Birla Cellulose achieves Dark Green Shirt rating for 6th Consecutive Year

Birla Cellulose, the cellulosic fibres business of the Aditya Birla Group, has once again demonstrated its leadership in sustainable sourcing and forest conservation by earning the coveted Dark Green Shirt rating for the sixth consecutive year in Canopy's Hot Button Report 2025.

Canopy's Hot Button Report is a globally recognized benchmark assessing the environmental performance of man-made cellulosic fibre (MMCF) producers, with a strong focus on forest protection, transparency, and next-generation solutions. The Dark Green Shirt is the highest category awarded, signifying excellence in sustainable sourcing and innovation.

Commenting on the development, Mr Vadiraj Kulkarni, Business Head, Birla Cellulose, said, "Receiving Canopy's Dark Green Shirt for the sixth year in a row reaffirms our leadership in sustainable sourcing and NextGen innovations. We remain dedicated to advancing circular solutions and collaborating with partners to protect ancient and endangered forests while delivering high-performance, nature-positive fibres to the global textile industry"

Reinforcing this recognition, Canopy commended Birla Cellulose for its consistent leadership and commitment to sustainable innovation.

"Congratulations to Aditya Birla (Birla Cellulose) on their Dark Green Shirt rating in the 2025 edition of the Hot Button Report. Since the inception of the Hot Button in 2016, Birla has been a leader in the MMCF sector" said Nicole Rycroft, Founder and Executive Director of Canopy. "With opportunities to significantly increase their use of Next Gen inputs along with their prioritization of scaling circular alternatives, we are optimistic about them continuing to be at the fore of the industry and perform strongly in future editions of the Hot Button Report.

Shri Rajinder Gupta Sworn in as Rajya Sabha Member; Oath Administered by Vice President of India



Newly elected Rajya Sabha Member from Punjab and industrialist Shri Rajinder Gupta was sworn in as a Member of Parliament (Rajya Sabha) in New Delhi. The oath of office was administered by the Vice President of India and Rajya Sabha Chairman, Shri C. P. Radhakrishnan, in the Parliament House.

Rajinder Gupta, Chairman of the Trident Group, was elected unopposed to the Rajya Sabha last month. A leading figure in India's industrial landscape, Shri . Gupta is known for transforming Trident into a globally recognized conglomerate with interests in textiles, paper, energy, and chemicals.

Apart from being an entrepreneur, Shri Rajinder Gupta is also a noted philanthropist, actively involved in initiatives related to healthcare, education, skill development, and employment generation, especially for rural youth and women.

The swearing-in ceremony marks the beginning of Gupta's parliamentary journey, where he is expected to contribute his extensive experience in industry, innovation, and social welfare toward national policymaking and the development of Punjab.