are actively transitioning towards sustainable, eco-friendly materials that reduce our environmental footprint and promote a circular economy. Our production units are continuously being upgraded to adopt green manufacturing practices, focusing on energy efficiency, waste reduction, and responsible resource management.

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