

Sustainable Entrepreneurship Startup in India

Case Bank

Exploring the Bay of Sustainability



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Ms. Shirly Rex

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Edited By:

Prof. (Dr.) Ravikant Swami

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PREFACE

Entrepreneurship has always been a driving force for economic growth and development, and in recent times, sustainable entrepreneurship has emerged as a critical aspect of the global economy. As the world becomes increasingly aware of the challenges posed by climate change and the need for a sustainable future, entrepreneurs are stepping up to create innovative solutions that are both profitable and environmentally friendly.

India has become the third-largest startup ecosystem in the world after the US and China. India, with its vast population, diverse culture, and rapidly growing economy, presents a unique opportunity for sustainable entrepreneurship. The country is home to a vibrant start-up ecosystem that is constantly evolving and adapting to new challenges. This book aims to explore the various aspects of sustainable entrepreneurship in India, including the challenges faced by start-ups in the country, the role of government policies and regulations, and the importance of innovation and technology in building a sustainable future. The book also highlights case studies of successful sustainable start-ups in India, providing insights and inspiration for budding entrepreneurs.

The chapters contain an interesting blend of various startup evolution stages and how they turned out to be sustainable business models. The authors hope that this book will serve as a valuable resource for entrepreneurs, policymakers, investors, and academicians interested in sustainable entrepreneurship in India. We believe that sustainable entrepreneurship is not only the key to economic growth but also to creating a better world for future generations.

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To the publisher, for seamless coordination.

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SAHELI MUKHERJEE

Saheli Mukherjee is presently pursuing Bachelors of Business Administration (Batch 2021-24) from Delhi Metropolitan Education, Noida (Affiliated to Guru Gobind Singh Indraprastha University). She has a keen interest in studying Human Resource Management and learning new skills. She believes that 'learning is a treasure that will follow its owner everywhere'.

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1**PHOOL: FLOWER RECYCLING IN INDIA****Prof. (Dr.) Ravikant Swami and Saheli Mukherjee****ABOUT THE ORGANIZATION**

In order to collect temple flower waste that was dumped in Kanpur's waterways, Ankit Agarwal and Prateek Kumar founded Phool.co, an Indian biomaterials company, in 2017. With flowers gathered from temples across India, it produces useful goods like rose incense cones and Phool vermicompost. The Phool trademark is owned by Kanpur Flowercycling Pvt. Ltd., a company founded in 2017. 11,060 metric tonnes of temple trash had been recycled as of this writing. Recently, HelpUsGreen and Phool were separated from the company.



Source: www.phool.com

Kanpur-based A journey Ankit Aggarwal took to the ghats with a friend in his hometown served as the basis for his work, PHOOL. After commenting on how filthy the Ganges was, he learned about the problem with temple flowers. Temple flowers are flung from mosques and temples all around the country on an annual basis, contaminating rivers and harming the ecosystem. They employ flowercycling, a technique for reusing used flowers, specifically. PHOOL has created perfumes, incense sticks, and cones that are fully natural, ecological, and free of charcoal in an effort to safeguard the Ganges.

The company stands out as a supporter of Dalit women's causes in addition to being sustainable. The majority of the women who work as flowercyclers at PHOOL are from marginalised areas and were previously stigmatized as "untouchables" because of their

line of work (manual scavenging). By hiring women from this group of people, PHOOL not only gives them the financial stability they need to send their kids to school and help them escape the cycle of unemployment that plagues manual scavengers, but it also gives them a chance to live respectable, self-assured lives.

PHOOL has also entered the bio-packaging market by developing Florafoam, a sustainable and less expensive alternative to Thermocol. 100% biodegradable, resilient, moldable, and high-performing, Florafoam can be buried in garden after usage. They are currently investigating flowercycling processes to produce bio-leather, an ethical and compassionate replacement for leather derived from animals.

ABOUT THE FOUNDERS/ ENTREPRENEURS

Ankit Agrawal serves as the founder and CEO of PHOOL (formerly HelpUsGreen). Ankit worked as an automation scientist at Symantec Corporation before launching PHOOL. He has published 17 academic articles and holds a patent. His research for Waste tyre paralysis sparked an interest in sustainability. Ankit graduated from PICT in Pune with a Bachelor of Science in Computer Engineering before obtaining a Master's degree in Innovation Management from SIBM in Pune.

Ankit is a 2017 Queens Young Leader and an Acumen and Echoing Green Fellow. Ankit is one of the 21 young leaders chosen by the Asia Society for their exceptional abilities, and he recently won the prestigious Takeda Young Global Entrepreneur Award, the Unilever Young Entrepreneur Awards, and The GSG Millennial Honor in addition to the United Nations Young Leader for Sustainable Development Goals Award.

While working for Apollo Tyres, Prateek first became interested in finding sustainable solutions to the problem of discarded vehicle tyres. He graduated from Bharti Vidyapeeth University with a degree in electrical engineering.

ADVANTAGES

• HELPING THE PLANET

To make "Mitti," a type of vermicompost, Phool gathers flowers directly from the rivers. "Mitti" is created entirely naturally, leaving no carbon footprint and being free of

any chemicals and carcinogens during the entire process. Soon after the release of Mitti, Phool increased the product selection by adding incense sticks and cones made of flowers rather than the customary coal.

- **HELPING PEOPLE**

The ladies who make the products for Phool formerly worked as manual scavengers. The 1.6 million manual scavengers in India collect human waste from dry toilets and sewers every day, pack it into cane baskets or metal troughs, and then transport it outside the settlement on their heads for disposal. Manual scavengers have faced significant social and health concerns for generations. In India, there are 4.5 million dry latrines where human waste is manually cleaned.

These women are currently working for Phool and making above INR 7,000 per month. These ladies now have safe bank accounts, access to health insurance, and facilities for flushing the toilet and drinking water.

- **SPILLOVER EFFECT**

Any city may readily reproduce phool. Now operating in four Uttar Pradesh cities, it has intentions to spread to Bangladesh and Nepal. Other goods are in the works (including a biodegradable Styrofoam replacement) and they are in talks with the government of India to expand up across the country.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has huge success rate in terms of customer satisfaction and the reviews are very favorable. Some of the snippets of the customer reviews are:

“Not just this is a fantastic initiative but a phenomenal line of natural products being sold in their closest form. One single cone leaves your space aromatic for hours. These get absorbed in the very form they exist in nature. Best purchase in 2022.”

“Both the orders of Nagchampa and Lemongrass incense cones are brilliant. The fragrance and longevity are very different and pleasant than the usual charcoal variants in the market. I am sure I will be further ordering once my stock finishes.”

“One the best agarbatti (Incense Stick) I have used till date, the fragrance of 1 stick last for about 12 hours keeping the room fresh. I tried the jasmine fragrance and I am excited to try fragrance too.”

A careful analysis of these reviews suggests that commitment and trust are the key tenets of the company which has made it what it is today.

DISCUSSION AND CONCLUSION

Phool is addressing the problem of packaging waste and flowers. They have created a compostable package using seeds from Tulsi, or holy basil, impregnated in seed paper and ink made from vegetable pigments. After using the flowers or incense, all that is required of the user is to unfold the paper, bury it in a pot filled with dirt, give it regular waterings, and watch the seeds develop into a Tulsi plant.

By giving manual labourers clean, secure jobs, Phool combats flower waste. The flowers are considered sacred and cannot be disposed of because they have been used in worship. To upcycle the flowers from the rivers into compost and usable items like incense sticks, soap, and vegan leather goods, Phool works with local women to collect the flowers from the rivers.

2

ZUNROOF: INDIAN CONSUMERS HAVE BETTER, CLEANER, AND MORE AFFORDABLE PERSONAL ENERGY USAGE**Prof. (Dr.) Poorva Ranjan and Saheli Mukherjee****ABOUT THE ORGANIZATION**

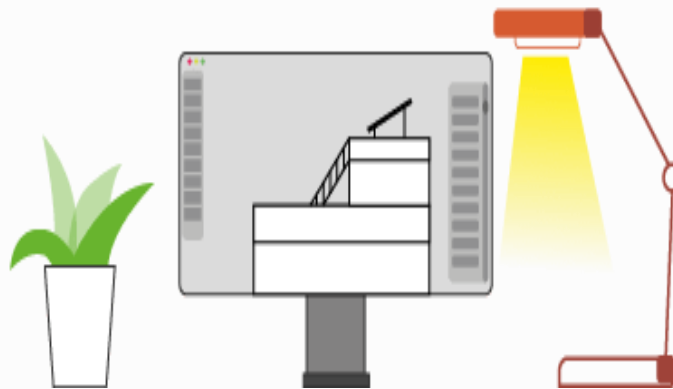
A Private Limited Indian Non-Government Corporation with a 6 and 9-month history, Zunroof Tech Private Limited was founded on June 13, 2016. Its registered office is located in Gurgaon, Haryana, India. As of the end of March 2022, the business was still operating, and it had produced its annual reports and financial statements (FY 2021-2022). It is a company limited by shares with an authorized capital of Rs. 16.30 lakh and a paid-up capital of Rs. 7.00 lakh, according to the MCA. Two directors are associated with the company. Sushant Sachan and Pranesh Chaudhary are now collaborating as filmmakers.



Source: www.zunroof.com

ZunRoof was founded with the intention of enhancing, lowering, and improving each individual's consumption of energy. To achieve that, the team looked into the daily energy needs of each Indian consumer. ZunRoof provides solar energy and IoT smart energy solutions for the development of next-generation energy technologies. They will be in charge of energy collecting, storage, maintenance, and consumption. Their main objective is to use technology to make every part of the home better. The team is always trying to raise the proportion of home solar across the country in an effort to make solar energy a normal household utility for everyone.

HOW THEY PERFORM?



Source: www.zunroof.com

1. DESIGN

The solar professionals from Zunroof examine a customer's rooftop using several 3D layouts and shadow profiling when they visit the customer's home.

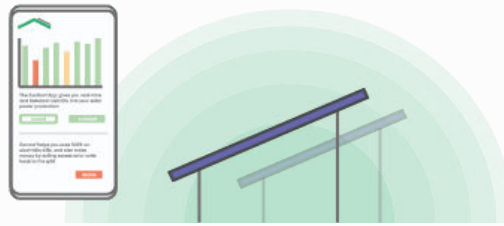
The Solar Rooftop App from Zunroof advises the best system size, placement, and solar panel inclination based on the electricity consumption of the customer.



Source: www.zunroof.com

2. DELIVERY

Due to the careful selection process used by Zunroof, customers are assured of receiving the highest calibre solar panels and solar inverters, resulting in exceptional adoption and increased production per solar kW. 50 days following the approved layout, they promise to commission solar sites.



Source: www.zunroof.com

3. DIAGNOSTICS

The Internet of Things (IoT)-powered Remote Monitoring Systems from Zunroof provide real-time updates on a customer's solar rooftop system's effectiveness and the savings it generates. Thanks to the ZunRoof App, customers can view their solar power generation in both the past and the present.

LOCATION

The company has offices in more than 50 Indian cities, including the Delhi-NCR region, Bangalore, Lucknow, Kanpur, Agra, Jaipur, Haridwar, Ludhiana, Jalandhar, and Chandigarh. Around 10,000 residential buildings in 45 sites have solar roofing thanks to ZunRoof.

FUNDING

ZunRoof received \$70,000 in total pre-seed funding in 2016. Later in 2018, an angel funding round garnered \$0.5 Million for the company. In that year's Series A financing, Godrej Family Office took the lead and contributed \$1.2 million. To keep the funding in place in 2020, Godrej provided \$3 million.

AWARDS AND RECOGNITION

ZunRoof, the winner of the IPGCL Solar Tender 2019 is now the most affordable residential solar rooftop company in Delhi.

ABOUT THE FOUNDERS/ ENTREPRENEURS

PRANESH CHAUDHARY

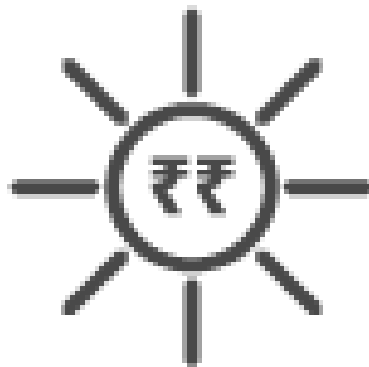
Pranesh Chaudhary is the CEO and creator of Zunroof Tech, which was established with the goal of reducing the cost of electricity in metropolitan areas of India. He has held jobs in the past with some of the largest financial services organizations in the world.

Sushant is the founder and chief product officer of ZunRoof Tech Private Limited. Sushant Sachan has previously held a position with SunBorne Energy as a mechanical engineer.

The creators of ZunRoof, Pranesh and Sushant, were friends when they were students at the IIT in Kharagpur. The two followed careers in business after receiving their engineering degrees. Sushant was in charge of technology innovation and product development for a solar firm sponsored by Khosla Ventures, while Pranesh handled a consulting project for one of the largest banks in the world. Pranesh recalls, "I called Sushant last year from London one day and told him I got promotion and hike in salary and he joked about how quickly we have all become comfortable with our salaries, lifestyles and how it would have been fun to rather build something from scratch."

After that conversation, the two became obsessed with the desire to select a market in which to establish their firm. "We considered about a dozen ideas across verticals, including hyperlocal, an app for socializing and several Uber for X models. Ultimately, we identified the potential of rooftop-installed PV panels to change the power landscape of India with the falling prices of PV panels [in 2015, prices came down to a fourth of what they were in 2012]," says Sushant.

ADVANTAGES



MAKE MONEY FROM SUN

By selling surplus solar panels back to the grid, Zunroof enables clients to totally eliminate their electricity expenditures while making money.



ATTRACTIVE SUBSIDY

Take advantage of government incentives covering up to 40% of the cost of solar installation.



GREEN ENERGY

Solar energy saves 154+ trees and eliminates CO2 emissions by more than 20 tonnes per kW.



RETURN ON INVESTMENT

Three to four years' worth of pure profit are promised as a speedy return.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Some of the snippets of the customer reviews are:

“Excellent Mini Solar Panal I Have Test It Work's Properly Its Packing Is So Good Worth of Money Please Buy This Mini Solar Panel I Have Test A 3volt Led Light It Works Properply.”

“It’s a very good solar panel. It gives enough power even in cloudy day. I am using Exide 26 ah battery and 6amp solar charge controller from Exide.”

A careful analysis of these reviews suggests that customer satisfaction is the key tenets of the company which has made it what it is today.

DISCUSSION AND CONCLUSION

Smart and sustainable energy for solar rooftop systems is offered by ZunRoof, a home technology company. The company that employs rooftop solar and keeps track of home electrical equipment to solve India's electricity issues. Three modules—design, delivery, and diagnostics—are part of a software that controls the entire rooftop solar installation process. Their design component is fueled by image processing and VR in order to customise panel arrangement for aesthetics and the best output.

ZunRoof offers a complete solution for solar power plants on rooftops with a free energy analysis, a personalised design to maximise ROI and make clients' rooftops look exquisite, finance assistance, and delivery from qualified installers. They boast that they have the quickest delivery time in India because to their internal technologies and processes. Additionally, its IOT solar diagnostics device ensures that customers receive the right output for the duration of solar panels' useful lives. They give electrical appliances in houses intelligence and control over their usage..

3

YULU: INTEGRATED URBAN MOBILITY SOLUTIONS**Dr. Shuchi Goel and Saheli Mukherjee****ABOUT THE ORGANIZATION**

It is Yulu's goal to promote seamless, sustainable, and shared urban mobility in India. What began as a project to lessen pollution and traffic in Indian cities is now changing how people move about in cities all around the nation. Accessibility, Availability, and Affordability are the three pillars of urban mobility that motivate them.

By making urban commuting more effective and environmentally friendly, they are giving Indian city dwellers the potential to bring about a paradigm shift in the transportation sector. Using both public and private forms of transportation, the technology-driven mobility platform Yulu enables Integrated Urban Mobility. Yulu offers seamless, shared, and sustainable first- and last-mile connectivity using Micro Mobility Vehicles (MMVs) through an intuitive mobile app.



Source: www.yulu.com

The founding team of this India-based business is fervently committed to making a good social effect. Every member of their team is raised with this mentality and committed to improving the lives of others in our community.

Naveen Dachuri, RK Misra, Hemant Gupta, and Amit Gupta established Yulu in 2017. The business started operating in Bangalore and Pune in January 2018, and before the end of the year, it had expanded to Mumbai and Bhubaneswar. By March 2020, they had reached Ahmedabad, having covered six significant cities in three years, having

expanded to New Delhi in September 2019. The user installs the Yulu app from the Play Store or the App store and creates an account, the use of a credit card, debit card, Paytm, PhonePe, BHIM UPI, Google Pay, or Paytm addition of funds to the Yulu Money account. The Yulu app uses GPS to track and display all of the adjacent or neighbouring Yulu Zones' available vehicles. Users can do a search to find their location or desired destination and discover how long it will take them to get there. To start the journey, the user scans the vehicle's QR code. The cost of the journey is promptly removed from the user's Yulu Money wallet when they park their Yulu in a zone that is close to their destination to end the trip. Pay-per-use is the operating system for the Yulu platform.

ABOUT THE FOUNDERS/ ENTREPRENEURS

1. AMIT GUPTA, CHIEF EXECUTIVE OFFICER

The first profitable online unicorn in India, InMobi, was co-founded by Amit. InMobi's revenue engine and global expansion into more than 15 countries were both greatly aided by Amit's contributions. Amit launched a new business unit for InMobi before launching Yulu, which provided Telecom Operators and Smart Phone Manufacturers with enormous value. Amit has made numerous investments in startups in both India and the US as a seasoned angel investor. Amit earned the renowned IIT Kanpur Distinguished Alumni Award after receiving his degree.

2. RK MISRA, PRESIDENT - ECOSYSTEM PARTNERSHIPS

RK created and exited Tenet Technologies (sold to Hughes) and Traveljini.com successfully, following which he made the decision to quit the corporate world and focus on public policy and governance concerns. RK has affiliations to a number of organisations, including SAHYOG, Carnegie India, the Center for Smart Cities, and the Karnataka CM's Vision Group. RK attended Tokyo University for his master's degree and IIT Kanpur for his graduation. He is a fellow at both the Aspen Institute and the Harvard Kennedy School of Government.

3. NAVEEN DACHURI, CHIEF TECHNOLOGY OFFICER

For the US Federal Aviation Administration, Naveen had a key leadership position at Ascent-Consulting, where he designed and built a sophisticated analytics platform from

the ground up. He has previously worked for BIAS Corporation as Technical Director for Data Analytics. An online learning platform called Learnora was also co-founded by him. IIT Kanpur awarded him a Bachelor's degree, and the Gwangju University of Science and Technology in South Korea awarded him a Master's degree in computer graphics (GIST).

4. HEMANT GUPTA, CO-FOUNDER & CHIEF OF OPERATIONS

Yulu's co-founder and chief operating officer is Hemant Gupta. Hemant had previously co-founded a firm for B2B corporate software.

ADVANTAGES

1. Decongesting the Roads: According to reports, Indian cities see an average 149 percent road congestion during peak hours, which means commuters must travel 1.5 times as long. A million automobiles are stranded at bottlenecks every day in big centres due to traffic congestion, which is an unintended byproduct of economic growth. The most congested Indian cities, according to various studies, are Bangalore, Mumbai, and Delhi. Urban road decontamination is now required, not a choice. Yulu wants to reduce traffic on congested metropolitan roads by increasing the number of bicycles and electric vehicles on the road. It is simple to connect to public transportation because Yulu zones have been set up in accessible areas. This is done in an effort to get people to travel in a way that decreases the number of personal vehicles on the road, making it simpler and roomier for people to move around. Decongestion is facilitated by the Yulu's small size. Being able to cut through traffic quickly is an extra benefit.

2. Technology-Driven Solutions: Being a technology-driven platform for micromobility, Yulu offers seamless urban mobility using both public and private forms of transportation. It is a business project to modernise India's transportation system, supported by cutting-edge technology. A city must use the proper technology to address its issues if it is to advance towards a better tomorrow. Via a single application, Internet of Things technology powers Yulu, a service that makes it simple and convenient for individuals to commute.

3. A Cleaner Environment: Affordability, Accessibility, and Availability, the three pillars of urban mobility, are what motivate Yulu in its mission to build a sustainable future for people. With non-polluting bikes like the Yulu Move and Yulu Miracle, you can gradually lessen your carbon footprint. Around 2.1 billion Kilograms of carbon emissions have been reduced since the launch of Yulu bikes, which is the same as planting 100 million trees. The green revolution that megacities like Bangalore and Mumbai need will be brought about by this blue wave, which is fiercely committed to doing so.

DISCUSSION AND CONCLUSION

Yulu introduced its internet of things charging box, which enables an affordable battery-swapping network, after launching a new fleet of 2,000 electric vehicles in January 2019 under the name Miracle. Yulu enhanced the Miracle in November 2019 by including a bag holder, shock absorbers, and a better footrest. Yulu introduced 8,000 additional Miracle electric vehicles in April 2020 along with new upgrades. Due to the Coronavirus epidemic, Yulu included a "Last-sanitized" date to their app in April 2020 to ensure maximum safety. To enhance customer service, Yulu added 24/7 chat assistance to their app in June 2020.

2.3 million Kilogrammes of carbon emissions have been avoided, 4 million calories have been burned, and 27 million kilometres have been travelled by Yulu as of November 2020. Bounce and Vogo are primarily Yulu's rivals. The distinction is that their transportation is in the form of legitimate, long-term rentable fuel-powered scooters that can be used for short distances. Yulu offers a smooth, long-lasting first- and last-mile connectivity solution by connecting micro mobility vehicles (MMVs) to consumers through an application. The internet of things, artificial intelligence, and machine learning are all used by the technology-driven platform to manage supply and demand and run smoothly.

BLUSMART MOBILITY: A RIDE-HAILING STARTUP**Dr. Shalini Gautam and Saheli Mukherjee****ABOUT THE ORGANIZATION**

An Indian ride-hailing business with its main office in Gurugram is called BluSmart Mobility. In 2019, Anmol Singh Jaggi, Punit K Goyal, and Puneet Singh Jaggi formed it. As of 2022, the company's portfolio of vehicles comprises the Hyundai Kona Electric, MG ZS Electric, Tata e-Tigor, Mahindra e-Verito, and Tata Xpres-T EV. It is the first entirely electric shared smart transportation platform in India.

Anmol Singh Jaggi, Puneet Singh Jaggi, and Punit K Goyal collaborated to co-found BluSmart on January 14. The first batch of EVs on the platform were introduced by BluSmart and Mahindra & Mahindra in the same month. The business secured \$3 million in angel funding in September 2019 under the direction of JITO Angel Network, Deepika Padukone's investment office.



Source: www.blusmartmob.com

The business reported that as of July 2022, over 1.8 million rides in Delhi NCR, it had avoided 4300 + tonnes of CO₂. In order to provide charging infrastructure throughout India, BluSmart and Jio-BP established a cooperation on World EV Day 2021. Tata Motors and BluSmart agreed to a Memorandum of Understanding in order to supply 10,000 EVs on World Environment Day in 2022. BluSmart was accredited by Verra for carbon emission in July 2022.

Gurugram and South Delhi are where BluSmart is active. With the Android or iOS Mobile App, users can order a cab. BluSmart also made multi-hour rentals available in June 2020. For its drivers, whose vaccination status is viewable on the BluSmart mobile app, BluSmart started a COVID-19 immunisation drive in April 2021.

BLUSMART AIMS TO TURN PROFITABLE BY 2023-END

Goyal highlighted the rising demand by stating that BluSmart was expanding between 15 and 20% month over month. According to co-founder Punit Goyal, BluSmart, a startup that owns and runs an all-electric vehicle (EV) fleet on its ride-hailing platform, hopes to become profitable by the end of CY23 as a result of rising demand for its services at a time when customers' experiences with Ola and Uber have generally been subpar.

Goyal claimed that the company's fleet size has steadily increased to 3,000 EVs due to the high level of client demand. By the end of March, the fleet will have grown to approximately 5,000 EVs. This will help the business get closer to its financial objectives, along with ambitions to monetize its charging network. In FY22, the company had a revenue of Rs 29 crore and a loss of Rs 65 crore. According to the company's financials obtained from Tofler, revenue was Rs 9 crore in FY21 while losses were Rs 39 crore.

As the business plans to add roughly 40,000–50,000 EVs over the next 12–18 months, BluSmart's current operational cost—which is currently 1.4 per kilometer—could further decrease to Re 1, according to Goyal. According to Goyal, there is opportunity for BluSmart to increase its revenue and raise its driver compensation because the cost of operating compressed natural gas (CNG) vehicles is roughly 4-5X more than that of petrol/diesel vehicles and 8-9X higher than that of CNG vehicles.

Drivers for BluSmart make between Rs 22,000 and Rs 24,000. This is about a third more than what driving partners for Ola or Uber make on average, which is \$18,000. In contrast to traditional competitors, the Gurugram-based ride-hailing firm controls every vehicle.

Goyal noted that BluSmart was expanding between 15 and 20% month over month, underscoring the rising demand (m-o-m). Anmol Jaggi, BluSmart's co-founder, had announced in July that the business was now gathering \$250 million from major international climate-focused fund houses and other pension funds to help it operate at full capacity.

ABOUT THE FOUNDERS/ ENTREPRENEURS

1. Anmol Singh Jaggi: Mr. Anmol Jaggi, a first-generation entrepreneur and a graduate of the University of Petroleum & Energy Studies, co-founded many cleantech businesses with his brother. He founded both BluSmart and the Gensol Group, which is listed on the Bombay Stock Exchange (SME).

2. Punit K Goyal: In India, Punit launched PLG Clean Energy, which built a portfolio of 100 MW worth of solar power facilities. Punit has received honours from the government as well as recognition as one of the "40 under 40 Leading Business Leaders" in the clean energy sector and one of "India's 100 Most Influential Leaders" in the solar energy sector.

3. Puneet Singh Jaggi: BluSmart's director. He serves as Blu Smart Mobility's director. He founded Prescinto Technologies and is a co-founder of Gensol Group.

ADVANTAGES

1. FLAT FARES FOR POCKET-FRIENDLY RIDES!

If a customer is sick of constantly having to pay an extra surge fee, they should absolutely book a cab and switch to BluSmart's electric vehicles. Their taxis never charge a surge, regardless of the time of day or the location. The flat-rate airport taxi service is accessible from any location in Delhi and Gurgaon.

2. STRESS-FREE TRAVEL!

Even a daredevil wouldn't want to travel by car to the airport at rush hour! By reserving a BluSmart for the Airport, you may escape the city's bustle. And unwind in the backseat of their luxurious, noiseless electric taxis as customers soar high above the sky.

3. DEDICATED PICK-UP ZONE

If a consumer is returning from a vacation or travelling for business, they should make a BluSmart reservation at the kiosk at T3. Simply reserve a BluSmart and enter the cab.

DISCUSSION AND CONCLUSION

Also, BluSmart introduced EV intercity service between Delhi NCR and Chandigarh, Jaipur. Unlike to its rivals, BluSmart's growth is hampered by a number of factors. BluSmart has a hub-to-hub business model, hence the shortage of charging stations in India and EV range anxiety pose significant barriers to the company's expansion. Due to the fact that their cars are not driver-owned assets, hefty maintenance expenses could make the scaling-up process more difficult.

Electric shared smart mobility platforms are offered by Blu Smart Mobility for effective, inexpensive, wise, and ecological transportation. The company's goal is to alter Indian cities by creating an all-encompassing platform for electric on-demand mobility.

BluSmart runs on a business model with few assets. Vehicles are obtained from businesses like EESL on a monthly lease. The company offers similar rides to Uber, Ola Cabs, and Lyft that may be ordered through a mobile application. The business advertises itself as the world's only 100% electric mobility solution. The company drives only electric vehicles that bear its logo.

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**BANYAN NATION: THE IDEA TO RECYCLE INDUSTRIAL PLASTIC INTO
A HIGHER-QUALITY PLASTIC****Dr. Rashmi Chawla and Saheli Mukherjee****ABOUT THE ORGANIZATION**

Banyan helps international brands use more recycled plastic rather than raw plastic. It is one of the first vertically integrated plastic recycling enterprises in India. They create Better Plastic TM, high-quality recycled granules that perform and are of equal quality to virgin plastic, using their proprietary plastic cleaning process to transform collected post-consumer and post-industrial plastic trash. Many unauthorized recyclers are incorporated into their supply chain using their award-winning data analytics technology, which also helps cities manage their garbage more effectively.



Source: www.banyananation.com

An industry first in low-tech, mainly unorganised India, Banyan's innovative plastic cleaning method combines eco-friendly detergents and solvents to remove inks, coatings, and other impurities before giving recycled granules to companies that are close to virgin grade. Banyan pioneered closed loop recycling efforts with India's top automaker (producing new bumpers from discarded ones) and a significant cosmetics company, which may be expanded to other industries. These efforts focused on the automotive and beauty sectors, respectively, where Banyan established circular economy leadership that may be expanded to other industries.

Banyan is one of the first firms in the country to use mobile, cloud, and IoT to integrate tens of thousands of last mile collectors from the unorganised sector in order to recover post-consumer as well as post-industrial plastic waste. The technology has now been

developed to assist financially stressed governments in understanding rubbish movements through their towns and implementing a data-centric plan to enhance waste management that is efficient, effective, and economical.

According to Banyan, it is the only company whose recycled polyolefin materials have been given the go-ahead for use in shampoo, lotion, and detergent bottles, as well as other typical human-touch packaging items. Its recovered plastics comply with US and EU safety standards for packaging and plastics. The fundamental parts are sourced from a fully traceable supply chain. Banyan produced more than 300 million FMCG bottles from recycled plastic throughout the previous year. Some of its clients include HPCL, Reckitt, Shell, and Hindustan Unilever.

Their facility in Hyderabad demonstrates that excellent recycling is feasible on a large scale and can be done in a way that is moral in both the social and environmental spheres. With its current capacity, it can barely meet 1% of the projected demand for recovered plastics in 2025. Co-founder Mani Vajiyeey claims that they are expanding the use of their plastics cleaning process to create high-quality recycled plastics in injection, blast, and extrusion grade materials for a variety of industrial applications. “Our goal is to achieve scale and profitability while staying true to our core mission of solving the menace of plastic pollution and creating lasting environmental and social impact.” The company aims to construct 50,000 tonnes of capacity by 2024. The founders are confident that by collaborating with other startups, established companies, government representatives, and consumers, it is possible to bring about a fundamental and seismic change in how Indians view plastics and how the rest of the world perceives India as a leader in sustainability.

ABOUT THE FOUNDERS/ ENTREPRENEURS

MANI VAJIPEY

Expert in both business and technology. Before working for Banyan, Mani was a part of Qualcomm Inc.'s design, development, testing, and commercialization of mobile technologies. Mani holds a dual MBA from Columbia Business School and the Haas School of Management at the University of California, Berkeley. He also holds an MS

in Electrical Engineering from the University of Delaware and a BTech in Electrical Engineering from NIT, Warangal.

ADVANTAGES

1. BETTER FOR EARTH

The pollution control board's scrupulous adherence to the standards set by Banyan for the air and water quality indicators ensures that none of its operations or outputs have an adverse impact on the environment.

2. BETTER QUALITY

Due to scientific rigour in segregation, washing, and extrusion, Banyan is able to precisely identify resins, prevent cross-contamination, eliminate product and packaging pollutants, and produce goods of consistently high quality.

3. BETTER PERFORMANCE

As a result of the addition of performance polymers, banyan can now satisfy the rigid thermal and mechanical specifications required by high performance applications including automotive and consumer electronics.

4. BETTER FOR SOCIETY

Similar opportunities employer By providing its employees with clean and safe working environments, fair wages, retirement benefits, and health insurance, banyan establishes a high bar for social responsibility that is unheard of in a largely unregulated industry.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has huge success rate in terms of reviews are very favorable. Some of the snippets of the customer reviews are:

"Banyan's platform (Data Intelligence) has the potential to democratize waste management across the country, empowering cities with critical data and insights to improve collection efficiencies, maximize landfill diversion, and save costs."

"With Banyan Nation now beyond the proof-of-concept stage, the company has a strong business case for a circular- economy approach that encourages manufacturers to consider the implications of recyclability and resource conservation. Banyan Nation's

goal – which is aggressive but achievable – is to help transform the way India consumes, recovers, recycles, and views plastic as a resource."

"Banyan has exhibited polymer expertise and engineering expertise in conducting multiple trials to improve the quality of recycled plastics and match technical specifications. They are also impressed with Banyan's sourcing technology which allows them to source large quantities of post-consumer materials from the informal sector."

A careful analysis of these reviews suggests that customer satisfaction is the key tenets of the company which has made it what it is today.

DISCUSSION AND CONCLUSION

Utilising the recycling of countless tonnes of plastic to improve trash management in India. Innovative waste management and plastic recycling company Banyan Nation is developing India's first vertically integrated formal recycling sector. Banyan's brand of recycled plastic granules, Better PlasticTMTM, is made from post-consumer and industrial plastic waste streams and is almost as excellent as virgin plastic. Businesses in the consumer goods, food and beverage, and automotive sectors can use Better Plastic TMTM to make products and packaging that are more ecologically friendly. By including thousands of unofficial recyclers into its supply chain, Banyan developed India's first "bumper-to-bumper" closed-loop recycling initiative with the assistance of a significant automobile sector.

Banyan also helped a significant cosmetics company launch an innovative "bottle-to-bottle" recycling programme. Around 1000 tonnes of plastic have so far been kept out of landfills, 500 tonnes of plastic have been recycled, and over 750 tonnes of carbon dioxide have been reduced thanks to Banyan Nation.

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**JUST ORGANIK: A CONSUMER ACCESS TO SAFE, WHOLESOME
ORGANIC FOOD****Dr. Pooja Sharma and Saheli Mukherjee****ABOUT THE ORGANIZATION**

TretaAgro (P) Ltd, an organisation focused on agricultural products with a prime operating region in the Himalayan state of Uttarakhand, India, owns Just Organik. The purpose of this project is to encourage farmers to use organic farming methods in order to increase consumer access to safe and healthy (Organic) food while also generating sustainable wealth for the farmers.



Source: www.justorganik.com

Simply Organik was created in the basement of Pankaj Agarwal's house in 2013 by Pankaj and Richa Agarwal. The brand now has two offices, one each in Delhi and Rudrapur, as well as a Delhi-based processing facility. “Our journey started almost four years back when a life-impacting event forced me to think beyond 18 years of my corporate job in the technology sector. I thought that safe food is a fundamental right. When even our daily food is not safe, organic food is the only answer,” Pankaj says.

Popular modern trade retailers like More Hypermarket, Modern Bazaar, and WH Smith carry Simply Organik items. After entering the offline market, the brand decided to go online and is currently offered on e-commerce sites including Amazon.in, Flipkart, Justorganik.com, and Amazon.com in both India and the United States. “Our sourcing base is Uttarakhand. Produce there is grown in pure air free from any industrial or

vehicular pollution, with water from Himalayan springs and in non-polluted soil. The result is a produce loaded with extra nutrition,” Pankaj says. In order to aid farmers in obtaining certification and training in organic farming, the company has teamed up with NGOs located in Uttarakhand. Moreover, Rajasthan, Madhya Pradesh, Maharashtra, Orissa, the North East, and Kerala supply some of the produce used by Simply Organik.

With a team of 25 people, including the co-founders and a few unskilled workers for packaging, it is preparing to raise money. Simply Organik made close to Rs 2 lakh in revenue in its first year of operation. Nonetheless, the second year marked a turning point in the brand's expansion. “The real sale year (2014-2015) saw a multifold increase in sale, followed by the next year with a growth of 750 percent over the previous year. Despite the slowdown in retail segment and demonetisation, they are on our way to cross the Rs 10 crore mark,” Pankaj says.

Quality Processing: How do they Ensure it for the Widest Range of Products?

They continually work to maintain balance with Mother Nature's laws at TretaAgro's organic farms. By being harvested on unpolluted ground, only organic produce grown on organic farms in India can be guaranteed to be pure and to be at its nutritional peak.

Several farmers' motivation to join the organic movement has been aided by local participation in the management of these farms. The items are mostly supplied from Uttarakhand-based organically certified farms. To ensure quality products for their customers, all products undergo thorough quality inspections and are kept in temperature-controlled environments to prevent the possibility of infestations.

Himalayas: Produce from a Land that was Never Polluted

The Treta farms are dispersed over India's plains and the Hills. Because of the diverse climates and soil types found in each region of India, a wide range of organic products can be grown there.

Pesticide and fertiliser use that is out of control and excessive has contaminated the Earth, Water, and Air, all of which are precious natural resources that are fundamental to human existence (our soul and our body). Even plants need about 16 distinct nutrients to thrive, of which 13 are found in soil and the remaining 3 in water and the atmosphere.

Unfortunately, the soil loses all of its micronutrients when chemical fertilisers are used for an extended period of time. The quality of the produce and the soil's fertility are also negatively impacted by this. The results are further harmed by using these malformed seeds, which have various abnormalities when generated.

CERTIFICATIONS



JAIVIK BHARAT

FSSAI certification for genuine organic food that satisfies strict organic cultivation requirements.



ORGANIC PRODUCTION

Chemical fertilisers and pesticides are not used in the production of organic products.



EUROPEAN UNION STANDARDS

Produced and inspected in compliance with EU rules regarding food origin and quality.



USDA (U.S.A.)

Items sold in the USA that meet consistent national requirements for organic agriculture.

ABOUT THE FOUNDERS/ ENTREPRENEURS

Administration and Engineering Pankaj has spent the last 20 years working in the telecom business as a graduate, technologist, and strategist by training. In a number of executive roles, he has helped several global corporations, including Siemens, Lucent, and Motorola, grow. He is both passionate about and dedicated to organic. Pankaj is in charge of Sales and Marketing, Technology, Branding, and Sourcing.

Richa, an educationalist by training, has worked with Shri Ram Foundation (SRF), managing the use of funding from various corporations for their CSR initiatives in the field of education. Richa's involvement with SRF is assisting the company in achieving its mission of supporting farmers and society. Richa is in charge of the company's operations and new product development.

ADVANTAGES

- Preventing Dangerous Chemicals in Food
- Eat Better Food When You Purchase Organic
- Buying Organic Food Encourages Organic Farming
- Supporting Sustainability Over the Long Term
- Consuming Organic Food Provides More Nutrients.

DISCUSSION AND CONCLUSION

By encouraging farmers to use organic farming methods, Just Organik hopes to increase consumer access to and affordability of organic food while also opening up new career prospects for farmers. Presently, Just Organik sells goods in a variety of categories, including tea, spices, oils, millets, pulses, and cereals. The brand has received certification from India Organic, in accordance with USDA and EU organic standards, and is also acknowledged by DIPP, the Indian government, as part of the Start Up India programme. The company recently released the Just Organik JOY smartphone app, which enables customers to purchase products for a lower price, in an effort to connect with consumers and save expenses associated with distribution networks. The company is currently self-funded and aims for organic growth.

BECO: CREATING GREEN, CORNSTARCH- AND BAMBOO-BASED ITEMS THAT ARE BIODEGRADABLE

Dr. Navya Jain and Saheli Mukherjee

ABOUT THE ORGANIZATION

With sustainable and eco-friendly substitutes for single-use plastics and packaging, Beco helps to transform the world for the better.

Vision: “To help every individual contribute in saving the environment for a better tomorrow by providing them eco-friendly and sustainable products.”

Mission: “To craft, support and drive a positive change in the world with sustainable & eco-friendly alternatives to single-use plastics and packaging – One Beco Product at a time.”

Eco Beliefs: “We believe that all have the right to a greener, cleaner and healthier present as well as future. It’s not a FAD, being eco-friendly must truly be a lifestyle. Together, we are the change.”



Source: www.beco.com

Using bamboo and cornstarch-based items, the creator and manufacturer of sustainable and biodegradable goods aims to promote an eco-friendly lifestyle. With items created from compostable plant-based ingredients, the company's garbage bags, tissues, toilet paper, and cotton balls are more environmentally friendly than those made with plastic-based ingredients.

Offering eco-friendly products for the home, cooking, and personal care, this internet-first brand. Products made of bamboo are available. The product line includes organic baking papers, charcoal toothbrushes, waste bags, tissues, and home cleaners.

Beco was founded in 2018 in Mumbai by Akshay Varma, Aditya Ruia, and Anuj Ruia. The start-up produces inexpensive, environmentally friendly products like kitchen towels, tissue rolls, and garbage bags that provide consumers the flexibility of single-use items without harming the environment. Beco initially intended to concentrate on tissue paper and trash bags, but after talking to its mentors, the business decided to employ bamboo to make kitchen towels, toilet paper, and toothpicks as well. Beco employs Moso bamboo, which is mostly grown in North East India, Maharashtra, and China. This variety of bamboo can be used to produce compostable, reusable bamboo cloth that is incredibly absorbent. Unlike a typical microfiber cloth, which is non-biodegradable, the bamboo kitchen towel may be cleaned and reused up to 100 times. The business made the decision to stop using plastic to package its products after realising the harm that plastic packaging caused to the environment. Beco substitutes recycled and craft paper.

Domestic consumables, where most superstore aisles still only sell products with chemicals, are one of Beco's primary growth areas. Beco has made a concerted effort over the past two years to increase the availability of eco-friendly items in commonplace categories like tissues, trash bags, dishwashing liquid, laundry detergent, and floor cleaners.

Using components generated from plants, the company now offers reasonable, environmentally friendly substitutes that don't harm the environment as a result of residential drainage. Their products are available for purchase on their direct-to-consumer website, e-commerce platforms, online grocery delivery services, and physical stores in Mumbai and Bangalore. Furthermore, Beco has aggressively increased its market share in the Rs. 1 lakh market for natural home and personal care goods. It has achieved this by diversifying into the retail and online marketplaces and by boosting sales on grocer startup companies like Big Basket, Zepto, Instamart, Suprdaily, and Amazon Fresh.

The brand also aims to dispel the myth that green items are more expensive and therefore belong in the luxury category. To combat this, Beco has reduced the cost of its products by implementing innovative, cost-effective manufacturing techniques. The business is counting on consumers' innate preference for sustainable items to influence their behaviour by providing them with incentives through reasonable pricing.

Products that are chemical-free, environmentally friendly, and sustainable are about to become a significant category in India's expanding FMCG market. Beco is well-positioned to take advantage of this market thanks to its reasonably priced, cost-effective goods that encourage repeat business from customers. Beco uses cost-effective production methods and new plant-based ingredients to reinvest their procedure sales in marketing.

Beco is in a good position to take advantage of this favourable climate and contribute significantly to guaranteeing the sustainable development and progress of their communities as the Indian government works to achieve the SDG targets allocated to it by the UN in the next years.

ABOUT THE FOUNDERS/ ENTREPRENEURS

- **Founders:** Anuj Ruia, Aditya Ruia, Akshay Varma

Varma, a graduate of IIT-Madras, collaborated with Anuj, a former employee of P&G, and Aditya, a recent graduate of BITS Pilani, to launch Beco in 2019. Pet It Up, a social networking site for pet owners that Varma developed, was shut down after about a year due to the departure of his co-founder. Aditya founded Quorg, an intra-organizational messaging service for professionals, in his third year of college. After just two years, he sold the business. In April 2019, the group launched bamboo-based items.

ADVANTAGES

- Rapid biodegradability
- Packaging that is sustainable
- Simple recycling
- Compostable.

DISCUSSION AND CONCLUSION

Millennials and Gen-Z consumers around the world are increasingly interested in eco-friendly items. Over the past five years, 85% of customers worldwide have changed their purchasing habits in favour of sustainable goods. India is following this trend as well, and nowhere is this more evident than in the success of Beco, a business that has a laser-like focus on producing only eco-friendly and sustainable goods. Anuj Ruia, Aditya Ruia, and Akshay Varma, three young businesspeople, are in charge of Beco, which satisfies India's growing need for environmentally friendly, chemical-free substitutes for common household goods.

Beco has quickly advanced to become India's first sustainable direct-to-consumer (D2C) homecare provider. And it is currently attempting to further revolutionise this industry while aiming for a lofty \$500 billion target over the next three years. Beco, which was once a bootstrapped firm, has capitalised on the clear paradigm shift in Indian consumers' behaviour and is now boasting of an excellent growth trajectory. The business has steadily gotten stronger, with digital sales alone seeing a 6x increase in the last six months.

The rapid expansion of Beco is also a result of the business' dedication to product innovation. It provides sustainable, chemical-free substitutes for everyday items including toothbrushes, rubbish bags, bamboo tissues, and reusable kitchen towels. It has continually made improvements to its products by emphasizing the source of environmentally friendly raw materials and investing in more efficient manufacturing techniques.

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NEXUS POWER: BIODEGRADABLE BATTERIES FOR USE IN ELECTRIC VEHICLES**Dr. Khushbu Khurana and Saheli Mukherjee****ABOUT THE ORGANIZATION**

Batteries that are rechargeable, biodegradable, and organic are created by Nexus Power from crop waste. In order to create the battery's composition, Nexus' flagship technology uses entirely biodegradable components that, after the battery's life cycle is over, might be transformed into dung. A sustainable future and a battery industry free of pollutants are the goals of their innovation.



Source: www.nexus.com

The biodegradable Nexus Power batteries are created from crop residue, which is often burned throughout the winter and contributes significantly to air pollution. The business purchases crop residue and turns it into rechargeable energy-storing cells. "Batteries are lithium-ion-free and hence eco-friendly and sustainable. Procurement of crop waste helps farmers earn an additional income of ₹25,000 for every 100 batteries," says Nishita.

"We believe Nexus batteries have the potential to fasten the global shift towards e-mobility. Partnering with the right ecosystem enablers like the JITO Angel Network shall enhance research and development and product development. With this round, we have rapid scalability and amplified operations in mind," said Nishita Baliarsingh, Co-Founder and CEO, Nexus Power.



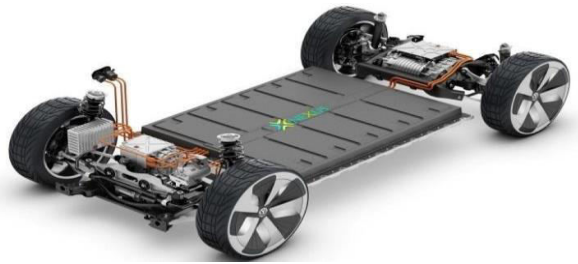
Source: www.nexus.com



Source: www.nexus.com

COMPOSITION

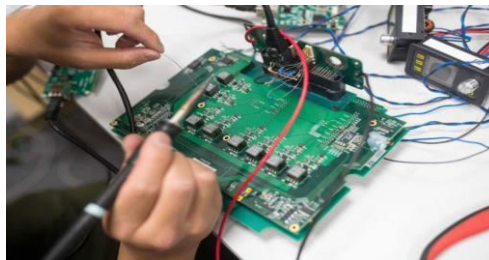
In the unique battery technology from Nexus, bio-organic nanomaterials with specialised rapid regenerating properties are utilised. The battery's evolving structure is based on the concepts of industrial ecology and bio-mimicry, which also give the electrodes and electrolyte a biodegradable nature. These batteries have a 100% recycling rate, and the entire process—from conception to final disposition—leaves no waste behind. Nanomaterials made quickly from crop waste enable the charge to stay longer due to their adhesive properties.



Source: www.nexus.com

BATTERY DESIGN

The parallel and series circuit layout for the cells in the pack is a patented feature of the battery design. The setup enables the quick charge method by allowing sufficient current flow and voltage. In order to prevent overheating and allow heat to escape during high power-driven operations, notably with high power engines in EVs, batteries for consumer electronics and electric vehicles also feature a battery cooling system in the pack.



Source: www.nexus.com

TECH ASPECTS

These batteries are made to meet demands. The batteries' high energy density for industrial application allows them to hold their charge for a longer period of time. Due to the small weight of the raw material, the batteries also have a significant power-to-weight ratio. Their battery has a similar weight to normal batteries but produces more power. The Nexus battery is made with a voltage range of 5V to 800V to accommodate a variety of industry uses, including commercial electric vehicles and mobile phones.

“We wanted to help improve the e-mobility sector. Their research led them to realise that the battery had to be perfect to make electric vehicles popular. We focused on continuous research and development, and finally ended up making an effective innovation in EV batteries,” said by founders.

“We procure the unburnt crop remains and manufacture rechargeable energy-storing cells from this by applying a unique extraction and filtration process. Multiple such cells go into making the IoT and AI-based sensor-enabled battery pack used in EVs,” Nikita says (Founder).

OUTREACH

- **Mobile Phones:** New mobile phone batteries are made to be needed and charge quickly. This product line has the potential to alter the market environment while boosting the Indian mobile phone sector. Their batteries are designed with the main considerations for cell phones in mind. The batteries have a long lifespan, quick charging, and promising anti-overheating performance.
- **Electric Vehicles:** To make an effect, the mobility of the future requires top-notch components. According to their powerful drive terrain and unique requirements, the batteries from Nexus are produced specifically for 2 wheelers, 3 wheelers, 4 wheelers, luxury cars, and commercial vehicles.
- **Consumer Electronics:** These days, rechargeable batteries are widely used. smart wearables to computers. Nexus offers a selection of batteries made specifically for consumer electronics like laptops, smart watches, cameras, and other power-hungry devices.

NEXUS IN MEDIA

Several online and print media outlets have written about Nexus's story. One of the biggest highlights was STPI's coverage of Electropreneur Park Bhubaneswar and the prominent national publication The New Indian Express.

ABOUT THE FOUNDERS/ ENTREPRENEURS

When Nishita completed her corporate finance degree, Nikita took a master's programme in media and mass communication. In an effort to develop battery solutions for electric vehicles, Nishita continued to research battery thermal management, hybrid electric vehicle engineering and innovation, and intellectual property rights. Nikita took a few of courses on choosing nanomaterials for energy storage.

ADVANTAGES

- The batteries are sustainable, lithium-ion-free, and environmentally benign.
- The cost issue is resolved by the low cost of the raw materials and the lower cost of the finished product.

DISCUSSION AND CONCLUSION

Given the lack of electric 4-wheeler vehicle producers in the Indian market, the company's founders decided to produce electric cars there. After working on the technology and construction, they eventually realised the battery and its charge is the cause of the lack of demand. Lithium-Ions were also concerned about sustainability. Fast-charging batteries—more specifically, bio-organic and biodegradable fast-charging batteries—were introduced as a result. Now, Nexus is working on battery technology for electric two- and three-wheelers. The business might later diversify into other markets, including solar energy storage and consumer electronics, among others.

For its pilot programme, which is set to launch in Q3 or Q4 of 2021, the startup is now collaborating with two-wheeler EV manufacturers throughout Asia. The self-funded business is in talks with possible investors and looking into government grants to raise its initial round of finance for growing operations and accomplishing organisational objectives. Electric car manufacturers and dealers will be Nexus' primary target market for batteries and source of income under the company's B2B business model. The co-founder notes that the cell manufacturing process also produces organic manure and ethanol as by-products, which may be marketed as an extra source of income. Li-ion battery production for electric vehicles is a business that several startups are engaged in, including Lohum Cleantech, Inverted Energy, and Grinntech. But, Nexus stands out since it developed its batteries using biodegradable agricultural waste.

WASTE VENTURE INDIA: EXPERT RUBBISH COLLECTION AND PROCESSING SERVICES

Ms. Pooja Tripathi and Saheli Mukherjee

ABOUT THE ORGANIZATION

In order to develop inclusive, commercially successful, and environmentally sustainable waste management models, Waste Ventures India, a trash management social company, collaborates with bulk garbage generators and informal waste pickers. In other words, they aid in the diversion of garbage from landfills to environmentally friendly disposal methods.

VISION: “Inclusive, decentralised, holistic waste management models to solve India’s ongoing trash issue.”

MISSION: “To create better quality of life for informal waste pickers and rag pickers by including them in low value plastics collection. To avert waste from landfill by providing end-to-end solutions to bulk waste generators.”



Source: www.wasteventures.com

SERVICES

1. ORGANIC WASTE PROCESSING

ON SITE COMPOSTING: Controlling solid waste According to regulations from 2016, it is the responsibility of each bulk waste generator to compost their own organic waste.

Depending on needs, they may tailor our on-site composting solutions. They use natural processes to transform our biological waste into black-gold while requiring less people, less space, and less money.

They set up on-site composting systems if you're a residential community, business, hotel, or educational facility. In addition, they provide home composting options for those who want to compost in their homes. They even offer compost buy programmes for those who have extra compost.

OFF-SITE COMPOSTING: They collect wet organic waste every day and compost it for a person for a fee if on-site composting options are not suitable for you due to space, financial, or labour restrictions. Also, they provide a person free access to half the compost.

2. CORPORATE SOCIAL RESPONSIBILITY PROGRAMS / CSR PROJECTS

They collaborate with nonprofit organisations to develop and carry out waste management programmes that range from workshops for low-income kids to health and sanitation awareness campaigns for waste picker women, from art installations built of waste to enter zero waste centres.

3. ZERO WASTE EVENT

Celebrations do not have to result in plastic pollution, whether it is a loved one's birthday or a wedding. Their Chief Operational Officer's wedding was the first of our company's zero waste events, and now they speak with ethical individuals about how garbage from events might be appropriately managed. The possibilities are endless and fascinating, ranging from doing away with disposable cutlery to switching to eco-friendly gifting choices, from using reusable home decor to composting food waste.

4. EXTENDED PRODUCES RESPONSIBILITY

According to the 2016 solid waste management regulations, producers and supporters, such as packing firms, FMCG companies, and other brands, are accountable for their packaging trash.

Brands may decide to implement their take-back initiatives through waste management companies. For brands across India, WVI has extensive experience in satisfying

Extended Produces Responsibility. They have worked with a variety of businesses from various industries and are registered and authorised as a PRO by the Pollution Control Board. They assist with internal audits, communication toolbox, reporting to CPCB, and plastic collection on behalf of brands.

PLASTIC OFFSETS

Offsetting their plastic footprint is an important first step in the sustainability efforts of international brands. Waste Ventures India collaborates with top plastic offset platforms to assist brands in reducing their use of plastic by collaborating with more than 6000 waste pickers throughout India.

5. WASTE AUDITS

Knowing and comprehending trash generation is essential for sustainable waste management. The initial stage in this process of waste management is a waste audit. With these audits, their team evaluates the types and qualities of waste a person produces, the current system of segregation and collection, and the proportion of garbage that is recycled versus dumped. This aids in identifying opportunities for waste minimization, efficient segregation techniques, and increasing the amount of garbage that is diverted from the landfill to recycling.

CERTIFICATION

They are available to go farther and obtain certification for sustainable efforts. Our knowledgeable team can help with LEED, WELL, GRIHA, TRUE Zero Waste, and other certifications for buildings. Our personalised dashboard streamlines and makes easy the reporting and paperwork needed for these certifications.

6. DRY WASTE COLLECTION

CORPORATES / TECH PARKS

They provide routine dry waste collection from the premises, which is followed by thorough reporting through our personalised dashboard to support design adjustments and waste reduction initiatives. They do all possible to support recycling goals, from employee awareness campaigns to staff training on better segregation. Join forces with them right away to advance your company's sustainability objectives. They are fully

compliant with all labour and environmental standards and specialise in managing dry trash on SEZ campuses. All collected dry garbage is delivered to authorised recyclers, and complete responsibility is guaranteed.

RESIDENCES

Both resident and staff education sessions on segregation are offered. They work together with volunteers, the association, facility managers, housekeepers, and service employees to put in place efficient garbage collection methods. They have successfully built up dry trash collection systems that are simple to operate and, more significantly, reliable in a variety of settings, from small villa communities to high-rise complexes. Maximum accountability and traceability is made sure that all dry waste collection gets to approved recyclers.

ABOUT THE FOUNDERS/ ENTREPRENEURS

1. Roshan Miranda: Experience with operations, business development, and market strategy. Former BCG consultant for Fortune 500 businesses with a genetics PhD.

2. Parag Gupta: As Associate Director of the Schwab Foundation, Parag had the responsibility of performing background checks on hundreds of social entrepreneurs around the world. He was particularly interested in the significance and urgency of solid waste management. With local collaborators and field personnel, he developed a global framework for sustainably managing solid waste in poor countries that served as the foundation for his first business, Waste Ventures. He then established Waste Capital Partners, a for-profit subsidiary with the goal of developing a commercial investment market for solid waste management at the base of the pyramid. Moreover, Parag established IDEAS, an Echoing Green Finalist that used venture philanthropy concepts to achieve advocacy goals in poor nations.

3. Rob Whiting: Co-founded a trash and recycling firm in Hyderabad, India that used technology, and worked at an advanced garbage and recycling project in Atlanta, Georgia. He has provided advice in the fields of telecommunications, financial services, and pharmaceuticals. He has worked with Organizations like USAID and TechnoServe, assessing farmer data from agriprogrammes to evaluate crop yields, lifestyle impacts,

etc. He has experience in agriculture. Rob created a non-profit organisation that concentrated on college financial aid, thus he also has extensive expertise in the American education sector.

ADVANTAGES

1. Cleans up the Environment

The fact that waste management produces a better, cleaner environment is its greatest benefit. The waste disposal facilities improve the general populace's health by assisting in the eradication of disease. In order to start the process of waste disposal, numerous waste dumping units need be set up in level-1 and level-2 cities. Long-term implementation of outstanding safety measures is made possible by this.

2. Reduces Environmental Contamination and Pollution

When waste is properly handled, it not only prevents the creation of new waste but also lessens the intensity and impact of toxic gases that are frequently released from collected waste in landfills. Waste management substantially lowers several environmental negative elements while reducing our reliance on landfills.

3. Generates Jobs

The recycling sector generates jobs. As more people engage in eco-friendly practises, businesses that make and sell recycled goods take the lead. In addition to enhancing their business, this also generates employment. The following are some additional benefits of waste management: -

- Sustainable business expansion.
- Increases the effectiveness of waste collection and disposal.
- Save your energy.

DISCUSSION AND CONCLUSION

Trash Ventures organises waste pickers and gives them a reliable source of income by paying on commission to get contracts with Indian homeowners and giving waste pickers a fair rate.

Recycling Ventures India has created a formalised market for waste streams that prevents waste from going to landfills and increases the income of waste collectors through standardised rates and upfront payments. They acquire dry and wet waste from businesses, apartment buildings, and independent waste collectors, sort it, and then process it for sale to recyclers. They raise the long-term living standards of 1,200 or more rubbish pickers by up to 25%.

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ZYPP ELECTRIC: THE BIGGEST EV-AS-A-SERVICE PLATFORM IN INDIA

Ms. Roli Wadhwa and Saheli Mukherjee

ABOUT THE ORGANIZATION

An EV delivery app called Zypp Electric works in the last-mile area. Zypp is working to transition all deliveries for the e-commerce, grocery, medical, and food verticals to electric using an e-scooter sharing app. Zypp Electric, India's Leading Tech-Enabled EV-as-a-Service Platform, was formed in 2017 with a Mission Zero Emission goal to make India carbon-free by employing an ecosystem of electric vehicles and EV based technologies to make last mile logistics sustainable and emission free.



Source: [wwwzypp.com](http://www.zypp.com)

Vision: “To reduce the problem of pollution & climate change with sustainability at the core, solving the last mile first in India and then extending the EV-as-a-Service solution to the world.”

Mission: “We are on a mission zero emission where we wish to accelerate last mile delivery to go 100% sustainable with EVs by 2028 while making it efficient, affordable, intelligent, and reliable.”

In a funding round sponsored by Taiwanese EV manufacturer and battery-swapping business Gogoro, Zypp Electric has secured \$25 million. The global impact fund IIX and a significant Indian national bank each contributed \$20 million in equity and \$5 million in debt to the round.

The electric vehicle fleet operator received finance from Goodyear Ventures, 9Unicorns, WFC, Venture Catalysts, LetsVenture, IAN, Ivygrowth, and Grip, among others. According to co-founder and CEO Akash Gupta, the funding from Gogoro is strategic in nature, which means the company will not only use the company's battery-swapping technology and vehicles on its fleet but also look to expand Zipp's operations in areas like Southeast Asia, the Middle East, and Europe.

According to a December 5 report by ET, e-commerce and food delivery companies are the main drivers of India's increasing EV two-wheeler sales. Some 90–100 Gogoro vehicles have already been deployed as part of a pilot by Gurugram-based Zipp Electric, according to Gupta. According to him, the company will use the money to expand from Bengaluru and Delhi-NCR to roughly 30 locations, hire more employees, upgrade its technology, and increase the size of its fleet from 10,000 to 200,000. After that is finished, it will begin looking into business potential in markets outside of India

CAPITAL DEPLOYMENT

By December 2025, the firm plans to use the cash to increase the number of electric scooters in its fleet from 10,000 to 200,000 and to expand its service area from six cities (five in the Delhi-NCR region and one in Bengaluru). According to Akash, Zipp intends to expand to 12 cities in 2023. A little over 40% of this money would go towards developing teams, opening hubs in new locations, and structuring the operational know-how for constructing in a city before distributing bikes. The remaining 50% will be used to fund the staff and the technology, with about 10% going towards marketing. “We are creating superlative EV tech involving IoT, AI, and ML—all talking to each other and then giving the right insights to the drivers, bikes and the swapping networks,” shared Akash.

A \$7 million Series A round was co-led by 9Unicorns and Anthill Ventures in September 2021, with \$6 million in equity and the remaining \$3 million in debt. Zipp has now raised a total of \$37.5 million, of which \$30 million is in stock and the remaining \$7.5 million is in debt or asset leasing. “Our bigger focus is to get the right vehicles on the ground, for which we do not use equity capital in deploying these assets,” said Akash.

INVESTORS AND PARTNERSHIPS

The electric revolution of fleets and last-mile deliveries in India will be accelerated by a strategic B2B cooperation established in November 2022 between Gogoro and Zypp. In Delhi-NCR, they are putting 100 electric scooters with battery switching capabilities and six battery swapping stations on trial. Zypp Electric has assumed a significant leadership role in the sustainable transformation of India's fleet and last-mile delivery industries, but there is still a tremendous opportunity, and with this new funding, it will be able to increase its capabilities and market impact, according to Horace Luke, Founder and CEO of Gogoro. The EV startup additionally teamed up with Sun Mobility in 2021 to deploy 10,000 vehicles with an integrated MaaS offering.

It collaborated with Hero Electric in June 2022, and over the following three years, 1.5 lakh electric scooters will be made available for Zypp Electric's fleet. "I would want to work with someone who is best in technology, who's giving us the best comfort because that is what matters to achieve my goals and ambitions of deploying two lakh EVs," shared Akash.

"Sustainable and efficient last-mile deliveries are key to addressing consumer demand across multiple verticals like prepared food, groceries and packages," Sandeep Mahajan, Managing Director, Goodyear India said. "Our Goodyear Ventures team is focused on investing in companies with a passion to advance mobility in a sustainable way and was impressed by the commitment of the Zypp team towards making this happen in India." A division of the Goodyear Tire and Rubber Corporation, Goodyear Ventures, specialises in funding seed to growth stage entrepreneurs in the field of new mobility technology. To make the process of requesting and managing fleets simpler, Zypp Electric introduced ZyppDash at the beginning of this month.

ABOUT THE FOUNDERS/ ENTREPRENEURS

1. AKASH GUPTA (CO-FOUNDER & CEO)

36 - Computer Engineer, IMT Ghaziabad 2008, Former Airtel, MobilKwik, Snapdeal, Dell, Infosys.

2. RASHI AGARWAL (CO-FOUNDER & CBO)

MBA in Finance; 34. ten years of expertise. Ex-S&P, serial entrepreneur, and co-founder of LetsFlaunt.

ADVANTAGES

- Save money on gasoline
- 24-hour assistance
- Dual high-performance batteries
- The app was used
- Ecological in nature
- Minimizes pollutants.

DISCUSSION AND CONCLUSION

Currently, the business uses fully automated, IoT and AI-enabled scooters that are high-performing and low-maintenance to deliver groceries, medications, food, and e-commerce products from point A to point B. The technology keeps track of batteries that may be swapped out via Zypp swapping stations, which are situated at important touchpoints. In addition to lowering delivery costs and assisting in the reduction of pollutants in the city, eco-friendly EV services. Around 7000 Zypp EVs and Pilots (delivery executives) are currently contributing to this goal, and that number is steadily rising.

The goal of Zypp Electric's business strategy is to minimise delivery costs and emissions on an asset-light model by performing carbon-free last-mile deliveries for small local businesses, large e-commerce companies, and delivery executives.

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**LOVE ORGANICALLY: 100 PERCENT NATURAL AND CHEMICAL-FREE
BEAUTY PRODUCTS****Ms. Shanu Jain and Saheli Mukherjee****ABOUT THE ORGANIZATION**

Their inspiration originates from a pure, natural source, just like their brand. Deepshikha Deshmukh, the company's founder, was forced to consider carefully the ingredients used in children's skincare products after becoming a mother. She came to the conclusion that much more has to be done after learning that the majority of purportedly "natural" products contain unneeded, synthetic components. Her extensive study, consultations with a variety of specialists, including Ayurvedic practitioners, naturopaths, and physicians, as well as family skin-nutrition secrets, demonstrated the distinctive skin benefits that botanicals provide.



Source: www.loveorganically.com

She studied Ayurveda, one of the oldest practises used in India that emphasises the secure and all-encompassing qualities of herbal extracts, fruit extracts, and essential oils for good skin. Almost 700 plants and herbs that aid in the improvement and maintenance of skin health are mentioned in ancient Ayurveda literature.

Their search for the greatest botanical components has brought us from small-town farms to academic research facilities. They have been able to combine the best natural skincare products thanks to this.

And that's only the start—looking for the best components comes later. They make an effort to make the act of providing "innocent skin nutrition" pleasurable by paying attention to every detail, starting with their products' efficacy and packaging.

Ayurvedic beauty products are sold by an online-only brand. The product line-up includes items like face washes, face packs, face oils, face creams, hair oils, joint pain oils, face scrubs, and bath salts. Together with that, it provides air fresheners and pillow sprays. Ayurvedic and comprised of natural substances, according to the manufacturer, are the items. Love Organically is the nation's first line of award-winning products for children and their families that are free from harmful ingredients like sulphates, parabens, and GMOs, to name a few. Love Organically makes a commitment to use only the best natural ingredients sourced from farms across the nation.

It is the only organic skincare product available in India that may be used by every member of the family, regardless of gender or age. Each and every item sold under the name "Love Organically" is pure, natural, and free of any chemicals. Love Organically is a corporation run entirely by women. She supports women's emancipation and has helped draught-affected farmers by providing for the wellbeing of their offspring. She is a major source of inspiration for all women. With some exclusive deals on her products, Deepshikha is now prepared to commemorate womanhood and ring in International Women's Day. The specifically handpicked deals include things like "Buy 2 Get 2 Free."

The product line, which offers treatments for all skin types, is essentially organised into six categories: Glow, Heal, Nourish, Pamper, Shine, and Sleep. All of the ingredients, including grape seeds, neem, mogra flowers, geranium, and calendula, are "Proudly Sourced and Manufactured In India".

Neem and Calendula Range: Neem is quite effective against bacteria. It has long been used to treat skin issues. Fresh Neem extracts in Love Organically's neem body wash have amazing anti-bacterial characteristics that provide skin protection and support the PH balance.

Lavender Range: Love Organically has created a line of nighttime skincare products using Fresh Organic Lavender extracts and essential oils to promote better sleep, which in turn helps one seem more youthful and attractive. From ancient times, lavender has been used as a herb to soothe and relax the body and mind.

Mogra Range: For many years, weddings, ceremonies, and other important events have employed Mogra flowers. The cause is its aroma, which instantly improves dispositions and makes skin glow. This is a completely natural method to smell good all day.

Honey Range: Honey is a fantastic humectant and does wonders on the skin. It has therapeutic qualities that regulate and preserve moisture while offering antioxidants. It's an all-day variety made with pure honey, superfruits, herbs, and Nutter Butters to moisturise and keep skin nourished.

ABOUT THE FOUNDERS/ ENTREPRENEURS

DEEPSHIKHA DESHMUKH

Hindi film producer Deepshikha Deshmukh was born on October 29, 1983, in India. Deepshikha speaks out against animal maltreatment and vehemently disapproves of the meagre fine that is imposed. Deepshikha begins demonstrating her concern for the environment by planting trees in local villages. She is the wife of Dhiraj Deshmukh, the younger son of the late Vilas Rao Deshmukh, the former chief minister of Maharashtra, and the daughter of renowned film producer Vashu Bhagnani.

ADVANTAGES

- No negative ageing effect
- Pesticide-free
- Organic cosmetics can benefit the environment.
- Crafted with natural, organic components
- Cheap and conveniently accessible online
- Absence of synthetic colours or scents
- Aids in absorbing excessive skin oil.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

SOME OF THE SNIPPETS OF THE CUSTOMER REVIEWS ARE:

“I love organic products and was trying this brand Love Organically for the first time. It is a great face mask. It does what it claims. It left a slight white tinge on my face which actually made me look fresher and fairer. I followed it up with a moisturizer and my skin felt very refreshed. I have been using it on alternate days with the Glow pack. I will buy again.”

“Excellent Organic product compare to big brands, it’s authentic and 100% organic ingredients (Bamboo charcoal & Dead Sea mud).

Love Organically is an Indian brand and all ingredients are vegetarian.

Fully satisfied with the result. After using it I can feel the difference.

Nice and eco-friendly packaging”

A careful analysis of these reviews suggests that commitment, trust and customer satisfaction are the key tenets of the company which has made it what it is today.

DISCUSSION AND CONCLUSION

The company offers products that are entirely natural and free of dangerous chemicals. It is one of the pioneering organic skincare companies in India for both children and adults. The ingredients for Love Organically are sourced from small farms all around India, where it is manufactured.

The company places a lot of emphasis on its motto, which is to support both farmers and the environment. Children of farmers who are suffering from the drought receive education thanks to their partnerships with various nonprofit groups. Every time a product is sold, a portion of the profit is donated to the cause. By avoiding the use of dangerous substances, all items from this brand aim to protect the environment.

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BAMBREW: A SUSTAINABLE PACKAGING STARTUP**Mr. Bhupinder Singh and Saheli Mukherjee****ABOUT THE ORGANIZATION**

Bambrew, a company that creates sustainable packaging, offers an eco-friendly and plastic-free substitute for packaging. As the World has a right to exist without pollution, it is a step in the right way for a happy future.



Source: www.bambrew.com

The mission of Bambrew: “Green Tech firm that develops sustainable packaging, is to offer the most recyclable and environmentally safe replacement for single-use plastic. Most of the items in 1. E-Commerce Packaging can be successfully replaced by them (Replacing Plastic E-mailer Bags) Packaging for Food 2. (All takeaway containers which were either plastic or coated with plastic) Three. FMCG Packaging (Stand up Pouches that could hold nitrogen flush and is resistant to oxygen hence replacing all chips packet) Retail Packaging (All boxes and display packages that are coated with plastic) Manufacturing 5. (All pouches used in packing apparel in manufacturing units.)”

Bengaluru-based Bambrew offers substitutes for e-commerce mailer bags, food packaging in the F&B business, pouches and foldable cartons in the FMCG industry, and PVC in the pharmaceutical industry using its patented technology.

The most recent round of funding will be used to create India's first tech-enabled platform for procuring green packaging, expand into more locations, boost supply capacity, spend in Research & development activities of new sustainable materials, and further enhance the team. Commenting on the funding, Mr. Vaibhav Anant, Founder said, "People and businesses are having increased awareness of the perils of Single Use Plastic (SUP) usage. We are elated to see the changing consumer behaviours to consider alternatives. This strengthens our vision and belief to reduce the usage of SUP and help make our planet a better place for the current and future generations. We have been able to scale our operations manifold over these past few years and take great pride in our collaboration with the largest e-commerce player in the world as well as other major players in this space. Over past 2 years, we have seen 50x growth and envision further higher growth scale in the upcoming year. This latest infusion of funds will help us increase our footprint and supply capacity across metros like Delhi, Mumbai, and Kolkata, as well as global markets including the US, Europe, and the Middle East."

In order to develop the green packaging startup Bambrew, Vaibhav abandoned his position as Associate Vice-President at a top edtech company in 2018. "The problem that the world is facing with single-use plastic today is a menace. It is a huge problem across the globe, not only in India. On a regular basis, we consume a lot of micro-plastics unknowingly which was another thing that led me to drive this single-use plastic alternate business," says Vaibhav (Founder).

The item's composition (CPCB) reports that plastic makes about 8% of all solid waste produced in India, with Delhi having the largest contribution, followed by Kolkata and Ahmedabad. India produces 43% of the world's plastic, the majority of which is utilized for packaging single-use items. Vaibhav concluded that single-use polyethylene is a much greater issue than the greentech company's initial goal of developing environmentally friendly straw substitutes. He then began experimenting with product packaging "We used the COVID period as a time for research and development, and over the course of two years, we developed a number of solutions for e-commerce, pharmaceutical, takeout, food and beverage packaging, and FMCG."

According to Bambrew, its goods can be produced using machinery that creates plastic packaging. “There were two problems that we wanted to solve—making sustainable products commercially viable and scaling rapidly. What we needed to understand was that we need to develop a product which can be immediately consumed by the market without a major price difference,” Vaibhav explains. “This is why we decided to work in a hybrid model wherein we partnered with manufacturers who were previously working with plastic,” he adds. Bambrew produces 7.5 crore packing bags each month in its own set of production facilities. In addition, the firm contracts with other manufacturers to produce a few of its items. It welcomes customers by contacting some businesses and through inquiries. After the first few clients, Bambrew has experienced the “snowball effect,” Vaibhav says. “In the initial years, the challenge was to convince the clients to take a trial in their machines because these are expensive machines. They were very hesitant to take a trial, and asked questions like ‘what will happen to my machine?’, and ‘what if the machine breaks down?’. We are also young people, and they would not believe in us,” Vaibhav recalls.

Market and the upcoming path In accordance with the Center for Science and the Environment (CSE) study Status of India's Environment 2022, India created 25,940 tons of plastic waste every day. The company's first priority, according to Vaibhav, is to find a solution to the issue that our customers are having with eliminating the usage of single-use polyethylene in the supply network (Founder).

ABOUT THE FOUNDERS/ ENTREPRENEURS

Founder: Creator, Bambrew's founder is Vaibhav Anant. He received his degree from India's National Institute of Fashion Technology.

ADVANTAGES

- Each and every one of their products is fully handmade, recyclable, and a wonderful all-natural replacement for plastic.
- They are completely biodegradable, lightweight, and robust.
- They produce their goods without the usage of any chemicals or pesticides.

DISCUSSION AND CONCLUSION

Bambrew is always coming up with new ideas when it comes to sustainability, creating a range of eco-friendly products comprised of bamboo, sugarcane, and seaweed. Their objective is to move to a sustainable lifestyle while also enhancing local communities. They advocate appropriate development that benefits the neighbourhood and protects the environment for future generations. Their entire line of handmade items is produced by various communities from across the country.

The company claims that during the 2020–21 financial year, it made Rs 77 lakh. Bambrew's revenue surged 13X to a total of 10 crore rupees in FY 2021–2022. The company targets sales of Rs 100 crore for the current fiscal year. Bambrew wants to expand its presence internationally after noticing growth in India.

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**SKINELLA: FEED THE SKIN WITH THE BEAUTY BENEFITS OF NATURAL
SUPER FOODS****Mr. Swaraj Manchanda and Saheli Mukherjee****ABOUT THE ORGANIZATION**

Skinella was created in 2017 after three years of in-depth research, development, market analysis, and conception. With the goal of inspiring every girl between the ages of 15 and 25, it is a skincare line built with the strength of superfoods. Mother Nature, according to Skinella, has more top-secret substances for improving skincare than anyone else. Their entire product line is based on the Power of Super Foods as a result.



Source: www.skinella.com

All Skinella goods are vegetarian, cruelty-free, and PETA-certified. Every single one of our products is put through rigorous quality checks, stability and compatibility tests that last six months, and testing at extremely high temperatures. In order to nourish your skin with pure beauty free of the burden of chemicals, Skinella offers a variety of skincare products manufactured with the natural power of superfoods. In addition to the benefits of superfoods, the items are cruelty-free, vegan, and PETA approved.

A total of 26 products, from body butters to lip balms, are available from Skinella. Leading retail stores in India as well as e-commerce sites like Nykaa, Amazon, FlipKart, and PayTm Mall carry the products. Among their goods are Milky Rose Body Butter, Mandarin Gel Body Wash, Green Lime & Olive Gel Body Wash, and Pink Guava Body Polish Scrub.

Natural skin care products are sold under the private label brand Skinella. Lip balm, sunscreen, face wash, face scrubs, skin lightening lotion, body polish, and face masks are all part of the product line. asserts to offer only natural items. Skinella is a company that specialises in natural skincare products. They offer a variety of skincare items like face wash, lip balm, scrub, and face mask among others that are made with the natural power of superfoods so that consumers can nourish their skin with pure beauty free from the burden of chemicals.

Skinella sells a number of products that make it easier for skin to hydrate and nourish itself. Products for the skin include face washes, masks, and scrubs. The flavours include kiwi, grapefruit, honey oats, coffee chocolate, blueberry, pistachio, seaweed, and dragon fruit, among others. Every flavour is developed so that it will work with every skincare requirement. Some products will ensure that the skin keeps moisture, others will clear the skin of filth and pollution, some will help with skin rejuvenation, and still another product will make the skin shine like never before.

With its most recent release, Skinella—one of India's top skincare companies—is assisting ladies in rejuvenating their skin. The company offers products infused with superfoods and fresh fruits. Three new skincare items have been released by the company: the Goji Berry with Vitamin C Face Wash, the CamuCamuSunScreen SPF 40, and the Green Papaya Tan Removal Peel Off Mask.

The introduction is in line with the brand's mission to elevate the skincare experience for young women by using cutting-edge products and unusual formulations. To give skin the proper nutrition, its recently released luxurious products are made with natural ingredients

Dolly Kumar, a cosmetic engineer and the founder and director of Cosmic Nutracos Solutions Pvt Ltd, the organisation behind the skincare line Skinella, commented, "I believe that the only way to improve and maintain healthy skin is by following a consistent routine. So, each one of you must steal a minute to think about customers skincare routine as if it's diet. And we also realize that there is no better way to groom yourself naturally than by feeding skin with the power of fruits and superfoods."

"Hence, we have created these very unique skincare products using fresh fruits and superfoods that will provide skin with nourishment and smoothness while leaving a natural glow," she added.

ABOUT THE FOUNDERS/ ENTREPRENEURS

Cosmic Nutracos Solutions Pvt. Ltd.'s founder and director. Dolly is the Cosmic Nutracos Pvt Ltd. founder and director. She founded and currently directs GAIA Good Health. She currently serves as the founder and director of Skinella, a cosmetics company. She oversees Ancorottic Cosmetics Pvt Ltd as director. She was Colorbar Cosmetics' Business Head. She graduated from Nagpur University with a B.Tech in Cosmetic Engineering.

ADVANTAGES

- Skincare company Skinella has introduced a new line of products including the goodness of Vitamin C in an effort to "Feed Your Skin" with the power of superfoods. These products will assist clients in cleansing, nourishing, and rejuvenating their skin.
- No harsh chemicals are used in the production of Skinella products, which are packed with the power of superfoods. All of the most recent goods have a price range between Rs 350 and Rs 475, making them a very affordably priced source of goodness. These include Orange & Lemon Vitamin C Face Serum, Orange & Lemon Vitamin C Facial Foam, Orange & Lemon Vitamin C Night Cream, and Orange & Lemon Vitamin C Day Cream - SPF 15.
- Dolly Kumarsaid "Vitamin C is at the heart of their latest range of products because we understand the skincare benefits of this vitamin. Loaded with lemon and orange extracts which are naturally loaded with Vitamin C, these unique products provide numerous skin benefits, and give a naturally glowing skin." "These extremely special skincare products that we developed use fresh fruits and superfoods to nourish and smooth skin while leaving a natural glow." She added.

DISCUSSION AND CONCLUSION

One such fantastic business that sells cosmetics built with natural materials like fresh fruit is Skinella. The items are all as pure as nature and include the hashtag #supernaturally. Yes, of course! Because it doesn't contain any dangerous chemicals, Skinella has widespread confidence.

All of the products are currently on sale at all reputable retail locations around India and will soon be offered on websites like Nykaa, Amazon, and Flipkart. Skinella introduced a number of new items, including sheet masks, sunscreen, and peel-off masks. The skincare company is currently planning to add items like facial kits to its product lineup in the upcoming years.

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WIZ: A DIFFERENT PRODUCT RANGE CALLED OVI (ONLY VEGAN INGREDIENTS)**Ms. Priyanshi Jain and Saheli Mukherjee****ABOUT THE ORGANIZATION**

For products for personal care and hygiene, WiZ is a reputable brand in India. Since 1978, Cossmic India Pvt. Ltd., the parent company of our business, has earned a reputation as a reliable supplier of personal care goods.

WiZ, India's top brand for personal care and hygiene products, is a representation of four concepts: safe, inventive, refreshing, and handcrafted. WiZ, founded in 2001, is a division of Cossmic Products, a company known for its long history, dedication, and competence in providing consumers with high-quality, cost-effective personal care and hygiene products.



Source: www.wiz.com

WiZ's founding principle, "Be Clean, Be Happy," serves as the cornerstone for the company's customer-centric strategy and its behaviour towards partners and stakeholders. WiZ's best-in-class product range includes cutting-edge manufacturing facilities to ensure consistency while advocating and upholding the highest standards of sanitation, ethics, convenience, legality, accountability, and transparency. Hand wash, hand sanitizers, disinfectant wipes and sprays, and shampoos are just a few of the numerous products offered by this rapidly expanding business.

A renowned FMCG manufacturer, COSSMIC PRODUCT PVT. LTD. was established in the middle of the 1980s to address the most pressing need of people: "to obtain goods of exceptional quality at competitive prices." For all of its goods, CPPL has obtained a licence from the Food & Drug Authority. It also possesses the necessary quality certifications and cutting-edge power technology. They support management and research, as well as ethical production. They are aware of the ongoing need to evolve and change to meet the shifting demands of the market.

Their research and development teams stay current on the most recent advancements in science and technology not just to create new products but also to maintain and improve our current line of goods. They envision a bright, pure future that is filled with goodness.

VISION: "It is our aim to enhance our reputation by providing high quality services to the satisfaction of the customer by complying with the contract specifications & requirements."

In order to continually expand and strengthen our customer base, WiZCare works with the newest technologies while utilising its knowledge and skills. They uphold and support complete business openness with our business partners and stakeholders and carry this out by adhering to strict hygienic standards, legal compliance, accountability, and unwavering ethics from the beginning to the end of the project.

With WiZ sales increasing in India's largest cities, including Mumbai, Delhi, Pune, and Bangalore, the company is considering expanding the brand's presence throughout the country. Reetesh Dhingra, CEO of Cossmic Products and co-founder of Wiz, said the local market is going through a significant change right now, and the company is working to stay on top by anticipating the new consumer trends.

"Our consumers are getting smarter so they tend to pick up a larger five-litre can and invest in a ceramic or stainless-steel dispenser rather than a using the regular PET bottle. We're selling hand wash, body wash and shampoos in five litre bottles and they are doing very well," said Dhingra.

The popularity of the brand's jumbo-sized products has enabled it to rank among the top 10 biggest multinational brands on Amazon India. Also, the manufacturer benefits from the demand for more of the products. By creating more environmentally responsible products, the company is guiding its customers towards a more sustainable lifestyle. One of its most recent inventions is a cleanser that doubles as a body and hand wash. Customers will be able to purchase one less product thanks to the versatile item without having to give up anything.

They have been able to build up a sizable clientele by offering high-quality products and possessing in-depth market understanding. These elements contributed to our phenomenal success:

- Thorough industry expertise
- Orders are completed on time.
- Open and honest business transactions
- A professionally qualified and trained crew.

ABOUT THE FOUNDERS/ ENTREPRENEURS

Reetesh Dhingra, a seasoned businessman with unmatched FMCG expertise, is the co-founder of Wiz Care, India's top brand for personal care and hygiene goods, a division of Cossmic Products, a company known for its extensive experience, focus, and expertise in high-quality, reasonably priced personal care and hygiene goods since 1978. Wiz Care is a subsidiary of Cossmic Products. Reetesh is the director of strategy and finance at Wiz Care, and he also manages the creation of new products. Reetesh earned a B. Com. from the University of Mumbai before pursuing an MBA in Marketing at the Mumbai Educational Trust and later enrolling in the SEED of Transformation Program at Stanford University Graduate School of Business. Reetesh began his career with a brief stint at Saatchi & Saatchi, India, a multinational communications and advertising agency with headquarters in Britain. In 2000, he transferred to Cossmic Products, where he held a number of senior leadership positions, including vice president of sales, before being named CEO in 2009. He has assisted

Cossmic Products in becoming one of the largest OEM producers in the FMCG personal hygiene market. He is an accomplished professional.

ADVANTAGES

- Order directly from the factory outlet
- Maximum Rebates
- State-of-the-Art Factory
- Produced in India
- FDA Licensed

DISCUSSION AND CONCLUSION

WiZ was initially the sales and marketing division of Cossmic Products, with the goal of bringing enjoyment to all of its clients by offering premium products to enhance their health, wellbeing, and hygiene. Prior to 2019, the brand worked to make its products available on online stores and the corporate website. It started with the notion to separate sales and marketing from the manufacturing arm by creating a separate company under the direction of Mrs. Manisha Dhingra. A forward-thinking brand, WiZ's primary strengths lie in innovation, R&D, pricing, customer-centricity, prompt deliveries, and a statewide network. The company operates in a sector that had a significant increase in demand as a result of the COVID-19 pandemic. WiZ, a startup with no outside funding, wants to rank among the top 10 FMCG Personal Care brands with a national presence.

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**ECORIGHT: BAGS OF EVERY KIND IN THE MOST FUN AND COOL
DESIGNS****Ms. Shirley Rex and Saheli Mukherjee****ABOUT THE ORGANIZATION**

An unlisted private corporation, Ecoright Private Limited was established on August 20, 2019. It is under the private limited business category and has its headquarters in Ahmedabad, Gujarat. The company has a paid-up capital of INR 1 and a share capital of INR 10,000.

EcoRight is a manufacturer of products that are friendly to the environment for clients that live ethical and sustainable lifestyles. In order to gradually make the shift to a healthier, waste-free lifestyle, they want to offer consumers options that are both functional and fashionable. They aim to increase consumer interest in eco-friendly clothes.



Source: www.ecoright.com

The eco-friendly goods manufacturer EcoRight creates sling bags, purses, totes, shopping bags, and other products. The 2017 saw the founding of the business EcoRight, whose mission is to make things that are environmentally friendly utilising sustainable materials including bamboo, recycled plastic bottles, organic cotton, recycled cotton, and juton. They are a direct-to-consumer brand that only conducts business online and ships goods to more than 50 different countries. Differences

between them. They use environmentally friendly materials to make each of their bags. Mostly organic cotton and recycled PET bottles are used to make their entire line of products. They were also among the first businesses in the world to provide certified organic and recyclable bags. Their packaging even contains recycled material.

An ethical and sustainable lifestyle brand called EcoRight creates goods to help its clients lead more responsible lives. They manufacture things out of sustainable materials including organic cotton and recycled plastic as an alternative to fast fashion and plastic waste. To further guarantee that their manufacturing has a favourable effect on both their workers and the environment, all of their production facilities are solar-powered and ethically certified. Its ultimate goal is to ensure that sustainability has an impact on every family living on the planet.

ABOUT THE FOUNDERS/ ENTREPRENEURS

Nikita Barmecha and Udit Sanjiv Sood are the founders of Ecoright Private Limited. EcoRight was founded by husband and wife pair Udit Sood and Nikita Barmecha to address the negative effects of fast fashion. The business manufactures premium bags using distinctive and inventive materials such as recycled cotton and Juton (jute and cotton). EcoRight is growing in acceptance among consumers who are concerned about the environment, despite the fact that it is still in its infancy. To give an example, EcoRight has already developed its export presence in Malta, Greenland, the United States, Canada, Mexico, Denmark, Australia, and New Zealand with over 150 products across 34 product categories.

In this disorderly woodland, Nikita brings order. Nikita, an EcoRight co-founder, dreams of living in a world devoid of garbage and pollution. She puts a lot of effort into creating amazing products that will motivate people all around the world to live sustainably in order to achieve this. She oversees sales, product development, and creative at EcoRight.

The founder of the company wants to create a big sanctuary for all endangered species. Udit is in charge of operations and marketing at EcoRight. When he's not racing around trying to think of the next big bag, he fantasises about winning an Oscar for his portrayal of an actor.

ADVANTAGES

1. SEDEX's four ethical auditing pillars: The Sedex SAQ is supported by four main pillars: labour practises, health and safety laws, and company ethics. Legal requirements, international standards, and good practise all address the four pillars.
2. Women Empowerment: 90% of their staff are women, and they fervently believe in and practise women's liberation.
3. Extensive training: Every employee who works on the bags is valued and seen as a crucial component of the company's growth. They believe that everyone can offer the business something worthwhile. If they aren't operating at their best, the company makes sure they get retrained. They are employed with no uncertainty.
4. Worker welfare: They provide interest-free loans to cover all of the costs associated with the college education of their employees' children.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

The company has huge success rate in terms of customer satisfaction and experience and the reviews are very favorable. Some of the snippets of the customer reviews are:

“The product overall was exceptional and surpassed my expectation of the quality. I am also incredibly happy to see people making effort to save the environment and just the mere existence of these products gives me great hope for our future. I wish more products like these would exist and would swiftly overtake the current mainstream market.”

“Tote was perfect! Perfectly made and of great quality, definitely would recommend and order again. The best type of companies are ones with integrity.”

“The tote is super cute and I love this very much I'm sure that I can't find a bag like this from outside shops. Go buy this guys ☐ you won't regret it!”

A careful analysis of these reviews suggests that commitment, excellent customer support and trust are the key tenets of the company which has made it what it is today.

DISCUSSION AND CONCLUSION

As more individuals become aware of the drawbacks of using plastics and the long-term environmental damage it causes, there is an increasing awareness of switching to more ecologically friendly alternatives. Most people now understand how important it is to switch to eco-friendly versions of everyday items, even necessities like bags. However for many others, this migration was significantly hampered by the lack of viable alternatives.

With the goal of solving this issue and providing consumers with enticing, all-natural, reusable, and affordably priced bags that are superior to conventional plastic bags, the business EcoRight was founded. The idea behind the innovation is to create eco-friendly bags that are enticing and attractive, giving consumers a reason to remember to bring the bag with them.

The founder of the business, Mr. Udit Sood, reflects on the consumer behaviour study his business carried out, which showed that "People do not have any reason to remember to carry a bag. Since they are now without a choice, they use the plastic bag. EcoRight started to close this gap by creating eco-friendly bags with eye-catching designs, seductive patterns, and prints that attracted buyers and helped them remember they were carrying a bag.

16**ECOPLORE: URGES PEOPLE TO EXPLORE NATURE IN AN ECO-FRIENDLY****Prof. (Dr.) Ravikant Swami and Lakshika Tomar****ABOUT THE ORGANIZATION**

A system for eco-hotel reservations is called Ecoplore. They exclusively advertise hotels with a minimum of 33% vegetation on their campuses and thus are constructed from mud, wood, bamboo, stone, or any other native material. These eco-hotels additionally practice various environmentally friendly practices, such as drip irrigation, solar power, recycling, no-plastic zones, sustainable agriculture, and so on. Ecoplore is a business that was started and is run by women. The SDG 12 achievement of Ecoplore has been acknowledged by the United Nations Environment Programme (UNEP).

An eco-friendly approach to environment exploration is encouraged by the movement. The purpose of EcoPlore is to inspire individuals to recognize the majesty and splendour of nature while simultaneously making an effort to have as little negative influence as possible on the ecosystem.

About the Founders/Entrepreneurs

Explore, an eco-tourism business in India that provides sustainable travel experiences was founded by Prerna Prasad. The business was established in 2016 to encourage ethical and environmentally friendly tourism in India.

Explore has created distinctive nature-based experiences around India under Prerna's direction, including bird-watching excursions, nature hikes, and tiger safaris. To promote eco-friendly tourist practices, the firm works with regional communities and conservation groups.

Before starting Ecoplore, Prerna worked in corporate media for over 8 years after beginning her career as a TV journalist with CNN-IBN. The idea for Ecoplore was planted on our vacation to Malaysia in 2016. then continued with environmental studies and learned more about how human activity affects the environment.

Prerna is known as a pioneering businesswoman in the environmental tourism sector. She has received various honors for her achievements, along with the National Entrepreneurship Award in 2020. She has lectured on sustainable tourism techniques at several meetings and gatherings. She additionally serves as a presenter. She serves as an example for many youth businesspeople who are dedicated to supporting sustainability initiatives.

IMPACT

The goal of ecologists is to safeguard the natural world. site exclusively advertises ecologically responsible lodgings built of mud, wood, bamboo, stone (but not concrete), and some other organic elements. Some hotels also use additional environmentally friendly practices, such as decomposition, wastewater treatment, solar panels, and rainwater collection. In addition, Ecoplore helps individuals create eco-friendly homes instead of concrete ones. Through cultivating regional dishes, encouraging local architecture, hiring locals, and supporting local artists, they advance the idea of supporting the neighborhood economy. Explore provides a hassle-free way to find and reserve sustainable and environmentally "off-beat" hotels and homestays in different regions of the nation.

It's encouraging to observe that eco-travel is becoming more accessible to visitors in India who wish to take advantage of its advantages. Ecoplore's eco-friendly buildings are effective, and as a consequence, they provide a good example for other communities, encouraging the construction of further eco-friendly buildings. This is taking place in peaceful, secluded locations, which inspires more individuals to adopt these eco-stays and eco-travel.

BUSINESS BENEFIT

Early successes from Ecoplore's effort to offer environmentally sustainable accommodations are noteworthy. The organization has reaped the benefits of the invention greatly because it is now evident in every service they offer and the work that its personnel put forth. The idea of Ecoplore's eco-friendly hotels is working out well.

Prerna Prasad, the founder of Team Ecoplore, was chosen for a fellowship by the WEE Foundation (Women Entrepreneurship and Empowerment). Explore has had the good

fortune to be chosen by IIM Calcutta Innovation Park as one of the best businesses in India.

Prerna Prasad, the creator of Ecoplore, was even chosen for a fellowship by Silicon Valley-based investor Dr. Alicia Castillo Holley, the creator of the "Women Get Funded" program. Ecoplore was given the chance to display itself at the IKMC 2018 conference in Hyderabad, which was sponsored by the Department of Biotechnology of the Central Government and organized by IKP Knowledge Park.

2017 saw Ecoplore announce an exclusive partnership with Ecobnb, an online marketplace with Italian roots that compete with Ecoplore. The firm is currently preparing to debut its brand-new, hastily constructed website and online booking tool. Prerna noted that because clients were pleased with Ecoplore and its effort, the company saw a lot of return business. The project has drawn a lot more ethical travelers and gotten a positive response from customers.

SOCIAL AND ENVIRONMENTAL BENEFIT

Both the ecosystem and humanity gain from the invention. Environmental protection is the goal of exploration. It aids in safeguarding both the environment and the cultural legacy of the planet's surviving population. It supports lodgings that use mud, bamboo, stone, or any other non-concrete native material during construction which has a lower environmental effect overall.

Woman-owned and -managed businesses make up Ecoplore. Moreover, they collaborate using specialists that assist them in creating new eco-resorts and transforming existing resorts that are not eco-friendly. Another advantage of this project is that for a hotel to be considered an eco-stay, Ecoplore needs to make sure there isn't a polythene zone and also that energy-efficient lighting is utilized to the fullest extent possible in the rooms.

ADVANTAGES

- Reductions in energy use, water use, and gasoline expenses, and saves on recyclable materials all result in resource efficiency.
- Gaining additional customers thanks to a positive ecological environment and therefore lowering overall customer stress

- Establishing a profile for the hotel and a firm that is ethically aware through effective placement through PR and other opportunities to market the hotel

CONCLUSION

The value of leaving no trace is one of EcoPlore's guiding principles. This indicates that when individuals go outdoors in the environment, they ought to be mindful of maintaining the environment in the same condition as when they discovered it and refrain from leaving any trash or pollution behind.

Exploring with responsibility is another key EcoPlore tenet. As a result, when enjoying nature, humans must take precautions to prevent endangering habitats or disturbing species. They have to show consideration for the ecology and be careful to abide by any rules or laws established to safeguard it.

EcoPlore's main objective is to encourage individuals to preserve and take pleasure in nature while remaining aware of its influence on it. EcoPlore contributes to making certain that subsequent generations have identical chances to explore and appreciate the natural environment as we have now by boosting eco-friendly exploration and urging individuals to be accountable and courteous when they go outside.

GEELI MITTI: TO BUILD, COOL DURABLE HOMES WITH MUD AND BAMBOO

Prof. (Dr.) Poorva Ranjan and Lakshika Tomar

ABOUT THE ORGANIZATION

The GeeliMitti Action plan is designed to motivate individuals to acquire the skills necessary to construct sustainable, inexpensive, and comfortable homes that can safeguard citizens from harsh weather because mudhouses have the remarkable property of maintaining an appropriate temperature in all meteorological conditions, whether it be cold or hot.

GeeliMitti categorises a 45-day training course annually for people who are interested in environmental sustainability and reducing their material needs. The goal of something like the training session is to help participants learn about the effectiveness of mud house approaches and why they're crucial to promote consciousness of these environmentally friendly choices to life possibilities.

The Technique For Constructing A Mud Home. Simple materials like mud and cow dung are used to construct mud homes. It also entails turning trash—in every one of its forms—into something useful.

ABOUT THE FOUNDERS/ENTREPRENEURS

Shagun had been a corporate expert who undertook a path to discover her great enthusiasm. Before actually quitting her job in 2015, she worked as a marketing specialist. After moving to Uttarakhand in the exploration of her life's passion, this journey directed her to investigate green living remedies and she discovered that even those old mud houses are indeed meaningful and offer an extremely environmentally feasible alternative for livelihood. Even though she quit her career and discovered a new enthusiasm, she never turns back

Inside the Uttarakhand village of Mahrora, which lies on the borders of Nainital, the ground is littered with tiny houses that seem to have come straight from the hobbits'

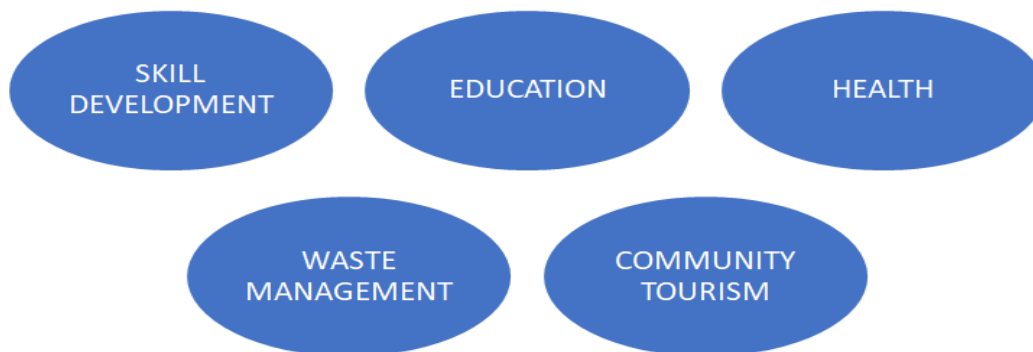
home country. Among the nation's foremost experts on biological systems, GeeliMitti Farms attracts visitors across the nation, including architecture education and hobbyists. Yet that's only a small portion of what it accomplishes. During ten years of working for a multinational corporation, Shagun Singh established this group of 11 villages that is part of the Naina Devi Himalayan Bird Nature Preserve. Singh shows you how and where to apply these techniques to any type of housing, including farmhouses and matchbox apartments, at its showcase ecological farm.

INITIATIVES

SUSTAINABILITY, ETHICS, AND QUALITY – IN ACTION

The performance of someone's life and mind is improved by GeeliMitti's continued research, innovation, and expansion in these areas. For the benefit of people, creatures, and ecosystems, each endeavour is backed by strategic planning and is carried out in partnership with the appropriate resources. Instead of starting from scratch, we draw information from our ancient wisdom and coexist with all other kinds of life. These ideals form the foundation of every endeavour we do.

The intolerable has become normal due to years of inaccurate media coverage and knowledge. It pertains to how we construct, live, eat, travel, commute, and engage in leisure activities. Now is the moment to choose wisely how we invest our time, effort, and resources. Our decisions today will determine how the planet will be in the future.

**Figure I***Source-*The Author**FOCUS AREAS****Figure II***Source-*The Author**SKILL DEVELOPMENT**

- Workshops and training programmes for women and young people Our skill-training programmes help women and young people learn new skills to improve their earning potential and standard of living.

- **Training in Skills:** To encourage the production of handicrafts locally, we offer advice and instruction in crafts like knitting and crocheting, as well as classes on how to make dream catchers and Ringal crafts. We also make it easier for these products to be sold in urban marketplaces. Also, we invested in sewing machines and gave local women training in the production of carry bags from upcycled materials.
- Establishing a computer training centre has been done in partnership with the Art of Living Foundation. In addition to providing basic training, the centre offers government-approved computer classes to help young people and women handle day-to-day tasks including online banking, ticketing, applying to colleges and government programmes, and registering complaints and grievances with the local government.

EDUCATION

- Extending education outside of the classroom
- Children are becoming more disconnected from nature and customs as a result of the shortcomings of old educational systems and the allure of contemporary metropolitan lifestyles. GeeliMitti hosts artistic workshops and talks on regionally pertinent subjects to inspire kids to "learn by doing," interact with nature, and learn about their community's customs and culture.
- GeeliMitti established a children's library at a district secondary school. On pertinent subjects like constructing with mud, composting, organic farming, and preparing vegetable beds, a guest lecture and workshop are held every other Saturday.
- **Winter School:** During the winter break, GeeliMitti Farms welcomes neighbourhood kids to enrol in a wide range of talent training, including sewage treatment, bird-watching, global warming and environmental retention, natural building, and healthy cooking. Other training includes English lessons, crafting, agriculture, recycling of waste, and recycling waste.

HEALTH

- Opportunities for excellent treatment for those who are less fortunate

- The availability of high-quality healthcare in isolated rural locations is a serious issue. Even for the most basic medical requirements, residents of the Naina Devi Protection Zone's rural villages must drive for at least an hour to the closest medical centre in Nainital, which is several kilometres away.
- Medical Camps, we arrange training sessions in rural areas, bringing licenced physicians and other healthcare experts from prestigious universities to treat locals as outpatients. Directed to Delhi, patients who require relatively long care, operations, and follow-ups receive the assistance they need from GeeliMitti in conjunction with regional partners.
- First Aid, Geeli Mitti and the Red Cross Society have teamed up to establish first-aid facilities in each community. First aid kits that include all the tools required for treating minor wounds and illnesses will be available at the centres. Selected individuals from each community who will staff the facilities will also get first-aid reaction instruction from the Red Cross Society.
- Cooking over open flames inside is a frequent habit in Kumaoni houses, which causes indoor air pollution. The resulting emissions are a key factor in the local population's respiratory illnesses. Engineered Smokeless Mud Chulhas (cookstoves) are being built with the assistance of GeeliMitti, which also results in substantial firewood savings. To scale up to 800+ households in the area, a pilot programme has been completed at 5 facilities.

WASTE MANAGEMENT

- Our campaign against non-biodegradable garbage and plastic waste
- A rising issue in the area is plastic and non-biodegradable garbage, especially in light of the unprecedentedly rapid growth of hotels and resorts as well as the increased availability and consumption of packaged goods.
- Waste Management System In cooperation with nearby hotels, GeeliMitti has established a garbage collecting procedure that makes sure that waste is separated at the origin, then picked up and transferred to a recycling plant in Haldwani. Transport expenses are paid for using the money raised from the sale of garbage.

- Clean-Up Drives, occasionally arrange drives alongside local employees and visitors to collect trash from the forest areas and footpaths and submit it for disposal.

Challenges

Agricultural enterprises may face difficulties with market swings, weather systems or environmental issues, crop diseases or parasites, access to funding, and cost management. The COVID-19 epidemic has also presented the agriculture sector with new difficulties including massive unemployment and distribution network interruptions. Strategic planning, creative problem-solving, and cooperation with subject-matter specialists are all vital to the successful handling of these difficulties.

CONCLUSION

We never consider the residents of rural areas to be underprivileged and in need of our assistance. In actuality, the reverse is true. They should be supported and protected since they are incredibly rich sources of traditional knowledge and cultural legacy. Our existence won't truly have a purpose unless these communities and the environment they live in bloom. With this in mind, the GeeliMitti Foundation was established to meet the continuously changing requirements of rural and urban communities, assisting people in enhancing their quality of life, developing new skills, and transforming their strengths into chances for a living and financial security.

LITTLE LOCAL: THE CONCEPT OF VOLUNTEERING WHILE VACATIONING

Dr. Shuchi Goel and Lakshika Tomar

ABOUT THE ORGANIZATION

Little Local encourages ethical travel and is changing the way Indians spend their vacations. In addition to providing customers with carefully crafted community-based experiences, the firm encourages users to give back to the community.

Little Local is prepared to expand its list of destinations as voluntourism becomes increasingly popular among Indian individuals and groups. In Himachal Pradesh, Uttarakhand, and Ladakh, the business is currently working on nine projects. Also, they want to provide more options for locations and lengths of stay.

Little Local saw a need to create an online marketplace for food and craft items offered directly by small-scale, rural farmers, craftsmen, and businesses. The idea was to introduce goods that were entirely genuine, regional, and of the highest quality, 100% traceable to the growers and makers, sold directly by rural communities, improving their supply chains and increasing their income, and carefully chosen to highlight only the most reliable, credible partners and communities. Products from Ladakh and Uttarakhand, such as dried apricots, rajma, rice, and wildflower honey, may be purchased through Little Local.

ABOUT THE FOUNDERS/ENTREPRENEURS

Antara Chatterjee is interested in giving rural areas access to e-commerce. She is now developing Little Local, an online platform that enables farmers and craftsmen from rural areas to sell their products directly to customers in cities. She is eager to connect with entrepreneurs that are creating powerful consumer brands, tech-friendly investors, and impact specialists who are knowledgeable about the content and digital marketing. Details about Antara She enjoys visiting rural locations and is an amateur runner.

LITTLE LOCAL IN 2017, MAIN OBJECTIVES –

- We would take action to support rural populations' livelihoods.
- To do this, we would bring together urban and rural populations to create memorable experiences that would foster respect, understanding, and learning in both groups.
- We largely concentrated on locally immersive travel experiences, such as homestays and cultural and environmental excursions. While living with the locals in their houses, learning about their biodiversity, and enjoying their unique culture, food, and customs, we were fortunate to spend some priceless time in isolated Himalayan communities. Several of our visitors formed close relationships with their hosts and kept in touch long after their trips. They shared experiences, concepts, and skillsets. Several of them frequently visited the highlands.

PRODUCTS THAT ARE –

- Sold directly by rural communities, improving their supply chains and increasing their revenue;
- Completely authentic, local, and of the highest quality;
- 100% traceable to the farmers and manufacturers;
- And curated to highlight only the most reliable, reputable partners and communities.
- A win-win situation is one in which you receive items that are all-natural, handcrafted, ethically manufactured, and of excellent quality, while rural communities receive fair remuneration for selling their goods directly to you.

THE ADVANTAGE YOU GET WHILE SHOPPING FROM LITTLE LOCAL

- You discover the best, most authentic local products from villages all over India
- You have 100% knowledge of the origin of your products and the farmers and artisans who made them
- Rural communities move up the value chain, and go from being 'suppliers' to being 'brand and business owners'
- Rural Communities get better market access, earn more and are able to sell directly to consumers like you
- Together we make the world better place

VOLUNTEER VACATIONS

A volunteer vacation combines travel with volunteer work to give your trip more meaning, even though the concept may seem self-explanatory. Sometimes referred to as "voluntourism," visitors may locate NGOs and other groups to offer services to the community where they are spending their holiday. The duration of the journey usually serves to distinguish this from volunteerism. A short-term trip and volunteer engagement are referred to as a volunteer vacation, but a long-term commitment to travel and service is referred to as volunteering.

Holidays are quite enjoyable. You may go to a faraway place, stay at a luxurious resort, catch up on lost sleep, and indulge to your heart's delight. Yet nowadays, especially among millennials, holidays are taking on a new meaning. Travelers desire to spend their time doing something more worthwhile than just taking a vacation for their amusement. Volunteer tourism, volunteer holidays, or what you may also refer to as "voluntourism" are a result of this need for this kind of enrichment. Hence, you may now provide a wonderful vacation meaning. Furthermore, it enables you to locate a way to give back wherever you are.

ETHICAL VOLUNTOURISM

Voluntourism has a bad reputation (and for good reason), but it is possible to engage in it ethically and responsibly under the correct conditions. Generally speaking, considering the minimal influence you are likely to have, combining a vacation with aiding refugees or educating kids is generally not the best idea. Dealing with vulnerable people requires a significant time investment and genuine dedication. Individuals in need stability in their life, not a constant stream of volunteers.

VOLUNTEER TRAVEL IS THE BEST WAY TO TRAVEL

- You add meaning to your travel
- You can go solo
- You can let go of the planning
- You can afford it
- You get the ultimate work-travel balance

- You can add volunteer experience to your resume
- You can learn another language

CHALLENGES

We recognized that travel would probably be impacted for some time after COVID. It was challenging to estimate how long that would last. And we began to consider programs that could be able to lessen rural people's reliance on travel and tourism as well as strategies to keep the focus on rural livelihood through urban-rural engagement.

We found out from our partners that rural people have long had difficulty getting to markets. In metropolitan India, they struggle to contact you and advertise their goods to a large audience. These rural communities produce high-quality goods, but the majority of their sales come from either vendor with very thin margins or tourists (highly seasonal and erratic).

Conscientiousness among customers regarding the source and effects of their purchases is growing concurrently. Buying fair trade items and knowing where our products originate or the communities that manufactured or farmed them are important to many of us.

We saw a need to create an online marketplace where rural farmers, craftspeople, and microbusinesses could sell their goods directly to consumers.

CONCLUSION

For those searching for memorable vacation activities, Little Local handpicks unique experiences. There are several methods for doing this. People in a community can develop extra sources of income by staying at a guesthouse, going on a hike, or participating in local events. Indulge in the local cuisine and culture, as well as participate in local celebrations. By contributing your time and talents to local communities and organizations, you can also do your part.

BARE NECESSITIES: A CRADLE-TO-CRADLE APPROACH TO EVERY PRODUCT

Dr. Shalini Gautam and Lakshika Tomar

ABOUT THE ORGANIZATION

The formal launch of Bare Necessities took place on July 11, 2016. The ethical enterprise in Bangalore creates necessities for daily life without adding to the garbage crisis. Material that is recyclable, reusable, and biodegradable is utilized for all items. The unit at Bare Necessities addresses the issue of waste, which is frequently disregarded but is getting worse, as well as offers moral and creative solutions that become advantageous to both clients and the community by depending on sustainable operations from nearby agricultural producers and distributors and placing a strong emphasis on hiring women. Plastic trash is intentionally kept outside of landfills as well as the ecosystem through zero-waste goods.

Waste reduction environmental company Bare Necessities operates on both a business-to-business and business-to-consumer basis. Zero-waste goods and services are being offered by Bare Necessities, just one market answer supplier. Items vary from zero-waste personal hygiene products to zero-waste home as well as leisure items (such as compostable bamboo toothbrushes and stainless steel straws). The sources of our primary products are moral. There isn't any waste in a landfill because every piece of their packaging is disposable or renewable. By addressing difficulties that too many businesses must solve when they wish to be creative and ethically aware, BN remedies significant weaknesses in production, transportation, and consumerism through innovation and the provision of environmentally friendly disposal options. For businesses, events, and restaurants, among the services offered are garbage advisory options.

ABOUT THE FOUNDERS/ENTREPRENEURS

Sahar Mansoor is the chief executive officer of Bare Necessities, a zero-waste social enterprise. She also loves learning new things and seeing new places.

Sahar is a University of Cambridge alumna who has earned recognized qualifications in ecological subjects in India, the US, and England. She has further contributed her time to different philanthropic initiatives in Guatemala, Jamaica, and the Democratic Republic of the Congo, among others.

Even though raised in a household of serial entrepreneurs, she says her to be an accidentally successful entrepreneur. To live a waste-free lifestyle and follow her ideals, Bare Necessities (BN) was founded.

Her firm creates zero-waste personal care, wellness, residential care, and instructional goods and services, along with an internet sustainable development program, 'zero waste in 30'. Sahar was capable of constructing Bare Necessities from the bottom up thanks to her volunteer work at the World Health Organization (WHO) in Geneva and the SELCO Foundation, which focused on establishing decentralization energy conservation initiatives in rural Karnataka.

CHALLENGES

Producers must be conscious of this to offer the proper goods while considering the product's whole life cycle assessment. creating items that adhere to the crib principle and prevent the trash from being dumped in landfills. Everyone should have these amenities at their disposal, no matter their socioeconomic background. Regardless of socioeconomic level, such things must be accessible to everyone. The best ideology must be in a location to support the growth of this recyclable economic system. Zero-waste products purposefully keep plastic waste out of landfills and away from the environment. For instance, the government must establish regulations that motivate community businesses to make products in line with the sustainable society, as well as constructive carbon pollution and green rebates that inspire producers to ponder locally and suppose waste-free. cities are overrun with trash, our waterways are growing more polluting, the atmosphere gets more and more poisonous, and explosive chemical is

being deposited without being properly managed. We must rebuild and re-imagine a future in which we generate and consume goods responsibly.

Sahar had to deal with various difficulties. The most important one has been realizing what an environmentally friendly lifestyle truly meant. "I was having trouble locating high-quality items that I could rely on, without chemicals and plastics. If such things were offered, they either were prohibitively costly or difficult to obtain. Also, there are situations when you request no plastic or straws but still, receive them. The world of medicine is still challenging. According to Sahar, as individuals, we fail to adequately safeguard the natural world. According to research, there will be greater amounts of garbage in the ocean than fish by the year 2050. She believes the environment for zero-waste remains undeveloped at this time. With the biosphere, the following conditions must be met: attention, appropriate goods, appropriate locations, appropriate prices, and an adequate policy framework.

IMPACT

Bare Necessities has been in operation for five years now. During this time, we have been working to change the narrative on waste in India through zero-waste products and sustainability education.

We successfully sold 85,471 goods (30,000+ net clients, averaging 3 items per), that had prevented 39,883 529 plastic units from entering landfills or the atmosphere directly, including both soil and wetlands. According to this proportion, the social entrepreneur has prevented 323,251 kg from ending up in landfills and causing environmental damage throughout its five-year tenure, which ran from July 2016 through June 2021. Additionally, through our education initiative, Bare Learning (that comprises talks, workshops, sustainability consulting, and online courses) and through market stalls, online media channels, and other sources, the team at Bare Necessities has helped to raise the awareness around the need for sustainable living throughout India.

Currently, we have had a direct impact on 295,739 people and an indirect involvement with 1,103,544 through markets, talks, and workshops.

CONCLUSION

Significant faults in production, transmission and consumption are addressed by Bare Necessities through innovation and the provision of environmentally and socially responsible waste management strategies. It makes use of reused glass containers that are covered in a printer- and local-clothes-scrap paper. The company ships its goods in packaging made from post-consumer waste. Only paper tape is used for packaging and the tags are imprinted on recycled paper. Moreover, it exhorts users to recycle all packaging materials, compost toothbrushes, and reuse glass containers in the household. The company's motto is "less is more". They can't sustain for years because each of their items is newly manufactured, does not include artificial ingredients, and thus are produced in limited numbers.

SUTRAKAAR CREATIONS: INVENTION AND UNIQUENESS AS THE PRODUCTS ARE MADE OF WOVEN PAPER

Dr. Rashmi Chawla and Lakshika Tomar

ABOUT THE ORGANIZATION

To promote innovative hand-loom spinning, Sutrakaar Creations was founded in Jaipur in 2017. SUTRAKAAR is the fabric of heritage, made up of the threads of traditions that are sewn together. Using papers and other natural resources, we manually create eco-textiles. These goods, which are ecologically and socially conscientious, represent a dynamic, innovative, sophisticated revolution in the notion of luxury products.

The creations aim always adheres to the 4 R's. Goal is to make the most of the paper trash that now makes the third-biggest pollution on the Planet but instead turn it into delightful items. This is their contribution to saving our earth for future generations and to encourage good deals, artisan independence, zero-waste, and ethical style, the concept is to juxtaposition products with post-consumer garbage introduced.

The concept of dematerialization has been the focus of eco-friendly materials usage, which now has changed the continuous process through which materials move (extraction, usage, and landfills dumping) to a cyclical material movement that utilizes resources as extensively as possible, similar to how garbage is recycled and utilized in the environment. In creating the finished version, they sought to use a similar strategy.

The primary objective was to develop mechanisms for product reincarnation, convert recycling and reusable material, and identify fresh markets for the goods. Did it by employing handcrafted papers in the production methods

ABOUT THE FOUNDERS/ENTREPRENEURS

Ms. Neerja Palisetty appreciates God and her parents for enabling her to actualize Sutrakaar Creations Studio, something that has been a long-time ambition of hers. Her journey therefore in life started when she was born into a household of weavers from

the Andhra Pradesh hamlet of Ponduru. Her present self has been greatly influenced by her deep family ties, which include a 400-year weaving heritage and tradition.

At an extremely young age, she began to lay the foundations for opening her weaving workshop. After receiving her degree, she spent over 17 years working as a merchandiser in Tirupur, Tamil Nadu, then as a designer instructor in Coimbatore, followed by Jaipur. She further continued her studies by pursuing distance learning and classes at the University of Nottingham Trent. She has always had the ambition to own her weaving studio, though. Her work in the design and training facilities has provided her the assurance to concentrate on this ambition.

Several well-known magazines, newspapers, and online publications have published their work, including Better India, Your Story, India Today, NDTV, and Femina. in, Housing.com, Indianwomenblog.org, edexlve.com, eshe.in, dailyhunt.in, Mint Lounge by HT Times, Economic Times, e-she magazine, DNA, Dainik Bhaskar, and Rajasthan patrika, to name a few.

OBJECTIVE

The goal is to lead the way in transformational textiles as a first step forward toward a stable future. According to Neerja, "in the category of fashion Accessories, there exists a big discrepancy in the supply of different choices, (ecological, greener, environmentally), using upcycled/recycled component distinctive designs that seem to be stylish and elegant." They make an effort to include the four R's in their designs: Reduce, Reuse, Recycle, and Respect. Several of the Goals they want to accomplish include:

- Climate Change Action
- Gender Equality
- Sustainable Cities and Communities
- Decent Employment and Economic Development
- Responsive Consumption and Production

PAPER WEAVING

Thin strips or sheets of paper are weaved together as part of the skill of paper weaving to produce textured, strong, and vibrant new products. The uses for woven paper are countless. In conjunction with teachings on patterns and colours, some of the most basic paper weaving activities are made for kids. Paper weaving is another medium used by many skilled artists. In addition to being used as a medium for creative artwork, woven paper also holds a specific position in traditional Japanese and Korean cultural crafts.

Paper strips are interlaced, which is the fundamental principle of paper weaving. In order to create a new whole, strips are weaved one over the other. The weaving endeavour is made easier by the thickness of the strips and the durability of the paper.

Paper weaving is a common classroom project, especially for younger students. Children may reinforce lessons on colours and patterns while also improving their dexterity and coordination via weaving.

BENEFITS

In addition to carrying bags, cartons and other forms of packaging can also employ the woven paper cord. The advantages meant that

- The packaging could be made entirely of recycled paper materials.
- An impartial organisation might certify the packaging's sustainable sourcing.
- The packing layout could be entirely devoid of plastic.
- Without feeling cheap like a twisted paper handle, the woven material yet offers a luxurious alternative to cotton or polyester.

PRODUCT OVERVIEW**Figure I****Source-** The Author

The unique selling proposition is the hand spinners and weave of handcrafted paper and newspaper waste, that we utilize to make goods from such intriguing handmade weaved paper textiles. Native women who have been coached to make high-quality paper yarns cut handcrafted sheets and newspapers into pieces before hand-spinning them with charkha. These handmade looms are used by the artisan to create gorgeous textiles from such yarns. The finished fabric is painstakingly created into a variety of items, including rugs, clutches, cushion covers, sling bags, carpets, tapestries, totes, lampshades, and jewelry including earrings, neckpieces, lampshades, and stationery items like pen stands, diaries, sketchbook., and more.

These items are extremely distinctive and unusual due to the numerous techniques used in their development. The long-standing Japanese custom is paper weaving. Today, a useful and fashionable object may be purchased that has been repurposed as well as converted from an old custom.

CONCLUSION

There is very little usage of electrical machinery in the Sutrakaar items, which are entirely handmade and created by the weavers. The workshop has also served as an outdoor space for weaving experiments, as well as worked with a few foreign craftspeople and developers to produce appealing artworks and in-demand exhibits. The start-up wants to help historical weavers support themselves while also encouraging housewives to learn how to make things by hand. They provide a strong emphasis on sustaining livelihoods for artists, underprivileged women, and weaving groups. Start-up contends that one approach to providing a reliable livelihood for individuals with an essential component of it is to solve ecological issues and make it livable for the people who live there.

THE LIVING GREENS: ROOF TOP FARMING**Dr. Pooja Sharma and Lakshika Tomar****ABOUT THE ORGANIZATION**

The first and largest urban organic farming firm in India, Living Greens has developed cutting-edge solutions to transform underutilized urban areas (rooftops, plots, gardens, farmhouses, etc.) into organic food-producing areas. In addition to covering more than 100,000 square feet of rooftop space (distributed across 15 cities) with urban organic growing today, Living Greens has also created a strong economic model for local franchisees. It is now signing up additional franchisees around the nation after developing city franchisees in Pune, Bhopal, Pondicherry, Jalandhar, Haridwar, and Lucknow.

The first and largest urban organic farming firm in India, Living Greens has developed cutting-edge solutions to transform underutilized urban areas (rooftops, plots, gardens, farmhouses, etc.) into organic food-producing areas. In practically all of the country's agro-climatic areas, Living Greens is the only urban organic farming business that has been successful in growing fresh organic vegetables on roofs. The high percolation rate guarantees healthy plant development and almost no plant mortality from water logging in the containers, and the high plant density allows us to construct more elaborate live plant arrangements.

ABOUT THE FOUNDERS/ENTREPRENEURS

Prateek Tiwari started Living Greens in March 2013 with the help of seasoned Silicon Valley NRI Angel investors like Sh. Naren Bakshi, who also provided financial assistance and coaching.

Initially began as a "crazy idea" to turn roofs into lusciously verdant organic fields. To launch "The Living Greens," Prateek Tiwari abandoned his secure employment in the United States of America. This has improved the situation for organic farming throughout India, not only in Rajasthan. He left his position as a Walmart employee in

America to work as a rooftop farmer in Jaipur. Both the tale and the introduction of urban farming are noteworthy. Tiwari has a natural inclination for a profession in farming as an agricultural engineer. He came to understand that the term "organic" didn't necessarily imply a product devoid of chemicals working on an organic farm in America. In a Swades adaption that happened in real life, Tiwari discovered his vocation and returned to Jaipur, where he started The Living Greens in 2013. (Bhattacharya, 2021).

PORTABLE FARMING SYSTEM

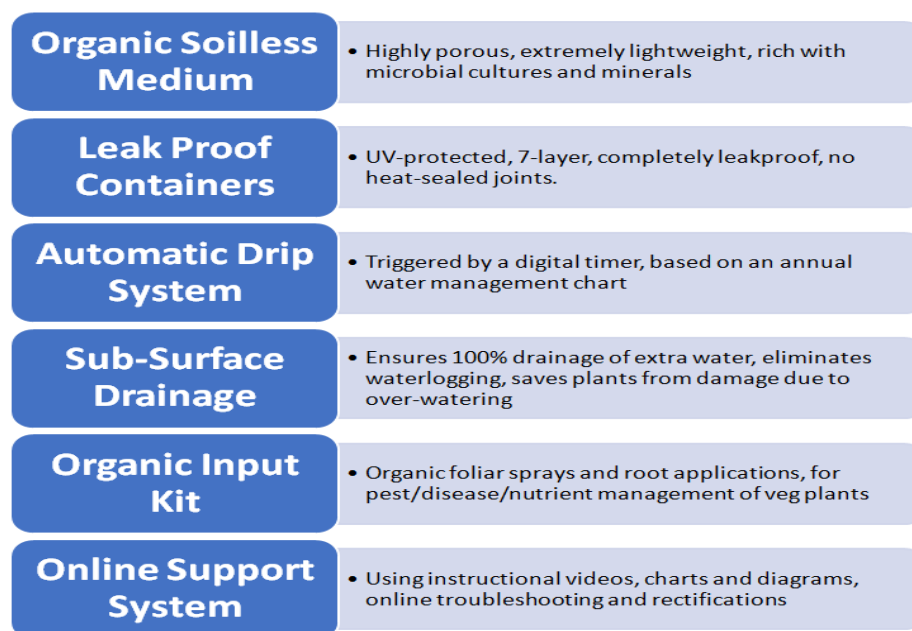


Figure I

Source- The Author

WHY INVEST IN URBAN ORGANIC FARMING?

More and more residents, institutions, and governments are coming to the firm awareness that both of these problems may be instantly and directly handled by transforming bare rooftops into organic crops as cities become hotter and pesticide-laden veggies erode our immunity. Young entrepreneurs who want to cultivate and sell organic veggies are discovering the possibilities to create sizable Rooftop Organic Farms on the bare rooftops of huge buildings in addition to house dwellers and institutions that are turning barren rooftops into organic farms. The first business in the

world to provide a franchise opportunity in the industry of urban organic farming is Living Greens (Living Greens organics PVT.LTD., n.d.).

EXPANDING IMPACT AND EMPOWERING PEOPLE

The Living Greens, which has its headquarters in Delhi-NCR, currently serves more than 1,500 clients in 25 cities and is expanding. Also, it has been appointed by the Bihar government to work on the biggest rooftop farming project in India, which would encompass 1,500 residences and receive government funding. Green walls, which may be constructed indoors or outdoors and assist in cooling structures, are another important aspect of The Living Greens' business. These walls not only make the property seem better, but they also help to make it greener by lowering air and noise pollution and boosting the property's visual appeal. The Living Greens has started a "Mahila Mali" initiative to give disadvantaged women work opportunities. It currently has two women working there performing maintenance. The firm is eager to extend this service to young migrants. Living Greens is seeking to establish a network of city business partners that can assist with on-site maintenance and give direct support to its end customers since growth is in the works and there is a rise in interest in organic farming (Poyyail, n.d.).

ENVIRONMENTAL DAMAGE CONTROL

By employing their services, you may acquire fresh veggies without any chemical contamination and benefit from mobility as well as other environmental benefits. A lot of brand-new oxygen is first produced. Plants may help improve the air quality in cities by collecting carbon dioxide and converting it to oxygen, especially in North India where many cities are now having extremely severe air quality issues.

Vertical gardens may also significantly reduce background noise, which will reduce noise pollution. A cool microclimate is created within the buildings thanks to the natural green cover that the vertical plants provide on the exposed outside walls. The plantations that are located on roofs engage in a similar type of activity. To reduce the "urban heat island effect", the plants absorb some of the sunlight and provide shade for the buildings, which also reduces cooling bills in the long run.

The value of a real estate is also significantly increased by vertical gardens and plantings on rooftops. Because of their height, narrowness, and other characteristics, most highrise structures have an unattractive, drab appearance that is reminiscent of an older structure. Buildings' efficiency and aesthetic value can be raised by adding rooftop or vertical gardens, which may also raise the building's worth as a piece of real estate. For the certification of green buildings, a green wall directly provides 2 points in LEED credits and an additional 30 credits.

CONCLUSION

Their Portable Farming System (PFS) is currently being utilized by institutional clients (such as schools, hospitals, hotels, etc.) to transform their vast unoccupied rooftops into large lush green rooffarms in addition to private households who want to grow fresh organic vegetables on their rooftops. PFS can also be utilized to help farmers recover in salt, earthquake, and flood-prone areas. In peri-urban settings, women's self-help organizations might utilize them to collaboratively grow and market fresh organic vegetables.

In practically all of the country's agro-climatic areas, Living Greens is the only urban organic farming business that has been successful in growing fresh organic vegetables on roofs. The geographic range of our clientele includes Dehradun and Chennai as well as Kolkata and Bikaner. Living Greens has also conducted pilot projects for novel business models like Micro Farming on Land, which have the potential to transform abandoned farmhouses into fully functional organic farms as well as create countless chances for rural children to improve their skills and find jobs. Large outdoor and interior green walls with plant densities of more than 6 plants per square foot and percolation rates greater than 70% are another area of expertise for us. The high percolation rate means that plants develop healthily and that there is almost no plant death from water logging in the containers, and the high plant density allows us to create more detailed patterns with live plants (livinggreens organics Pvt.ltd, n.d.).

ENVIGREEN BAGS: A 100% ORGANIC AND BIODEGRADABLE ALTERNATIVE TO PLASTIC BAGS

Dr. Navya Jain and Lakshika Tomar

ABOUT THE ORGANIZATION

The first plastic alternative in India made by Envigreen Biotech India Private Ltd. is 100% biodegradable. In 2012, with the cooperation of scientists and environmentalists all across the world, the concept for these items came into being. The Honourable Prime Minister of India Narendra Modi's programme "Swachh Bharat" served as inspiration for Envigreen, which will launch on the Indian market in the upcoming year. There is a Green Technology behind the name Envigreen, not just a brand. Natural starch, derivatives of vegetable oils, and vegetable waste are used to make the goods of Envigreen. The environment, animals, and plants are unaffected by the toxicity of these materials. All traditional plastics are completely absent from Evergreen.

You may work with Envigreen as a distributor to help us achieve our vision of eliminating plastic from the globe. Envigreen works from its corporate headquarters in Bengaluru with operations throughout the Middle East and South-East Asian nations and has goals for the entire world. These resemble plastic bags, however, they are constructed of ingredients like natural starch and derivatives of vegetable oils. An EnviGreen bag dissolves in 24 hours when placed in a glass of water at room temperature. And it disintegrated in about 15 seconds when put in a glass of hot water! When thrown away, these bags spontaneously decompose in less than 180 days. Users may dispose of them without fear that they would affect the environment. The bags are even edible and will cause no harm to animals if ingested

ABOUT THE FOUNDERS/ENTREPRENEURS

Inventor and businessman Ashwath Hegde, who is of Indian descent, has spent four years creating a brand-new form of carrier bag that closely resembles the plastic bags that are already widely used in our supermarkets. The EnviGreen bag, however, has no plastic at all, which is a significant distinction. To identify a viable replacement for local

customers to utilise in its place, a rigorous 4-year period of testing and study was required.

His efforts paid off since he was able to create a bag that remarkably resembles plastic but is composed entirely of organic, biodegradable, and environmentally beneficial components, including the "ink." "We use no chemicals at all," Ashwath claims. Even the paint employed to print the bags is all-natural and organic.

The firm makes the bags using 12 essential components, including potatoes, corn, starch, bananas, vegetable oil, and flower oil, which must first be processed into a liquid pulp. A group of businesspeople have been motivated to hunt for eco-friendly substitutes in their drive to stop the use of plastic. These pioneers have paved the way for a more sustainable future with their edible cutlery, handmade paper bags, and other innovations. A 25-year-old resident of Mangalore has created an inventive alternative to the pervasive plastic bag—one that may seem unassuming at first—joining the ranks of nature's defenders.

An environmentally friendly substitute for plastic bags has been developed by entrepreneur Ashwath Hegde, a Mangalore-born NRI living in Qatar. He had already eaten it since it is so tasty. Hegde's bags are, in fact, edible and won't hurt animals if they eat them, so you can stop cringing whenever you see cows, dogs, and goats chewing on bags. EnviGreen is the name of this much-needed invention.

ENVI GREEN PRODUCTS



Figure I

Source- The Author

WHAT MAKE UP THE BAG

The carry bags' plastic-like appearance is a result of natural starch and vegetable oil derivatives. In addition, the production process is distinct from that of plastics. They make use of between 12 and 14 different components. Typically, it is derived from vegetable extracts, which constitute a significant source of starch. Others include starch, flower oils, potato, tapioca, corn, bananas, and starch. Six processes make up the procedure, and the raw ingredients are liquefied for processing ease before processing. They don't use any artificial colours to demonstrate the product's perfect edibility. They substitute 100% pure organic colour instead. We can observe some differences if we examine the cost of production. The product is more expensive to produce than plastic bags since it uses expensive raw ingredients.

FEATURES OF THESE BIODEGRADABLE PLASTIC BAGS

- Zero plastic content
- Dissolves in water
- Biodegradable
- Free from toxic chemicals
- Suitable for electrical wrapping
- Anti-static
- Dust repellent
- Corrosion resistance
- Oil resistance

When discarded, it naturally degrades in 180 days, but if put in a glass of ordinary water, it dissolves in a single day. It dissolves in about a minute and a half in hot water. Its inability to harm animals when consumed is its strongest feature. As a result, it may be thrown aside without giving it any consideration. Ashwath Hegde consumed the bag after it was dissolved in water to demonstrate its suitability for consumption. The product is organic and good for the environment. You may also describe it as a product that appeals to customers.

PRODUCTION COST

The price of producing the finished product is the only drawback to the procedure, as one might anticipate. The price of the bags is normally around 35% more than that of their plastic equivalents, although it is still less than 5 times the price of a cloth bag. This is fantastic news for many local consumers who cannot afford to purchase cloth bags to transport local products home. To give you an idea, a plastic bag of the same size as an EnviGreen bag costs 2 rupees whereas the EnviGreen bag costs 3 rupees.

On the other hand, the ecosystem will gain incalculable long-term benefits. When submerged in boiling water, the EnviroGreen bag will decompose in an astounding 15 seconds, unlike plastic, which may take up to 1,000 years to biodegrade. In just one day, even room-temperature water can degrade the bag. The bags will still biodegrade organically in as little as 6 months even without water to hasten the process. Yet unlike plastic bags, they are perfectly safe for animals to eat. Aswath cooked a bag in water and swallowed it to demonstrate his argument.

CONCLUSION

Envigreen wants to eliminate plastic from India and lower plastic use worldwide. Nowadays, plastic poses a threat to our ecosystem and interferes with our ecology. It harms the species that are vital to maintaining the balance of nature.

Envigreen manufactures a range of goods that are useful in many aspects of daily living. The goods include anything from wrappers to tote bags for regular usage. Trash bags, bin liners, oil and grease sachets, laundry bags, aprons, packing films, and other items are also offered.

SUCKIN STRAWS: ECO-FRIENDLY STRAWS MADE OF EITHER BAMBOO

Dr. Khushbu Khurana and Lakshika Tomar

ABOUT THE ORGANIZATION

Eco-Friendly Straws for a Greener Future. Plastic straws can be replaced with eco-friendly straws made of stainless steel or bamboo. They are biodegradable, environmentally friendly, lead-free, and flavourless. Bamboo is an organic substance that may be utilised for a while and then thrown away since it is decaying. Contrarily, stainless steel may be used indefinitely.

Reusable, eco-friendly straws are provided by Suckin Eco Straws LLP, a creative business that works to lessen the waste produced by single-use plastic. Bamboo and stainless steel are the two materials available for SuckIN straws' eco-friendly reusable drinking straws. Because we utilise premium food-grade steel, it is rustproof, lead and BPA-free, flavour free, and it won't react when it comes into touch with any food or beverage. Also, before being sold, our bamboo straws are chopped, cleaned, and dried in a way that ensures their safety. As the interior surfaces of our straws have been smoothed, food particles cannot become trapped on them. Every straw has a relatively simple-to-use cleaning brush included. The steel straws, on the other hand, are also dishwasher safe.

ABOUT THE FOUNDERS/ENTREPRENEURS

Rhea Chhabria established the cutting-edge business SuckIN environmental straws LLP, which focuses on offering reusable, eco-friendly, and sustainable straw alternatives to lessen plastic pollution. Suraj Nair, Rhea Chhabria's partner, and Rhea Chhabria are third-generation industrialists and designers who became environmentalists. To support their mission to promote an anti-plastic lifestyle, they co-founded SuckIN in January 2018 and began producing eco-friendly straws out of either bamboo or stainless steel.

WHY OPT FOR BAMBOO AND STAINLESS STEEL AS BASE MATERIALS?

Stainless steel is a material that is light, strong, impervious to rust, and flavourless. It is available in food-grade and medical-grade quality, doesn't react with potential dietary acids, and lasts a lifetime, just like your silverware.

In contrast, bamboo is a naturally occurring material that grows quickly, is indigenous to India, and is hollow by nature, making it the ideal straw for usage up to 20 times before being disposed of with your wet waste for natural decomposition.

HOW SAFE AND HYGIENIC ARE THESE PRODUCTS SINCE THEY CAN BE REUSED?

To use them safely, cleaning correctly is essential. SuckIN straws have smoothed interior surfaces that prevent the buildup of any food particles. We also provide cleaning brushes so you may clean the inside of the straws. If you prefer, our straws may be cleaned just as easily and quickly in a restaurant as they are at home since they are dishwasher safe. Only the highest grade steel, free of lead, BPA, and flavour, is used by us. It is also rustproof. Similar to using a spoon or fork, using a SuckIN straw is secure. No chemicals are present in bamboo because it is a natural product. It is equally simple to clean, but because it is a natural substance, it is sensitive to strong natural and artificial food colouring. If someone has a propensity of chewing on straws, they could also get harmed. To prevent the formation of fungus, we advise fully dehydrating it before storing it in a dry location.

Reasons Why Bamboo Straws are the Solution to Single-Use Plastic Straws**• THEY'RE MADE USING NATURAL RESOURCES**

The primary benefit of bamboo straws is their long-term viability. Bamboo Straws are created from 100% natural materials, as opposed to single-use plastic straws that don't biodegrade and contaminate the environment. They serve as a wonderful reminder that nature is the finest source for all of our products and food needs.

• THEY'RE BIODEGRADABLE

They will therefore biodegrade safely and without endangering the nearby flora and fauna if they do reenter the ecosystem. They should live on earth!

- **THEY'RE MADE FROM ONE OF THE MOST SUSTAINABLE PLANTS**

Bamboo, one of the world's most sustainably grown plants, is used to make bamboo straws. Our bamboo straws are even more environmentally beneficial because bamboo doesn't need to be replanted, doesn't need fertilisers or pesticides, and regenerates from its roots.

- **THEY CREATE JOBS**

In our Coconut Bowls facility in Vietnam, a skilled group of craftsmen creates our straws, and we are happy to work with them. We are dedicated to giving our employees moral working circumstances and paying them considerably over the Fair Trade minimum. These artists continue to receive additional jobs as a result of the rising demand for bamboo straws, which has elevated them to the status of a symbol of both economic and environmental sustainability!

- **THEY'RE ANTIBACTERIAL AND EASY TO CLEAN**

In addition to being safer for the environment, bamboo straws are also safer for you. Bamboo is not just chemical-free but also less likely to support hazardous microorganisms than single-use plastic. Yeah, and cleaning them is a breeze!

- **THEY'RE REUSABLE**

To curb our society's harmful "throw away culture," Bamboo Straws are here. Reusable alternatives are more crucial than ever since we are still producing more single-use plastic than we can properly handle. Use, clean, and reuse them – no waste, no issues!

- **THEY CAN REPLACE SINGLE-USE STRAWS**

Despite growing public awareness of the risks associated with single-use plastics, manufacturing keeps rising, with the majority of it ending up in landfills, the environment, and our seas. One of the worst offenders is single-use plastic straws, which 500 million Americans are thought to use daily. This is inherently unsustainable, therefore it's time to start accepting bamboo straws as a viable substitute.

- **THEY'RE ZERO WASTE**

There are presently an estimated 8.3 million plastic straws on our beaches, which is pollution. We've all witnessed the disastrous effects of this trash, as these straws

contaminate the ecosystem that supports priceless animals like birds and turtles. Bamboo straws are the ideal waste-free alternative to replace single-use plastics since they are biodegradable and reusable.

- **THEY'RE BETTER THAN PAPER, METAL, AND GLASS STRAWS**

Because bamboo straws are natural and completely chemical-free, there is no chance of consuming harmful pollutants. They are superior to paper, metal, and glass straws since they are created responsibly from natural resources and biodegrade more quickly. Use bamboo for a more organic feel that won't hurt the environment or your drink.

WHAT ARE THE CHALLENGES YOU FACED SETTING THIS UP, AND HOW DID YOU COPE?

As come from a creative background, company growth and management are completely foreign to me, but my partner Suraj has helped me along the way. Dealing with people's worries about the safety of reusable straws is the main challenge we face as a firm. The stealing of straws by their guests is another issue that annoys our clients in the hospitality industry. To fight this, we started etching the emblem of each restaurant on the straw to let their guests know that the straw belonged to the establishment.

CONCLUSION

Reusable SuckIN straws are made of food-grade materials, are lead-free, flavour-free, and easy to clean because they come with brushes that fit into the straw's opening. In contrast to stainless steel, which becomes a lifetime component of your cutlery, bamboo, a natural product, may be used at least ten times before being composted. Both are delivered in an accessible organic cotton bag. Bastian, Arth, One Street Over, Mango Tree, and The Table, to mention a few, are just a handful of the well-known restaurants in India that Rhea and Suraj sell to hotels and restaurants (Terron, 2021).

THAILI: AN INITIATIVE THAT MAKES ECO-FRIENDLY COTTON CLOTH BAGS

Ms. Pooja Tripathi and Lakshika Tomar

ABOUT THE ORGANIZATION

Contrary to plastic bags produced from polyethylene, which is obtained from natural gas and petroleum, cotton bags are created from strong, sustainable natural fibers. By creating plastic bags, some hazardous and polluting byproducts are released into the atmosphere, each of which takes thousands of years to degrade and is thus bad for the environment. However because cotton is a plant-based material and is used to weave these cotton bags, it is eventually biodegradable.

Compared to paper or plastic bags that are only used once, cotton bags are thicker and may be used again. Cotton bags may store more stuff since they are typically bigger than any other plastic bags. There are limits to how many times plastic grocery shopping bags may be reused since they are quickly damaged by overloading and cannot be used again. The same is true for paper bags; they won't break or get damaged, but if they get wet, they lose their integrity (UNIQUE FEATURES OF COTTON BAGS, n.d.).

ABOUT THE FOUNDERS/ENTREPRENEURS

The fundamental objective of Hema Sengaokar's firm, Thaili, which manufactures eco-friendly cotton cloth bags, is to promote the 3R initiative, which stands for Reject (plastic bags), Recycle (used cloth for bags), and Reuse (cloth bags). BOM - Bags One Million is the abbreviation for their mission. They unveiled a brand-new "Social Gift" that costs Rs. 120 and comes with a box of 10 recyclable bags. You may present these bags as a social gift to your housekeepers, drivers, watchmen, or anybody else you believe could use a cloth bag. These bags are manufactured by impoverished women using repurposed fabric. In doing so, they make an environmentally responsible socially responsible contribution (Terron, 2021).

CONDITION IN INDIA

Single-use plastic is now at the top of environmentalists' lists because of how dangerous it has grown over time. The knowledge of individuals worldwide across all age groups adequately demonstrates this. Given their involvement in using them, awareness of their origins, and desire for change, it is a problem that the majority can directly connect to.

On August 15, 2019, the Indian Prime Minister, Mr. Narendra Modi, announced a remarkable decision to rid the country of single-use plastic. This was done in honor of the nation's Independence Day. This is quite astounding, and it sends a clear statement to the world about what India plans to do to better its environment and what the rest of the world should do as well. There is a clear need to move rapidly and take prompt action.

The long-term benefit of this program is that it will cause people to alter their routines or behaviors to avoid doing what is now easy, such as eliminating single-use plastic bags. People would notice the benefits of the shift in a relatively short period if the sale of single-use plastic bags were stopped, people were encouraged to reduce, reuse, and recycle, and Eco Cotton Bags were made readily available (Sirohi, 2019).

Instead of avoiding the situation by utilizing paper bags, which are equally single-use and strain natural resources, they must behave ethically and swiftly respond to the call to action. They ought to establish a strategy that involves voluntary participation, accountability, and adoption of the Reduce and Reuse message. The threat to the environment is a far bigger issue because it impacts everyone on the planet, and brands' future marketing strategies should consider this. As a community, we must determine which Eco Cotton Bags can replace single plastic bags in various situations. To develop the appropriate solutions at the appropriate moment, we must continuously examine them.

Depending on the weight and volume requirements for the bag, a different level of fabric strength is needed. It is also crucial to produce these rapidly, with the best process and quality control in place, and with minimal waste. All of this research is even more crucial because reusable cotton bags will cost more than single-use cotton bags; thus, it is imperative to keep the cost difference to a minimum and maintain a high standard of

quality to make the changeover to cotton bags simple and long-lasting. A customer's demand is taken to the loom for study, the creation of fabric yards, the cutting and creation of bags, and testing them.

REASONS WHY COTTON BAGS ARE IN TREND

PEOPLE WANT TO HOLD MORE

Students are required to transport several books, computers, iPads, and lunchboxes. For baby clothing, diapers, and other necessities, the mom needs a large bag. Bags are used by office workers to carry their requirements. It is only a cotton bag that may safely carry a variety of goods (which happens to plastic bags).

BIG THINGS ARE EYE-CATCHY.

You will stand out if you carry a big, stylish purse. Your bag indicates that your connection is bigger than everyone else's. These bags come in three sizes: large, medium, and tiny. There is plenty of room in the bag. A shopping tote bag is portable and may be used anywhere

MODERN FASHION TREND

Modern society has brought the cotton bag back and turned it into a fashion piece. They look good in various types of clothing. Nowadays, cotton bags are ubiquitous. To produce fashionable and eye-catching bags and display them at fashion shows, several businesses with lots of designers are emerging. These designer handbags come in a variety of forms, hues, and sizes, so they may complement your contemporary clothing and complete your sense of style.

BEST PROMOTIONAL PRODUCT

Totes made of cotton are necessary for marketing, advertising, and sales. It enables businesses to communicate to customers the value of their brand. Businesses use bags to advertise their brand, exclusive services, goods, etc. Cotton tote bags are the ideal promotional tool for businesses, manufacturers have discovered. Because cotton bags survive longer than plastic ones, consumers will remember them for longer. For personalization, cotton is the ideal material. You can transform your promotional cotton tote bags into exquisite works of art that people will keep at home and use repeatedly.

LONG-LASTING AND EASY TO MAINTAIN

Cotton is a strong fabric that is used to make cotton bags, which are incredibly light and portable. Compared to plastic, it is more durable. These bags are durable and functional. Cotton is biodegradable and reusable, in contrast to plastic bags, which are difficult to clean and reuse. Cotton bags are quite simple to keep clean, and you may wash the bag and reuse it.

LOW COST

The most cost-effective fabric to manufacture is cotton. As the price is within everyone's means, cotton bags from the producers may be purchased for a reasonable sum. Cotton bags are favored by everybody due to their low prices, including large branded corporations and everyday people.

POLLUTION-FREE ENVIRONMENT

Bags made of cotton may be recycled and biodegrade fully in the environment. A renewable resource, it is also. Because plastic bags are not biodegradable, there is no way to compare them. The ecology is harmed by plastic pollution, which is massive. The world's population is switching from plastic to cotton bags to protect the environment and all living things on it from pollution.

CONCLUSION

In the retail industry throughout the projection period, eco-friendly cotton bags are predicted to surpass plastic bags. People are adopting cotton bags at a faster pace because of the expansion of decorative cotton bag options. Comparing cotton bags to plastic bags, cotton bags offer a higher degree of printability and shelf appeal (cotton bags market, n.d.).

PATRADYA: THE MULTIGRAIN EDIBLE UTENSILS**Ms. Roli Wadhwa and Lakshika Tomar****ABOUT THE ORGANIZATION**

Produce edible utensils under the Patradya initiative to elevate a group of Afghan refugee women living in Delhi and replace hazardous throwaway plastic utensils with alternatives that are safer for all life on Earth. Alarming, each year, more than 40 billion plastic eating utensils are made, only to wind up in landfills and the ocean. It is urgent to find a replacement for plastic and address the issue since it takes hundreds of years for plastic to disintegrate, aggravating its hazardous effects on the environment. In May 2016, the concept of Patradya was first conceived. After this, a thorough routine of the study was conducted on some topics, including the recipe, durability, shelf life, and authenticity of bowls.

The next stages in this path included a thorough cost analysis, market research, competitive analysis, and a community need evaluation. Our utensils' key selling point is that they are biodegradable. They blend into the food they hold, are available in a variety of sizes and tastes, and provide our consumers with a distinctive gourmet experience. The bowls are entirely biodegradable and will disintegrate into the soil in two weeks if the consumer decides to throw away the cutlery. The multi-grain flour used to make the bowls (rice flour, flour, and butter) contains increased carbs and energy, ensuring that they are as nutrient-dense as possible. Use both physical and online methods to advertise and raise awareness of our goods.

The official website and social media accounts are examples of online outlets. There are several cafés, eateries, and shops that serve as offline channels. Run a program called the School Outreach Program that focuses on different schools and plans seminars and workshops to let students and instructors know about our product. In the same vein, make an effort to get orders at gatherings hosted by other groups to broaden and improve their menus (Project Patradya, 2018).

ABOUT THE FOUNDERS/ENTREPRENEURS

To create a world free of plastic, Patradya, a Delhi-based initiative by The Enactus Group made up of Kirori Mal College (KMC) students, creates edible utensils. A nonprofit company called Enactus develops a business plan around the skill set of a community that is struggling with poverty, unemployment, or social marginalization.

The Bhogul District in Lajpat Nagar, New Delhi, is home to a group of Afghani refugee women who produce biodegradable bowls for Patradya, according to the company's website. These edible bowls are created from a variety of grains, including ragi, millet, and wheat. They are also available in chocolate taste. The project's earnings are given to the Afghani women who created it as a means of empowering them financially.

BACKGROUND

To provide an alternative to damaging plastic utensils in the shape of edible and environmentally friendly utensils, Project Patradya, a student-led initiative located in Delhi, collaborates with a community of women refugees.

As part of the Patradya Project, which tries to solve the problem of disposing of plastic trash, a group of 40 students from Delhi is instructing Afghani women refugees on how to produce eatable cutlery. These students from Kirori Mal College (KMC) have come up with a strategy to address the refugee situation and plastic waste disposal at the same time by hiring women who have fled their war-torn countries to produce cutlery that is both edible and biodegradable. Enactus, a global non-profit organization that collaborates with leaders of today and the future to build a sustainable society, is funding the initiative.

The project's target group of women are all Afghani refugees who have settled in Lajpat Nagar, New Delhi's Bhogul District. To produce a variety of items, including cups and bowls, they employ healthful grains like ragi, millet, and wheat. The ideal formula was created in collaboration with a team of expert bakers, and the edible items are available in a variety of tastes, including chocolate and mint, allowing customers to choose them depending on their preferences or to complement the cuisine being served. Due to their edible nature and certification as appropriate for human consumption following the established safety regulations, they have a shelf life of 15 days. After usage, the

silverware may be planted and will degrade in two weeks if the user wants not to consume it.

For India, the incorrect disposal of plastic garbage remains a serious problem. According to the Environmental Group Toxic Connections, Delhi alone is responsible for producing 250,000 tonnes of plastic garbage yearly, and India's plastic usage is predicted to increase by an average of 10% annually. In light of these statistics, this student-led project is a welcome attempt to identify long-term solutions to the problem (Plummer, 2017).

ADVANTAGES

Edible eco-spoons are eco-friendly promotional products that advance the cause of a more sustainable environment. The product is easy to eat because of how it is made. So, while using a spoon to eat the food, there won't be any crunchy particles. Eco-spoons are advertised as being suitable for use with meals on the product's package. By utilizing an eco-spoon, you may avoid discarding the plastic spoon you have leftover after your dinner. The eco-spoon is scrumptious, nutritious, and sustainable. There are no artificial colors or tastes included in the substances used to produce the spoon. In the production of this product, only organic components are utilized. In a nutshell, its benefits are that it is completely edible, biodegradable, nutritious, organic, flavorful, and natural.

CONCLUSION

There are several effects of the project. The initiatives empower war-affected women by upskilling them in a trade and providing work through on-the-job training, which aids in their social reintegration back into society and increases their self-confidence. The initiative as a whole is ecologically benign since it not only works to reduce the use of plastic but also produces goods that can be disposed of in an environmentally acceptable way without adding to the vast amounts of plastic garbage. Because the enterprise pays the women with the money it generates from the sales of its products, it is also commercially feasible. The students anticipate that after three years, women will be able to fully assume charge of the initiative at all levels (Plummer, 2017).

ECO FEMME: A RANGE OF REUSABLE COTTON SANITARY PADS**Ms. Shanu Jain and Lakshika Tomar****ABOUT THE ORGANIZATION**

Eco Femme is an international empowerment movement. We are an organisation that has sprung out of rural India and is now active all over the world. We support and reinvigorate menstruation traditions that are eco-friendly, economical, healthy, and dignified. A social company run by women, Eco Femme was established in 2010. Our organisation, which is based in Tamil Nadu, India, aims to revitalise menstruation traditions that are powerful, healthy, ecologically sustainable, and culturally sensitive. Create and market washable cotton pads, impart information about period health, and initiate conversations about menstruation at every opportunity.

ABOUT THE FOUNDERS/ENTREPRENEURS

A group of driven women from across the world are collaborating to build the future we envision. Between non-profit endeavours like research and teaching and for-profit endeavours like marketing and pad sales, our labour is equally split. The core Eco Femme staff is supported by volunteers, interns, and ambassadors worldwide.

Kathy Walkling

Kathy Walkling is one of the co-founders of Eco Femme, a women-led social company whose mission is to promote menstrual hygiene techniques that are eco-friendly, inexpensive, and humbling. Kathy is in charge of Pad for Pad and Pads for Sisters, two non-profit organisations run by Eco Femme that do research and educate people about menstruation health. Kathy, who was born in Australia, relocated to Tamil Nadu, India's international settlement of Auroville in 1997. Her love for the planet and the sacred feminine was well-nourished and gave birth to Eco Femme in 2010 thanks to Auroville's dedication to human harmony and sustainable living (Kathy Walkling and Jessamijn Miedema founders at Eco Femme., 2021).

JESSAMIJN MIEDEMA

Jessamijn Miedema is one of the co-founders of Eco Femme, a women-led social company that advocates for menstruation practices that are eco-friendly, economical, healthy, and dignified. Jessamijn is the team leader for Eco Femme's business operations. She is in charge of sales, production and manufacturing, retailers (both domestic and foreign), product development and research, organic certification, and marketing campaigns. Jessamijn, who is originally from the Netherlands, spent a significant portion of her early years on the Indonesian island of Sumba. She grew up seeing her mother sew cotton napkins alongside neighbourhood women and girls as part of neighbourhood development efforts. With her interest in socially and ecologically responsible development, it was a logical transition for her to resume this work with Eco Femme when she relocated to Auroville in Tamil Nadu, India.

DIFFERENT PROGRAMS**Pad for Pad**

- menstrual health education and free pad gifting programmes to **adolescent girls**

Pads for Sisters

- menstrual health education and process for introducing cloth pads to **marginalised women**. Cloth pads are discounted so as to be affordable

Adult Education seminars and workshops

- Training programme for **menstrual activists, educators and ambassadors** who are interested in exploring the broader issues of women's empowerment and socio-environmental change with sustainable menstruation as the gateway.

Training of Trainers

- Customised programmes to provide **training to menstrual health facilitators/educators**

*Source-*www.ecofemme.com

Topics are covered during a Menstrual Health Educational Session by Eco Femme

The goal of the Pad for Pad seminars is to help girls relate to menstruation as a normal, healthy experience while also teaching them how to manage their periods hygienically and with dignity. It is sometimes the first opportunity females have ever had to show their curiosity about menstruation and ask questions.

The following are the subjects that were discussed in this session:

- **The Menstrual Cycle, Menstruation, and Female Anatomy** —Girls gain knowledge of the changes that occur during puberty. They receive a thorough explanation of the menstrual cycle as well as training in menstrual cycle monitoring, providing them with an effective tool for developing body literacy. Students learn how to distinguish between a typical cycle and when to seek assistance.
- **Taking Care of Ourselves During Menstruation-** teaches girls about diet and foods high in iron. Women pick up asanas and exercises to keep their bodies in shape and be able to engage in regular daily activities while menstruating.
- **Menstrual Products** – Girls learn about various menstruation absorbents and how to use and maintain them safely, healthily, and hygienically. By understanding the health and environmental concerns of disposable sanitary napkins, they are better equipped to make educated purchasing decisions.

A safe environment where people may practise speaking and talking about menstruation and cultural customs and build their confidence to teach other people while overcoming shyness and hesitation.

TRAINING OF TRAINERS PROGRAM

Menstruation is often inadequately discussed in school, if not entirely ignored. Girls experience fear and humiliation as a result of a lack of timely and correct information, which fosters hazardous and unsanitary menstruation behaviours that endanger reproductive health and cause decreased engagement in life. All of this is needless, and it may be easily avoided with the right early instruction.

Eco Femme has created educational modules in which it is prepared to provide training to close this gap, which when ignored might have far-reaching effects.

EDUCATIONAL

- Aiming to normalise menstruation by providing accurate and relatable information, replacing silence with a conversation, and empowering facilitators to lead a session by giving girls and women the self-assurance, knowledge, and skills to manage their periods healthily and with dignity, training programmes are always somewhat customised to the setting and specific needs of each organisation.
- Their training programmes' main components are:
- How to talk about menstruation providing new facilitators with advice on how to interact with women and girls on what is normally a delicate issue - includes exercises for being at ease with your own menstrual experience to enable compassionate and confident communication.
- Menstrual taboos are the result of complicated systems and are not always simply "good" or "bad," thus it is important to understand how to react to them. Focus on identifying which behaviours are harmful and giving people the chance to learn more about the origins of these behaviours, which are frequently acquired without much of a choice.
- Acquiring knowledge about how the reproductive system works as well as the menstrual cycle and how to monitor it.
- Periods that are normal and abnormal, include knowledge of the many kinds of vaginal discharge and cervical mucus and knowing when to seek medical attention.
- The importance of proper diet, exercise, and personal cleanliness in self-care
- Menstrual management products discuss the advantages and disadvantages of various menstrual products and their disposal. To maintain healthy menstruation, special consideration is given to the safe use and maintenance of reusable menstrual devices including cotton pads and menstrual cups.

CHALLENGES

It can be difficult to maintain cloth pads after usage, especially when it comes to washing and storing them. The ideal way to wash cloth pads is by hand, but for added security, they must also be machine cleaned. Cloth pads need to be properly preserved

after being washed and dried. For some people, this could take a lot of time, but it ultimately becomes usual. can utilise plant-based and skin-friendly cleaning agents to assist guarantee that stains are cleaned successfully, with little effort, and with maintaining smooth hands.

- **Cloth Pads Require More Work** While using cloth pads is a terrific method to guarantee a healthy period, many women find it difficult to adhere to the idea of using reusable pads. Also, since their options and range of motion are somewhat restricted during their period due to cramping and the need to change sanitary towels frequently, women prefer not to exert a lot of effort at this time.
- **How to Maintain Your Cloth Pad** Because they can't be readily thrown away, cloth pads need to be handled with care. In light of this, it is crucial to wash your cotton pads while they are in use. Yet, it's equally crucial that you follow the cleaning instructions for your cotton pad. You could believe that a bar of soap or your ordinary detergent would do the trick. But taking care of your pad involves more than just throwing it in the washer and hoping that it gets rid of stubborn stains.

CONCLUSION

Menstruation is a rich, multifaceted experience with social, cultural, economic, environmental, health, and gender components. The workshops and educational training materials offered by Eco Femme have changed in response to our expanding awareness of the comprehensive nature of this experience and the growth of the menstrual health ecosystem in India and across the world.

ATTAWARE: EDIBLE CUTLERY MISSION**Mr. Bhupinder Singh and Lakshika Tomar****ABOUT THE ORGANIZATION**

The novel concept of "Eat your plate" was introduced by Attaware. The company was founded with an awareness of the long-term environmental effects of single-use cutlery. There is a need for change since utilising pre-existing "disposables" has detrimental effects that are far worse than we can imagine.

ABOUT THE FOUNDERS/ENTREPRENEURS

ATTAWARE BIODEGRADABLE PRIVATE LIMITED was established on August 15, 2019, by Puneet Dutta, the company's founder and director. Puneet was en route between Delhi and Vrindavan in the year 2019. He noticed a floating object on the Yamuna River's banks while travelling. Styrofoam (thermocool) usage and throw plates distributed across 7.5 kilometres were what he discovered when he stopped there. He was troubled by the scene. Several Sadhus gave out food when he got to Vrindavan. Also, an elderly guy was denied a plate. As a result, he asked to have the entrée served atop two Puris, an Indian fried bread. The answer to the issue of the floating plates in the Yamuna was discovered at that point. The concept of edible cutlery was his. Puneet hails from Delhi initially. He formerly worked as a Global Recruiting Manager in California and is now a full-time entrepreneur, developing these incredible solutions and contributing to the battle against the Use and Toss plastic cutlery (Rowlo, 2020).

HOW ARE THEY MADE EDIBLE CUTLERY?

Jaggery is made by boiling grains at a high temperature while adding sugarcane juice. then use pieces of jaggery as your basic material. We create idly by melting jaggery pieces and placing them in moulds. Cutlery parts are ready after they have cooled. Vedic technology is the foundation of the entire procedure. For instance, the weather would vary on the full moon, half moon, no moon, and the eleventh day of the Vedic calendar. They come in a variety of shapes and sizes, including plates, spoons, forks, bowls, straws, glasses, and lidded containers for holding food for 5–6 hours. They don't

liquefy, get drenched, or pick up bacteria. With a six-month shelf life, they are single-use only. The plates, bowls, and forks may be consumed after you have finished your meal since they are edible. As they are flavourless, they have a bland taste similar to wheat-based foods like papad or roti. A person can be eaten by any animal or bug if they are thrown, but, if they do not wish to eat. Moreover, it decomposes in just two weeks if not (Rowlo, 2020).

ATTWARE FOLLOWS THE 6-POINT AGENDA.

- **No Pollution** - Unlike soil, water, air, and noise pollution, this cutlery does not produce any. No pollution is produced both during and after use.
- **Biodegradability** - It returns to nature. living in harmony with nature.
- **Supports Farmers** - Since attaware employs various sorts of grains in the production process. It aided farmers directly.
- **Concern for Animal Welfare:** Discarded dishes can be fed to animals.
- **Zero-Waste** - Throughout the product's manufacture, no trash is produced.
- There is no water wasted (Rowlo, 2020).

FEATURES OF THE ATTWARE CUTLERY

- Disposable cutlery that is 100 percent biodegradable has been approved as safe for use during the Covid-19 epidemic by the WHO, SSI, and the Ministry of Health.
- Capable of being microwaved as well as refrigerated storage.
- Compostable entirely
- 6 months of shelf life.
- Eco-friendly packaging is used; there are no flavours or additional colours or additives.
- Kids can use it, too.
- Individual-Use Items
- Accommodates both hot and cold meals.
- Attaware The price is between 5 and 25 rupees (INR).

They are based in Delhi, are acknowledged as India's leading makers of edible cutlery, and do business throughout the country. They intend to expand in 89 nations throughout the world as well as 86 Indian towns (Rowlo, 2020).

BUSINESS BENEFIT

As a start-up that is genuinely Indian The Prime Minister's Atmanirbhar Bharat objective is highlighted in Attaware's emphasis on the Made in India philosophy. Attaware Biodegradable Private Limited was established on August 23, 2019, with an authorised and paid-up share capital of Rs. 100,000. They have successful and significant business activities. 23 600 farmers who raise crops including wheat, sugarcane, bajra, etc. have been contacted for procurement. They do this to guarantee that the raw materials are precisely what is needed and affordable, which is less expensive than buying from other sources through intermediaries. Around 50 people received a total of 6000 Days of work throughout the pandemic, making up about 99 percent of the workforce working in the plant for the production process. By doing this, the company tries to reduce costs and, as a result, delivers items at cheaper rates to guarantee that the product is used as widely as possible. If the product is widely used, the business will increase its operations moving forward to take advantage of economies of scale (Devnath, n.d.).

SOCIAL AND ENVIRONMENTAL BENEFIT

Attaware, which beliefs in giving everyone the same work chances, employs almost 99%, of unskilled people. A part of society that would not typically have many work options is given respectable employment prospects by the corporation, which has a double positive effect. By cutting out intermediaries, the company hopes to help farmers while simultaneously advancing its interests. The company takes sure that there is little carbon imprint during the entire procedure.

All forms of pollutants, including noise, soil, water, and air, are eliminated throughout the production process. As the items are entirely biodegradable and free of chemicals, they are manufactured from natural materials. The product's brilliance, though, is that it may be used again and again without ending up in a landfill. As there are no dangerous substances on one's dishes, if one isn't interested in eating them, they may simply be

given to animals. 3500000 litres of water, 490000 pounds of food produced for stray animals, 90 Tons of plastic cutlery saved for the landfill, and more were all conserved by the firm.

By establishing additional operations in areas with higher demand and so generating more job possibilities, the company has the aim to lower its carbon impact as well (Devnath, n.d.).

CONCLUSION

Many issues related to the production, usage and disposal of single-use cutlery are resolved by Attaware, a zero-waste social company. Not only this, but the company also considers hiring practices that challenge gender norms and skill sets. The group's other main objective is to help farmers financially. Not simply their formulation but also their way of thinking and commitment to sustainability serve as one of Attaware's primary competitive advantages (Devnath, n.d.).

THE BAMBOO BAE: AN ECO-FRIENDLY SWITCH**Mr. Swaraj Manchanda and Lakshika Tomar****ABOUT THE ORGANIZATION**

No change is too modest, according to The Bamboo Bae's founding philosophy. Our ongoing goal is to instill awareness of sustainable goods in every household.

ABOUT THE FOUNDERS/ENTREPRENEURS

At Delhi University, where the two studied hotel management, Sanchit Goyal, 25, and Anuj Sagar, 26, became friends. Sanchit became aware of how much plastic hotels were using daily during this period.

They both like traveling, and they frequently go on excursions together. Yet they spotted plastic debris everywhere they went. They understood that people naturally go towards plastic items because they are so readily available on the market, picking whatever is most practical. Since then, the two have aspired to engage in sustainability and have started exploring alternatives to items like plastic straws, cutlery, and packaging.

This prompted the two to launch Bamboo Bae in 2020. They claim to be on a quest to switch out single-use plastic for eco-friendly bamboo substitutes. The firm provides bamboo stationery, earphones, toothbrushes, razors, and other everyday goods. All of the items are manufactured by the 20 artists the company collaborates with. The bootstrapped firm made Rs 70 lakh in revenue last year after making an initial investment of Rs 3 lakh. They also serve large hotel chains with their goods in addition to hotels (Agrawal, n.d.).

BAMBOO PRODUCTS

Although bamboo has always been a part of the globe, bamboo goods are relatively new on the market. Many customers are converting to more environmentally friendly items as a result of the increasing plastic waste and its negative impact on the climate. Bamboo is a popular material on the market that can be utilized to create high-quality

items without harming the environment. We provide a variety of items at The Bamboo Bae, one of the leading producers of bamboo products in India. As every one of our goods is manufactured from bamboo, you may replace all of your everyday stuff in an environmentally beneficial manner. On our website, you may find a wide range of alternatives, including ecological toothbrushes and bamboo and neem combs.

Plastic is a carbon-based substance whose manufacturing also uses oil. Oil is not a long-term answer, and it occasionally costs a lot of money. While bamboo is fully eco-friendly and does not affect the environment, other materials are not. All of the finished goods are environmentally friendly, and there were no emissions throughout production. This indicates that no greenhouse gases are released during the manufacture of bamboo goods. Because these solutions are natural and reasonably priced, you can both protect the environment and cut costs. The bamboo Bae's goods may be utilized in your garden once you've finished using them; they'll decompose over a few years and help your garden grow more lushly.

A RANGE OF PRODUCTS AT THE BAMBOO BAE

You can still acquire everything you regularly use at our store if you choose to choose greener choices. can select from our selection of bamboo toothbrushes, which give the same level of comfort and are constructed similarly to regular toothbrushes. While cleaning your teeth with a bamboo toothbrush, you may do it without risking injury. can discover our items in a range of hues and patterns. This implies that you will always have the choice to purchase unique things that suit your tastes. Natural materials are used to make organic toothbrushes, so you won't be putting plastic in your mouth or experiencing its negative consequences. Bamboo may be both soft and hard, and it will improve the way you clean your teeth in general.

In addition to toothbrushes, you may get items like a wooden tray or a neem comb. These two objects were created utilizing bamboo and other organic materials. They won't hurt the environment because they're composed of organic materials. These devices also have practicality and robustness in their design. As a result, you may use your hardwood tray to carry many cups without worrying about fractures or wear. Our trays are built to last and may be used for many years to come. By doing this, you'll be

able to lessen your carbon footprint and contribute to environmental protection (Bamboo Products, n.d.).

BENEFITS OF BAMBOO PRODUCTS

Due to its various advantages, bamboo goods have recently grown in popularity. Bamboo is an environmentally favorable replacement for conventional materials since it is a resource that is extremely renewable. Moreover, bamboo goods are lightweight, robust, and low maintenance.

Bamboo Toothbrushes

An environmentally friendly replacement for conventional plastic toothbrushes is a bamboo toothbrush. Bamboo is a largely renewable resource, and bamboo toothbrushes are biodegradable. The bristles of bamboo toothbrushes are soft on the teeth and gums and are lightweight and comfortable to use. Bamboo toothbrushes are also long-lasting and require little upkeep.

BAMBOO COMBS

Combs made of bamboo is portable, robust, and long-lasting. Compared to conventional plastic combs, bamboo combs are more environmentally beneficial since they are produced from bamboo, an extremely renewable material. Furthermore soft on the scalp and static-free, bamboo combs are a good choice. Bamboo combs may endure for years and require little care.

BAMBOO CUTLERY

A well-liked substitute for plastic silverware is bamboo cutlery. Bamboo is a largely renewable resource, making bamboo cutlery an environmentally responsible choice. Moreover, bamboo cutlery is strong, lightweight, and static-free. Bamboo cutlery is very simple to keep and clean.

BAMBOO BOTTLES

Those who care about the environment should choose bamboo bottles. Bamboo is a largely renewable material, making bamboo bottles an environmentally responsible choice. Moreover, bamboo bottles are strong, lightweight, and static-free. Bamboo bottles also require less upkeep and are leak-proof.

BAMBOO UTENSILS

Utensils made of bamboo are robust, lightweight, and long-lasting. Bamboo is a largely renewable resource, making bamboo kitchenware an environmentally responsible choice. Furthermore soft on the hands and static-free, bamboo cutlery is another benefit. Bamboo utensils are very simple to keep and clean.

BAMBOO BOWLS

Those that care about the environment frequently choose bamboo bowls. Bamboo is a largely renewable material, making bamboo bowls an environmentally beneficial choice. Moreover, bamboo bowls are strong, lightweight, and static-free. Moreover, bamboo bowls require little upkeep and are simple to clean (Benefits of Bamboo Products, 2023).

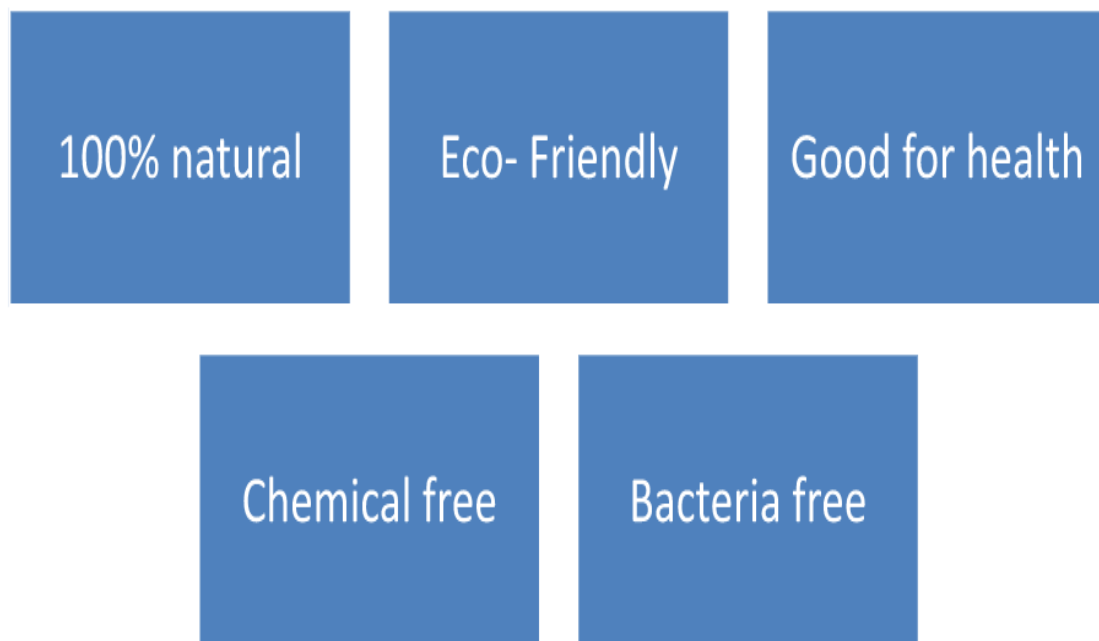


Figure I

Source-The Author

CONCLUSION

Bamboo forests, which span a large area of tropical and subtropical regions worldwide, are unquestionably among the most common nontimber plants on Earth. This wonderful plant can help to improve soil and safeguard our world from pollution thanks to its

extraordinarily quick growth. Bamboo contributes significantly to the local economy by generating employment possibilities and serving as a biofuel, food, and building material. Using bamboo goods has the power to dramatically transform your way of living in a sustainable and eco-friendly way. Bamboo has several advantages that may enhance the comfort and ease of your daily life and are a popular choice for a sustainable living since it is a quickly renewable resource.

BAMBOO INDIA: THE USE OF BAMBOO-MADE PRODUCTS CREATE A WIN-WIN SITUATION FOR NATURE & THE MANKIND

Ms. Priyanshi Jain and Lakshika Tomar

ABOUT THE ORGANIZATION

The main goal is to transform the view of bamboo from The Poor Man's Timber to The Wise Man's Timber by substituting plastic goods with cutting-edge bamboo products including bamboo toothbrushes, bamboo earbuds, corporate gift items, and more. It's about the outcome rather than the revenue.

Almost three years ago, when the firm was created, Bamboo India concentrated on the manufacturing of 28 items. The Talavdeneighborhood of Pune is where Bamboo India's goods are made. Tobacco goods, earphones, beard brushes, razors, wooden pens, combs, speakers, kitchenware, and several more items fall under this category. For everyone, a toothbrush is a need. Every three months is the ideal time to replace the brush. The bamboo toothbrush lasts for a year, which drew reputable businesses from all over the world to this product. This bamboo toothbrush from India has created a name for itself on Amazon, where it can be purchased for around Rs. 60 to Rs. 80, as opposed to Rs. 200 for other brushes. This brush costs a little more than a plastic brush, but given its longevity and environmental benefits, the price is reasonable.

By substituting plastic goods with cutting-edge bamboo products like bamboo toothbrushes, bamboo earbuds, bamboo straws, bamboo corporate gift items, etc., Bamboo India seeks to transform the concept of bamboo from The Poor Man's Wood into Wise Man's Timber.

A key component of Bamboo India's mission is social change. Bamboo India gives craftspeople in rural areas a source of income, improving their future. Its goals include giving more than 100 households work, cutting down on 10 Lac kg of plastic garbage, and creating "BambooIndia Village," which will serve as a community center for the inhabitants (Bamboo India: Replacing plastic with Timber, n.d.).

ABOUT THE FOUNDERS/ENTREPRENEURS

Mr. Ashwini Shinde and Mr. Yogesh Shinde founded the startup Bamboo India on August 15, 2016, with its headquarters in Pune. Agricultural entrepreneur Yogesh founded Bamboo India, a business that produces eco-friendly goods using bamboo. The business has hired farmers from the Maharashtrian hamlet of Velhe, close to Pune, to help them make bamboo items including sky lanterns, desk organizers, garment pegs, speakers, toothbrushes, and utility stands. Bamboo India only recently launched its official online store in June 2016, despite the business being operational informally for more than two years. Since then, according to Yogesh, the business has fulfilled more than 2,000 orders and made a profit of more than Rs. 50 lakh.

Yogesh had no ties to agriculture; he was raised in a middle-class urban household in Pune. He entered the IT sector after earning his master's degree from the University of Pune and settled into the affluent lifestyle of an IT professional. His four years of traveling over Europe and staying in various locations brought to the shift. On his visit, he saw a different side of farmers: ones that were self-sufficient, prosperous, and content. In his nation, he had never seen farmers act in this manner.

Yogesh concluded that producing bamboo products might be the best small business opportunity for the farmers in the nearby villages of Velhe, Bhore, Panshet, and Mulshi after conducting extensive research and consulting with Hemant Bedekar, a septuagenarian researcher on bamboo based in Pune.

So he resigned from his position as Assistant Vice President at Barclays Bank, assembled 10 farmers from the village of Velhe, and established a modest production facility in his farmhouse. At first, everything was a learning process. Yogesh instructed the farmers directly after learning how to create the goods. He thereafter began hawking these goods to his friends, family, and acquaintances (Patwardhan, n.d.).

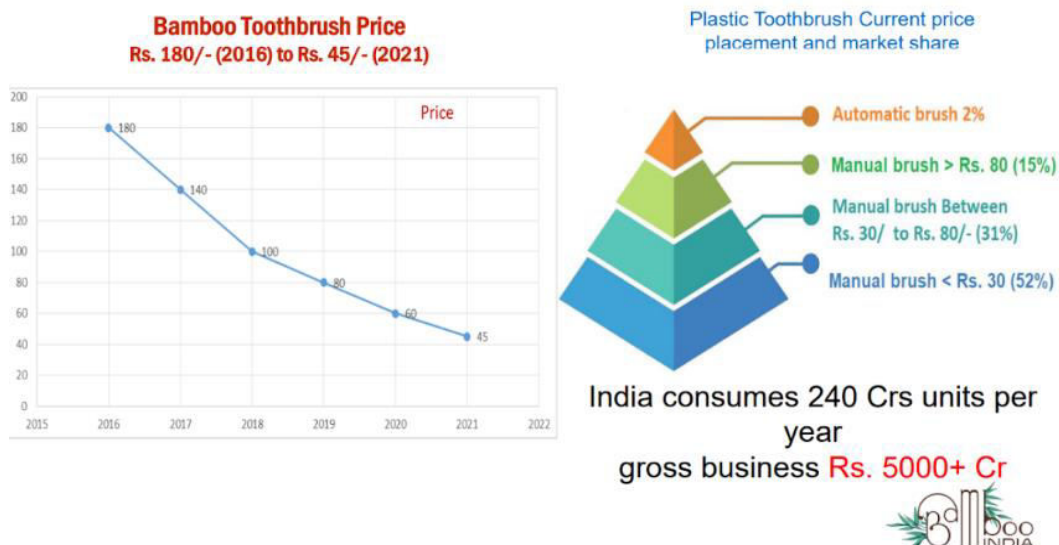
WHY BAMBOO

The wise man's timber, bamboo, is so named. The world's biggest grass is bamboo. Every continent, except for Antarctica, has native species, from the Himalayan heights to the South Pacific coast islands.

Throughout the first 12 months of its existence, bamboo normally reaches its maximum height and breadth. It will continue to thicken and strengthen its cell walls over the following few years until it achieves peak maturity, which typically occurs between 5 and 7 years (our story, n.d.).

The **primary objective for the existence of a “Bamboo India – Social Entrepreneurship”** is to solve a big problem by adding up value to the existing bamboo product development process to meet the following conditions:

1. Utilize technology for bamboo processing and product development.
2. Something innovative products.
3. Finally, do something that the Government has ignored or hasn't done properly to solve a BIG problem (our story, n.d.).



Source-www.bambooindia.com

POLICY RECOMMENDATIONS

- (a) **Eliminating inconsistencies in the legislation about bamboo:** Inconsistencies that exist about whether bamboo is a "tree" under IFA or an MFP under FRA should be addressed and eliminated. To be used economically and benefit a sizable portion of the forest inhabitants who live close to the resource, bamboo should be recognized as an MFP.

- (a) **The forest department recognizing community rights:** The forest departments should provide the village gramme sabhas their rights on the resources they have lived with and sustained their entire lives by handing over the transit passbooks of MFP to them.
- (c) **Uniformity of laws across all states:** The law must be the same in every state. 12 Due to different supply-side limitations still being in place, these variations in state regulations will prevent the bamboo sector from reaching its full potential.
- (d) **Promoting the development of bamboo on private plantations:** To encourage private landowners to plant bamboo on their property, it should be promoted and excluded from several state laws. Due to this, such plantations will become profitable business operations (Aggarwal, 2014).

CONCLUSION

It is now or never for the people to safeguard the globe as nations are being buried by the debris of plastic. The firm has created roughly 22 goods using technology to process the bamboo plant, in addition to its headline item, a bamboo toothbrush. Over 30 lakh Bamboo toothbrushes, produced by the firm, have been distributed throughout India and 18 other nations. The pair want to grow their business further and aid the government in realizing the serious issue of plastic usage and make the nation more environmentally friendly as part of their mission to transform the world with bamboo.

AMALA EARTH: RESPONSIBLE LIVING**Ms. Shirley Rex and Lakshika Tomar****ABOUT THE ORGANIZATION**

Amala Earth is a philosophy of mindful living with its roots firmly planted in Indian culture. It brings together companies, goods, professionals, and people who work to build a world in which all living things may coexist peacefully.

By offering substitutes for a sustainable lifestyle, they intend to transform this into a group movement that will be the catalyst for altering consumer behavioural patterns (About Us, n.d.).

ABOUT THE FOUNDERS/ENTREPRENEURS

Amala Earth's founder, Gunjan Jindal Poddar. Life has provided a voyage of learning throughout the previous 20 years on how I spend my life. I discovered that as a young mother and a young businesswoman, I was pondering even more about my lifestyle. I've always been aware of my decisions, so I thought it was time to impart what I'd learned. "I hold the concept of transformation dear to my heart."

I researched eco-friendly options for my family's clothing, natural textiles for my wardrobe, biomaterials for my house, and healthful, vegetarian food for my family as I made little but steady changes to my lifestyle. This, quite naturally, sparked a glimmer of spiritual light inside of me and gave me a profound sense of serenity. It also helped me reconnect with myself and my natural world. That was already different. The Amala Consciousness, which is considered to be the pinnacle of purity in Buddhism, eventually inspired the moniker Amala Planet. With the universe of Amala Earth, I hope to gradually expose the path of conscious living and build a group of like-minded individuals (About Us, n.d.).

ALL CATEGORIES**MINDFUL EATING**

You are what you eat, as someone once stated. As eating is a necessary element of life, everyone should consider what, when, and how they should eat. Regrettably, the majority of individuals nowadays are preoccupied with everyday activities and neglect their eating habits. Individuals, particularly in cities, are prone to consume junk food or unhealthy, convenient meals at odd hours. Their bodies become weak and more prone to illness over time as a result of this unconscious eating behaviour.

The good news is that individuals don't need to take a lot of time out of their hectic schedules anymore to engage in healthy eating habits. Online stores like Amala Earth provide a wide range of organic food items.

ETHICAL BEAUTY

Nowadays, sustainability is a hot topic, and for good reason. It is increasingly covering other facets of a person's life, including food, dress, and cosmetics. Customers are growing more ethically aware to the point that they will think twice before making a purchase. This is the reason why cruelty-free cosmetics companies are growing.

I'm sure everyone has heard of clean or ethical beauty. It takes into account how the items are created in addition to the materials used. Fundamentally, businesses must pay attention to every aspect of the supply chain, including labour conditions and environmental effects.

JOYFUL HOME

Every product one selects should be seen through the sustainability lens if they are aiming to live an eco-friendly lifestyle. Be it eco-friendly linens, eco-friendly kitchenware, eco-friendly laundry detergent, eco-friendly natural herbal goods, eco-friendly copper water bottles, and so forth. Living sustainably involves more than just ideas; it also involves deeds that have an impact on people, the environment, and communities. Simple behaviours like selecting environmentally friendly goods and using resources sensibly are key. Living sustainably is a deliberate act.

Amala Earth's goal is to make all sustainable and organic products available to people so they may live more environmentally friendly lives.

RESPONSIBLE FASHION

Responsible fashion is a method of viewing fashion in an environmentally beneficial way. It is sometimes referred to as sustainable fashion or ethical fashion. Globally active today, the responsible fashion movement is changing how the apparel and design sector finds, creates, and produces its goods. It aims to make the fashion industry more conscientious and aware. It also involves making consumers more conscious of their options.

These days, a wide range of fashion companies targeting customers from various socioeconomic levels is growing. One of the most dynamic businesses, where trends are always shifting, is the fashion industry. Quick fashion is on the rise and getting more affordable.

CONSCIOUS FAMILY

Amala Earth is aware of this attitude completely and provides a wonderful selection of items for infants (0–2 years) and kids (2–15 years). These items encourage sensible decisions across all product categories for kids and are manufactured from natural and organic materials. So, they are suitable for the planet as well as for children.

Babies need additional attention since they are generally sensitive to most things. They are susceptible to infections, and because of their heightened sensitivity to some materials, they might develop rashes, hives, and discomfort. Hence, the things that are used the most frequently, such as their clothing, washable diapers, toys, towels, cream, chemical-free soap, shampoo, and other accessories, must be chosen very carefully.

HOLISTIC WELLNESS

Holistic wellness and conventional medical practices have endured across ages and civilizations on Earth. Traditional medicine, in contrast to contemporary medicine, has focused on promoting internal bodily healing. This guaranteed everyone's bodily, mental, and spiritual health as well. Modern technology, functionality, and capitalism, on the other hand, sent the globe into a whirlwind that prioritised the treatment of physical disorders over all other concerns.

It is indisputable that "modern medicine," as we understand it, has saved millions of people from premature death, illness, and misery. The scientific approach, years of expertise, and facts supported by the study are all deeply ingrained in modern medicine. Despite this, many people continue to favour conventional therapies over new ones. This might be because the majority of traditional healing practises use and promote holistic well-being across nations (All categories, n.d.).

THE COMPANY CHOOSE THEIR BRANDS

Amala Earth has created a system where each brand receives an 8-point rating based on the following factors. The method is meant to provide users with a comprehensive understanding of each brand. It assists customers in making wise judgements about the products and services they utilise (About Us, n.d.).

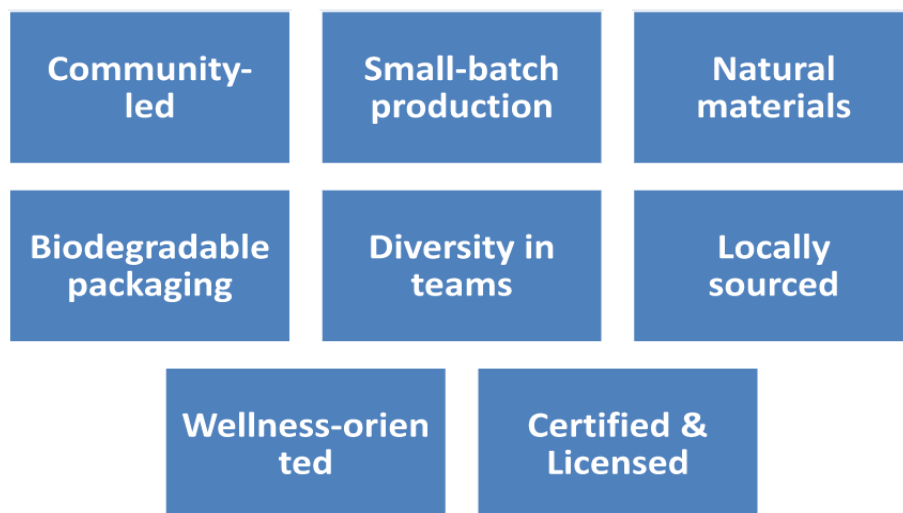


Figure I

Source-The Author

CONCLUSION

The beauty of metamorphosis, in Amala Earth's opinion, is the most potent force there is. The flapping of a butterfly's wing in one region of the earth is thought to set off a chain of events in another after it has fully developed wings. The butterfly effect is a metaphor for how we want to encourage communities to accept change and work towards a better future. Even little eco-friendly activities have an impact, but when an entire community makes changes, the results are far-reaching (About Us, n.d.).

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Sustainable Entrepreneurship Startup in India *Case Bank*

Sustainable Entrepreneurship Start-Up in India is a comprehensive guidebook for anyone looking to start a business in the country with an eye towards sustainability. In recent years, India has emerged as a hub for innovative and socially responsible start-ups, and this book provides readers with a detailed roadmap for creating a successful business in this dynamic and rapidly changing landscape.

The book covers all aspects of sustainable entrepreneurship, from identifying viable business opportunities to securing funding and navigating the legal and regulatory environment. The authors draw on their extensive experience working with successful start-ups in India to provide practical advice and real-world examples that will inspire and inform entrepreneurs at every stage of the journey.

In addition to practical advice, Sustainable Entrepreneurship Start-Up in India also provides a deep dive into the unique cultural, social, and environmental factors that shape the business landscape in India. From the importance of building strong relationships with local communities to the role of technology in driving sustainable development, this book provides readers with a nuanced understanding of the challenges and opportunities facing entrepreneurs in India.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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