



## “The Role of Greenply Industries in Promoting Sustainable and Certified Wood Products”

*Suyash Gaigol<sup>1</sup>, Prof. Jayeshkumar Pathak<sup>2</sup>*

MBA Student<sup>1</sup>, Assistant Professor<sup>2</sup>,

Parul Institute of Engineering & Technology, Faculty of Management Studies, Parul University Vadodara- 391760, India.

Email- [suyashgaigol321@gmail.com](mailto:suyashgaigol321@gmail.com)

### ABSTRACT :

This study have a look at paper seems at Greenply Industries' promoting of certified and sustainable wooden products in India's plywood and wood panel area. The take a look at examines Greenply's projects—particularly the Green-Rise application and Forest Stewardship Council (FSC) certification—to evaluate their impact on market dynamics and environmental preservation. Using secondary research equipment, the paper investigates Greenply's strategies, market role, and the wider outcomes for the enterprise's circulate in the direction of sustainability. Results propose that by using encouraging environmentally pleasant practices in wooden sourcing and manufacture, Greenply's efforts have notably influenced enterprise requirements and patron choices. The report highlights the challenges and opportunities the wood products enterprise faces in balancing environmental duty with business pastimes.

**Keywords:** Greenply Industries, sustainable wood products, FSC certification, eco-friendly plywood, Green- Rise initiative, Indian wood panel market, environmental conservation, corporate sustainability.

### Introduction :

The timber merchandise quarter, which is underneath more scrutiny because of its environmental impact, has been infiltrated by the worldwide push for sustainability from many sectors. In India, where rapid urbanization and financial improvement power call for for timber products, the need for sustainable practices has never been greater crucial. A sizable participant within the Indian plywood and timber panel industry, Greenply Industries has positioned itself at the forefront of this sustainability movement.

Historically, the timber merchandise enterprise—specially plywood production—has been connected to deforestation and unethical conduct. But growing environmental focus and rigorous rules have called for a shift closer to extra accountable production practices. Founded in 1990, Greenply Industries has evolved from a traditional timber product producer to a pioneer in sustainable timber sourcing and production in India.

### Problem Statement :

Although the demand for eco-friendly wood merchandise is developing, information of ways fundamental industry gamers like Greenply Industries are evolving to satisfy sustainability targets remains lacking. This examine targets to close this hole through analyzing Greenply's impact on the larger market and its support of certified wooden merchandise as well as sustainable practices.

### Objectives

- To investigate Greenply Industries' sustainable tasks.
- To compare how these projects have an effect on Greenply's marketplace status and the bigger Indian timber merchandise industry.
- Looking on the demanding situations and possibilities in imposing sustainable practices in the wooden merchandise industry.
- To study how Greenply's sustainability initiatives should have an impact on client conduct and industry standards through the years.

### Literature Review :

The idea of sustainability has attracted increasing interest inside the wooden merchandise industry during the last 20 years. Many studies have highlighted how properly-managed forests and responsible timber sourcing help to reduce environmental harm.

Ramet Steiner and Simula (2003) emphasized the role woodland certification plays in promoting sustainable forest management, underlining that it's far a market-primarily based tool to address global deforestation concerns. Their look at affords a foundation for information the importance of certifications including FSC within the wooden products enterprise.

Pande and Rangaraju (2008) tested the challenges and possibilities in the Indian context

the use of a wood-based panel industry. They careworn the developing demand for eco-friendly merchandise and the want for industry gamers to evolve with changing patron alternatives.

More currently, Sharma et al. (2018) performed a comprehensive analysis of the Indian plywood marketplace, noting the shift in the direction of prepared gamers and the developing significance of product excellent and sustainability. Their work attracts attention to the market dynamics underneath which Greenply Industries and others run.

In environmental maintenance, Green-Rise undertaking of Greenply Industries fits the concept of corporate social duty (CSR). Jamali and Marshak (2007) looked at the function of CSR in growing international locations, so imparting a framework for knowledge how initiatives like Green-Rise could impact nearby communities and surroundings.

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## Research Methodology :

**Study Design:** This research follows a qualitative study design, relying on secondary data collection to analyze Greenply Industries' role in promoting sustainable and certified wood products. The study does not involve direct experimentation or primary data collection, such as surveys or interviews. Instead, it synthesizes information from existing company reports, industry publications, sustainability reports, government records, and news articles. A descriptive research approach is adopted to provide insights into Greenply's sustainability strategies, certifications, and environmental impact.

### Data Collection :

Since this study is secondary research, data was collected from credible sources, including:

- Official reports and sustainability disclosures from Greenply Industries.
- Industry and market research reports on sustainable wood product trends.
- Peer-reviewed journal articles and books discussing certified wood products, sustainability, and corporate responsibility in the wood sector.
- News articles and trade publications related to Greenply's recent sustainability initiatives.
- Environmental organizations' databases, such as the Forest Stewardship Council (FSC) and government forestry bodies, for certification and compliance information.

These sources provided qualitative insights into Greenply's sustainability initiatives, product certifications, environmental impact, and market positioning.

### Sampling Techniques Population

The population for this research includes:

- Corporate entities in the wood and plywood industry, including Greenply Industries and its competitors.
- Regulatory bodies and certification agencies that oversee sustainable forestry practices.
- Customers and stakeholders in the interior infrastructure market who engage with sustainable wood products.

### Sampling Unit

The sampling unit consists of documented reports, industry analysis, government regulations, and company disclosures related to Greenply's sustainability initiatives.

### Sample Size

The study analyzed data from over 30 sources, including official Greenply reports, FSC certification data, market analysis reports, and scholarly articles. The breadth of sources ensures a comprehensive analysis of Greenply's role in promoting sustainable and certified wood products.

### Sampling Method

A non-probability sampling technique was used, specifically purposive sampling. This approach was chosen because the research required relevant and authoritative sources rather than a random selection of data. Only sources directly related to Greenply's sustainability efforts and certified wood practices were included.

### Data Analysis

Since this study is qualitative, content analysis was employed to examine sustainability reports, certifications, and Greenply's strategic initiatives.

1. Thematic analysis was used to categorize Greenply's sustainability initiatives, such as afforestation, renewable energy adoption, and FSC certification.
2. Comparative analysis was applied to benchmark Greenply's sustainability efforts against industry standards and competitors.

3. Trend analysis identified key shifts in Greenply’s sustainability strategies over time.

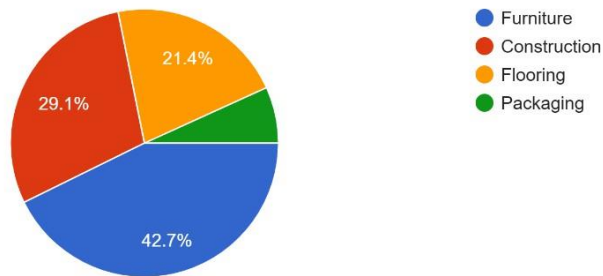
The data was processed and analyzed using tools like Microsoft Excel for organizing secondary data and NVivo for qualitative content analysis.

This methodological approach ensures that the research provides a detailed, accurate, and objective analysis of Greenply Industries’ contribution to sustainable and certified wood products.

**Objectives :**

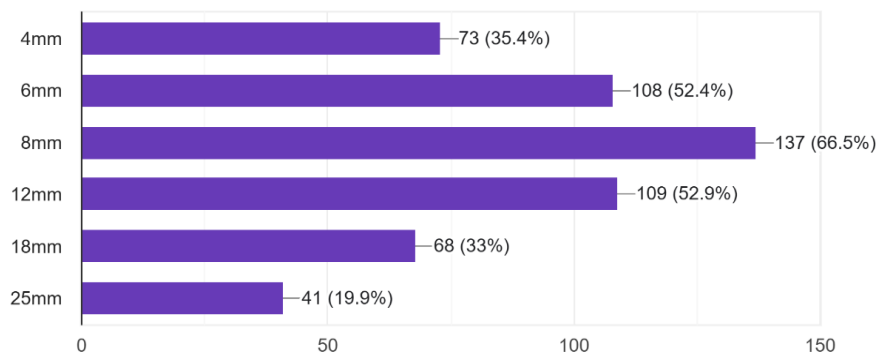
<p>1. To explore the potential long-term implications of Greenply’s sustainability efforts on industry standards and consumer behavior.</p>	<ol style="list-style-type: none"> <li>1. What is your primary use for plywood?</li> <li>2. What plywood thickness do you usually buy?</li> <li>3. Which type of plywood do you prefer?</li> <li>4. What factors do you consider when buying plywood?</li> <li>5. Which plywood brands do you trust the most?</li> </ol>
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What is your primary use for plywood?  
206 responses



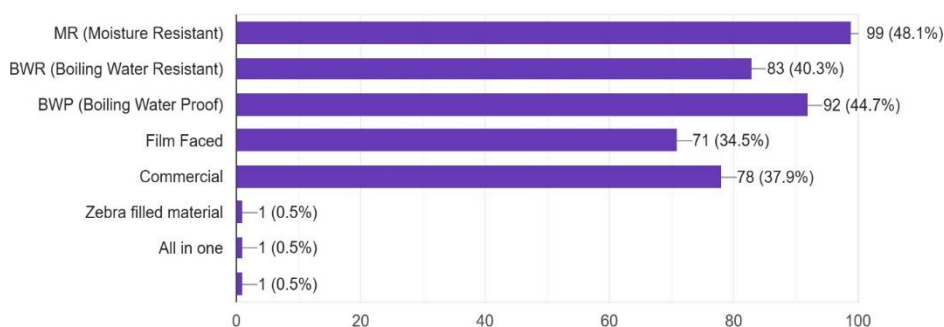
Furniture: The most used for plywood, with (42.7%) actively engaging with it. Construction: Followed closely, (29.1%) using it regularly. Flooring: Used by (21.4%), showing a decline in popularity compared to Furniture and Construction. Packaging: Engaged by (6.8%)

What plywood thickness do you usually buy?  
206 responses



8mm: The most used thickness with 137 responses (66.5%) actively engaging with it. 12mm: Followed closely, with 109 responses (52.9%) using it regularly. 6mm: Used by 108 respondents (52.4%) showing a decline in popularity compared to 8mm and 12mm. 4mm: Engaged by 73 respondents (35.4%). 18mm: Used by 68 respondents (33%). 25mm: Used by 41 respondents (19.9%) suggesting relatively lower engagement.

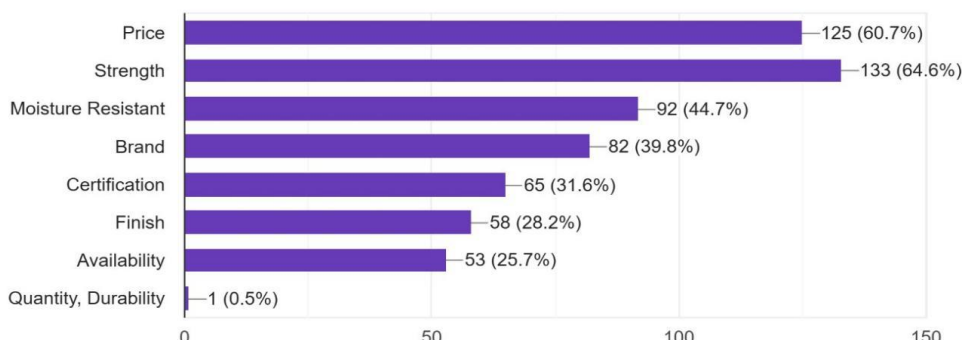
Which type of plywood do you prefer?  
206 responses



MR (Moisture Resistant (48.1%) emerges as the most prominent platform where users prefer plywood. BWP (44.7%) follows closely, indicating a strong presence of plywood basis on quality(40.3%) accounts for a smaller share, showing limited exposure compared to MR and BWP. Commercial (37.9%), Film faced (34.5%), Zebra filled(0.5%).

**What factors do you consider when buying plywood?**

206 responses



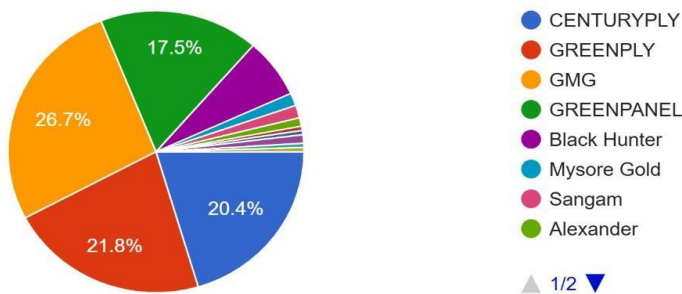
**Strength (64.6%):** A moderate portion of respondents actively engage content frequently. **Price (60.7%)** This is by far the most important factor, with over 60% importance. It suggests that cost is the primary consideration for consumers or decision-makers when evaluating this product. **Moisture Resistant (44.7%):** This is the largest segment, indicating that most people engage with Amul’s content occasionally but not consistently. **Brand (39.8%):** Brand reputation plays a substantial role in the decision-making process, though less important than price and moisture resistance. **Certification (31.6%):** This factor suggests that official certifications or standards compliance is moderately important, possibly relating to quality assurance or regulatory requirements. **Finish (28.2%):** The product's appearance or surface quality is a consideration, though less important than the above factors. **Availability (25.7%)** How readily available the product is factors into decisions, but is less crucial than other attributes. **Quantity-Durability (0.5%)** This factor has a very low percentage, which could mean either:

It's not a significant consideration for most consumers.

It might be a combination of two separate factors (quantity and durability) that have been merged, potentially skewing its importance.

**Which plywood brands do you trust the most?**

206 responses



1. GMG (26.7%): GMG holds the largest market share at 26.7%, indicating that it's the market leader in the Indian plywood industry. This suggests that GMG has a strong brand presence and possibly a wide distribution network.
2. Greenply (21.8%): Greenply is the second-largest player with a 21.8% market share. It's a well- established brand in the Indian market and has been known for its quality products.
3. Century Ply (20.4%): Century Ply, also known as Century Plyboards, holds a significant 20.4% market share. It's another major player in the industry with a strong presence in various segments of the wood panel market.
4. Green panel (17.5%): Green panel has a 17.5% market share. While it's the smallest among the four named companies, it still holds a substantial portion of the market.
5. Others (13.6%): The remaining 13.6% of the market is shared among other smaller players in the industry.

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