

# Cost Effective Measures At JK Paper Ltd- Unit: Central Pulp Mills

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## ABSTRACT

### **GLOBAL COMPETITIVENESS OF INDIAN PAPER INDUSTRY**

*Market of today is buyer's market, so in today's world of globalization and market driven supply and demand scenario, reduction in manufacturing cost has become primary tool for survival. Prices of raw material and finished product are dictated by market and hence it has become mandatory for every mill to rethink its manufacturing strategy and cost. India has achieved rapid industrial and economic growth in the last 4-5 years. The growth momentum is likely to continue and there will be much faster growth if substantial infrastructural development takes place in our country.*

As regards global competitiveness of Indian Paper Industry, growth in demand of Paper and Board can be met by capacity expansion. However, to achieve global competitiveness, we need to scale up our manufacturing capacities to meet global standards, invest in technological advancement, ensure continuous product innovation, make quality upgradation a way of life and make ourselves committed to customers by offering them the best value for their money.

With the development of Technology and Global competition, Paper and Board Mills are under pressure to improve bottom-line and are constantly striving for manufacturing better quality of product at lower cost.

We, at JK Paper Unit CPM, have taken various steps in cost reduction and are continuously focusing on cost effective methods to stay vibrant in the turbulent Indian paper industry. Presently we would like to present 5 case studies (1) Replacing alum with PAC (2) Reduction in Water consumption (3) Reduction in OBA consumption at wet end (4) Reduction in coating chemicals consumption and (5) Size press logic change.