

# Committed to sustainability

By JOEY GHOSE

CHIEF EXECUTIVE OFFICER, RAYSUT CEMENT COMPANY



JOEY GHOSE

has been CEO of Raysut Cement since December 2017. Prior to that he was the Managing Director of Binani Cement, part of Braj Binani Group, an Indian conglomerate. He has over 25 years' experience in the cement industry across the Middle East, Africa, India, China and the Far East. At Raysut his focus is to bring profitable and sustainable change, growing Raysut to a 10 million tone company by 2022 while simultaneously driving Omanisation and being a Responsible Corporate Citizen in Oman's development.

One of the aspects of RCC that most struck me when I took over as CEO in 2017 was its commitment to corporate social responsibility: this is a company that incorporates concerns of sustainability into its decision making process and ensures that best industry practices in safety, social development and environmental conservation are an integral part of the business.

Before I joined, RCC had already received the Environment Award for being the best Omani manufacturer in 1986, 1993, 1994, 1995, and 1998; it was also awarded a certificate of recognition in the years 1996 and 1999 for complying with UK environmental requirements. Additionally, RCC won the GCC award for the Best Environmental Business for the year in 1998.

I began my career in the cement industry in 1998 at Blue Circle Industries in the UK as a business development manager, looking after the Sub-Saharan Africa and Indian Ocean markets. Prior to joining Raysut, I amassed more than 26 years in the cement industry across the Middle East, Africa, India, China and Far East, consistently driving business towards higher profitability, while always maintaining a commitment to sustainability.

Over the last two years, my focus as CEO has been to grow the company into a 10 million tonne entity by 2022, while simultaneously ensuring plant and business performance and adapting rapidly the latest technologies and artificial intelligence tools to keep ahead of the competition. During this time, Raysut has managed to reposition itself as the market leader in Oman through acquisitions and new investments. These include the 100 per cent buyout of Sohar Cement, a 2mtpa grinding unit and establishing a new 1mtpa grinding unit in Duqm. Since Raysut's mother plant is in Salalah, far from the high demand zones in the northern Oman market, RCC has pursued an aggressive export strategy leading to market leadership in Zanzibar, most of the Indian Ocean Islands and clinker supply to East Africa.

RCC cares for the environment and makes sure that environmental safety is one of the priorities of the company. Our goal is to promote efficient use of resources, reduce and prevent pollution of any kind, and create sustainable products and business practices. In my role as CEO I have placed a particular emphasis

on Health, Safety and Environment (HSE) in the context of mitigating the risk of climate change and increasing the use of renewable energy by using waste heat recovery to promote circular economy.

Our environmental policy aims to enhance biodiversity protection by assessing the ecological value of land-use in investment and operational activities; set and achieve targets that promote efficient use of resources and prevent all kinds of pollution. At the same time, we encourage the sustainable development of our local community by enhancing economic benefits from our operations, and contributing to social improvement.

As a leader of Oman's largest market-listed only cement plant, I have also made major efforts to drive Omanisation, the objective of which is to lessen the Sultanate's reliance on expatriate talent and to build a skilled labour force within the population. By extensively training locals to take on specific jobs, the Sultanate is building a strong and reliable skilled labour force, giving nationals an opportunity to display the skillset that may have been overlooked previously.

The betterment of its local populace takes precedence over any other agenda within the Sultanate of Oman, and the policy of Omanisation is one of the strongest efforts by the Government of Oman to boost self-sufficiency.

RCC recognises its responsibility to the local community. The company thrives off the support of the community and our goal is to give back in as many ways as we can. RCC strives to establish itself as a good corporate citizen in the community while respecting the values and cultural heritage of the society. We maintain a dialogue with people affected by our operations and work with their approval before implementing programs for economic and social development, environmental protection, public health and more. The objective is to understand actual needs from their perspective and implement real solutions to their issues.

Our HSEC commitments are setting targets for social responsibility programs, developing, implementing and maintaining management standards and systems, complying with relevant industry standards and legal requirements, regularly reviewing our performance and publicly reporting on our progress, while engaging stakeholders to build relationships with honesty, openness, mutual trust and shared responsibility for meeting the goals of our policies.

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