

RESPONSIBLE RETAIL DESTINATIONS

Although every retail company is taking some steps towards becoming an environmentally responsible, some have infused it into their DNA. Here's a list....

DLF MALL OF INDIA, DELHI

Spread across the retail space of 2 million (sq.ft. GLA), the DLF Mall of India is one of the largest malls in the country. It is divided into five zones spread over seven floors and houses 330 brands including fashion brands for men, women and kids and food and casual dining.

Aware of its impact on the environment and the neighbourhood that it operates in, DLF has incorporated sustainability right from its design. "Sustainability is at the centre of all the business decisions that we make, this is because we understand the implications that new projects can have on the environment and hence make sure we comply to all the necessary guidelines as laid out by the government of India," said a spokesperson. As a proactive initiative, DLF Mall of India has obtained a LEEDS certification that shows its intent towards creating a sustainable organisation.

RESPONSIBLE MEASURES

Some of the sustainability initiatives taken by DLF Mall of India are:

Gold Certification by Indian Green Building Council (IGBC) for leadership in energy and environmental design (LEED)

The MEP and Fire engineering team peer reviewed by international consultants has been put in place to maintain the best international standards

The mall complies with Ashrae 90.1, a benchmark for commercial building energy codes in the United States and a key basis for codes and standards around

the world for more than 35 years. It was one of the highly efficient green buildings of the time

- Energy efficient air conditioning system with 20% less energy consumption.
- Solar Power plant of 40 KW for using solar energy.
- Solar water heater of 4000Ltrs, saving electrical energy.
- Ventilation fans coupled with CO sensor in car parking.
- Over deck insulation with solar reflective Index finish
- Pumps and fans coupled with variable speed drives for saving energy
- Sequencing batch reactor for waste water treatment with latest technology.

IMPACT

Given the business environment that we are in, sustainability has to be an on-going process to have a tangible and measurable impact. Sustainability is an essential ingredient for a company's long term success and it definitely has a positive impact of the overall business and brand image. The positive impact can be attributed to high brand loyalty among customers and committed employees that also results in positive financial results. 

VIVIANA MALL, THANE

Viviana Mall, a part of Sheth Corp, has emerged as a shopping destination to reckon with. With an area encompassing one mn sq.ft, the mall boasts of a unique tenant mix – Cinepolis, a megaplex with 14 screens, 19 large anchor tenants. In all, it houses 250 leading brands in its prime retail and leisure space. The mall is India's first and only visually impaired friendly mall and has also launched "XRCVC-Viviana Extension" a resource centre for visually impaired.

RESPONSIBLE MEASURES

- A special plant has been installed at the mall, where the food waste generated in the mall is converted into manure, which is then given away free of cost to customers. A special manure stock unit is located near the information desk of the mall.
- In another initiative for saving water and energy

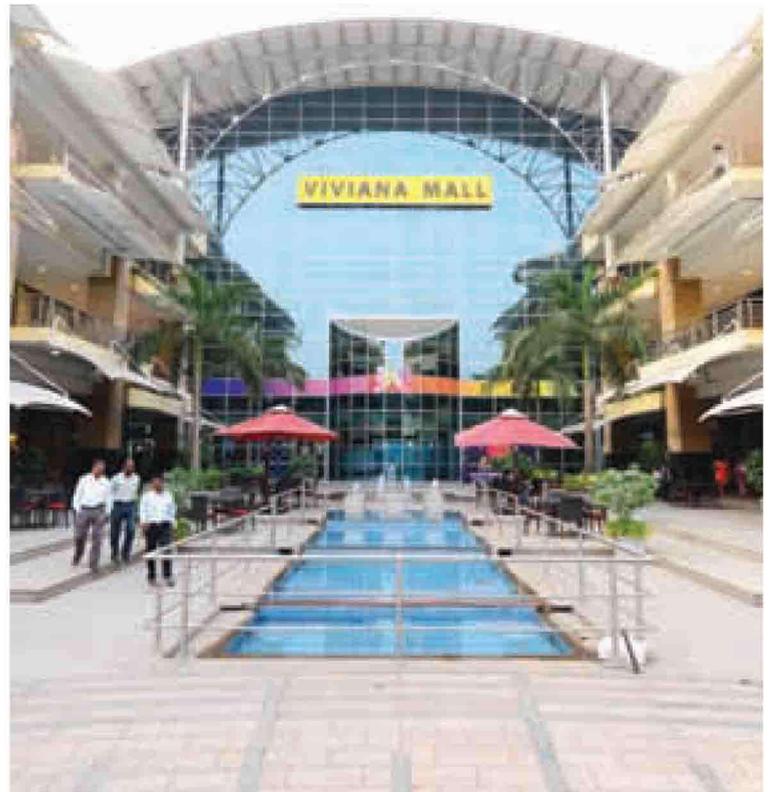


► Organic Waste Converter Plant at Viviana Mall



“When customers queue up to take manure free of cost we know that the message is slowly passing. When people appreciate and talk about the STP plant, we know that the message is spreading. When kids ask their parents in which bin should we throw the tissue paper, we know that the message is reaching to an audience who can take the legacy ahead.”

— SUNIL SHROFF, CEO, VIVIANA MALL.



the mall has a rain harvesting plant installed for treatment of rain water. Treated water is extensively used in toilets.

- A sewage treatment plant (STP) treats water that is used in toilets.
- Special water control valves are mounted in all taps across in the mall to control flow of water.
- Regular cleaning of oil and grease chamber to avoid fouling, which helps in improving water quantity.
- There are waste segregation bins outside toilets that help in eco-friendly waste disposal.
- CFL bulbs and LEDs are used across the mall for energy efficiency.
- Regular servicing of transformers, monitors and electrical equipment to reduce energy wastage.

IMPACT

For Viviana, sustainability is a mechanism to spread the message of preserving and conserving natural resources. It has had a significant impact in its brand image as a responsible retail destination. “When customers queue to take manure free of cost we know that the message is slowly passing. When people appreci-

ate and talk about the STP plant, we know that the message is spreading. When kids ask their parents in which bin should we throw the tissue paper, we know that the message is reaching to an audience who can take the legacy ahead,” said Sunil Shroff, CEO, Viviana Mall. He added that though unintended, the initiatives have also helped Viviana in saving its energy and water bills. 

OBEROI MALL, GOREGAON, MUMBAI

Oberoi Mall has been open for business since 2008 and is considered a preferred shopping destination for shoppers in the western suburbs of Mumbai. It is the first mall in India and the 3rd in the world to receive the LEED Green Building GOLD certification by United States Green Building Council (USGBC) in the Existing Building Category.

RESPONSIBLE MEASURES

- Retrofitting of plumbing fixtures with aerators.
- A sewage treatment plant that meets the complete landscaping water needs.
- A structured approach to map the energy performance of the mall year-on-year through software tools. This also helps map the current levels of CO₂ emissions with respect to energy consumption.
- Lux-level sensors for lighting, occupancy sensors to control lighting and group control for elevators.
- Retro-commissioning that involved evaluating the current performance of the building systems and identifying measures to enhance energy efficiency. These include:
 - i. Chiller sequence control
 - ii. Replacement of belts and filters
 - iii. Water balancing
 - iv. Modification of operation logic of chiller
 - v. Adjusting chilled water set-point
- A System Description and Building Operation Plan is in place to be followed by the mall opera-



tors. Regular O&M documents like the checklist, operational plan etc are aligned with international standards.

- The mall staff uses Green Seal Housekeeping chemicals and sustainable cleaning equipment that have minimal impact on human health
- A procedure to track waste collection and disposal.
- Key policies in place such as a Sustainable Purchasing Policy, which provides guidelines for purchase of eco-friendly materials with recycled content, low mercury lamps, local materials from within 500 miles, FSC certified materials etc. In addition a solid waste management policy which provides guidelines for disposal of waste.

IMPACT

Retro-fitting of plumbing fixtures with aerators enabled a 30-40% water use reduction. 