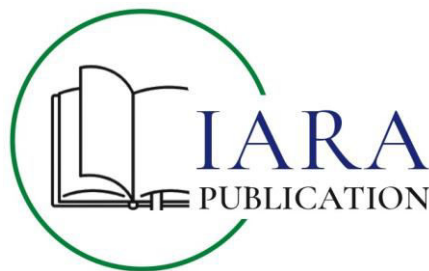


Sustainability **The Way Forward**



Aniket Swaraj
Fleur Fernandes

Sustainability: The Way Forward



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Sustainability: The Way Forward

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First Impression: April 2023

Sustainability: The Way Forward

ISBN: 978-81-963716-1-6

Rs. 1000/- (\$80)

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Published by:
IARA Publication

PREFACE

In a world where the effects of climate change are becoming more visible, it is more important than ever to embrace sustainability and find ways to protect our planet. The essays and research collected in this book reflect the growing awareness of the need for sustainable practices in many different fields, from fashion to real estate and pets.

Through research, the authors identify the ways in which everyday practices and products affect the environment and offer alternative solutions that can change the way we live. From the environmental impact of casual clothing to sustainable fashion, exploring sustainable tiles and green startups, the impact of sound and wearables, and the sustainability of real estate, these essays provide insight into the many ways sustainability can be integrated into our lives.

The authors also explore some specific initiatives and organizations working towards sustainable practices, such as Souled Store and GreenMyna. They also explore the growing trend of pet ownership and its impact on our society, and the role of NGOs such as Drogo in promoting animal welfare and safety.

Finally, the authors also discuss the importance of sustainable practices in menstruation and the impact of sustainable practices on local communities through organizations such as Eco-Kaari.

Together, these essays and studies provide a look at the many ways that sustainability can be incorporated into our daily lives. They show that even small changes can have a big impact and that sustainable practices can be both practical and financially rewarding. We hope this book will inspire readers to join our mission to protect our planet and create a more sustainable future for future generations.

ACKNOWLEDGEMENT

We are grateful for the opportunity to present this edited collection on Latest Research Trends in Sustainable Business Approaches. First and foremost, we would like to express our sincere gratitude to the Management, Principal and Vice-Principals of SIES College of Commerce and Economics (Autonomous) for granting permission to produce this book and for their support in our endeavour. We would like to express our appreciation to Empyreal Publishing House and Nex Gen Publication House for giving us this publication opportunity.

We want to thank all our colleagues in the Bachelor of Management Studies department at SIES College of Commerce and Economics, Sion (East) for their assistance and co-operation in making this book possible.

We thank all those who contributed their valuable research articles for this book. They have placed their trust and hope in us for coming out with an impactful and insightful publication.

This publication is another endeavour to satisfy the understudy student body's unquenchable interest. The readers of the book are our motivation behind the production and distribution of this book.

Lastly, we are highly grateful to our family members for their ongoing support and encouragement.

Aniket Swaraj
Fleur Fernandes

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IMPACT OF REGULAR APPARELS ON ENVIRONMENT AND AN ALTERNATIVE THAT CAN CHANGE THE WAY OF WORLD'S LIVING

Aniket Swaraj, Rhea Menon, Siddhant Nandalike, Smruti Sinilal, Vaibhav Jain and Yug Intodia

Sies College of Commerce and Economics (Autonomous)

ABSTRACT

Most of the clothing brands are not eco-friendly, as the raw materials used for the production are non-biodegradable. The waste textile materials that are thrown away ends up in landfills and ends up contaminating the environment by emitting chemicals into the groundwater and soil. While Doodlage makes an effort to reduce its textile waste, what is left is used to create bags and home decor. Doodlage has the chance to reprocess waste, recover intrinsic value through recycling, and improve end-of-life processes in order to create zero-waste systems thanks to the idea of upcycling. Any order that gets delivered from Doodlage is wrapped in an environment friendly bag made with recycled materials. The information by which this report was made was collected from primary data (Google form) and secondary data (Research journals). In this paper we will study how Doodlage is helping the environment by recycling the textile waste and creating a zero-waste environment.

Keywords: Sustainable, Eco-Friendly, Zero Waste Environment, Recycled Materials

INTRODUCTION

India is one of the leading exporters of various qualities of cloths to the international market especially to European and American Nations. The clothing Industry occupies an important place in the Indian economy in view of its potential for employment, growth & exports. India Rank 2nd among the cloths producing companies next to China. The industry is labour intensive and is concentrated in the small and cottage industry sectors. Now lets start with how are cloths typically made. Do you know that even the most basic T-Shirt has dozens of components. It takes a large team to keep these components flowing to the sample rooms and production lines. Once inside the factory, each component must be checked for quality, colour and quantity. Most of the cloths are fabricated from plastic and plastic-like materials, from the squishy soles to the pointy heels to the knit polyester uppers to the brittle eyelet holes. Usually, their many components are stitched and glued and moulded together in complicated ways. They are almost impossible to recycle. Also cloths are heated through a simple heating technique, with the help of a material named "ThaelyTex" which is entirely made from plastic bags.

Cloths are made up of synthetic organic polymers, which are widely used in different products such as Bags, clothing, packaging, medical supplies, etc. In the last six decades, clothes became an indispensable and versatile product with a wide range of properties, chemical composition and applications. Although, clothes were initially assumed to be harmless and inert, however, many years of clothes disposal into the environment has led to diverse associated problems. Environmental pollution by clothes wastes is now a major environmental burden, especially in the aquatic environment where there is prolong biophysical breakdown of clothes, detrimental negative effects on wildlife and limited cloth removal options.

Now let me tell you about a company named "Doodlage" that is into creating exclusively Eco-friendly Items. Kriti Tula, founder of Doodlage, perceived this idea when she noticed massive stack of textile waste while doing her internship at an export house. She thought of reinventing the rejected fabrics and put them to better use. The concept of upcycling provides Doodlage an opportunity to reprocess waste. Doodlage tries its best to minimize its production waste, and whatever is left is reused in making bags and home furnishing. The brand emphasizes on

developing sustainable business practices at each stage of the fashion supply chain from procurement of raw materials to the disposal of clothes by the consumers.

LITERATURE REVIEW

This study focuses on understanding sustainability in the fashion industry. The studies undertaken in order to bring sustainable apparels in the fashion industry focuses on the main perspective of identifying a resource-intensive industry and how sustainable-related methods are taken into consideration to confirm transparency which can eventually lead to efficient improvements and to acknowledge why the fashion industry is inclining towards sustainability in the last few decades. The fashion business demonstrates and considers natural resources as “never-ending trench” and manufacturing procedures are primarily about “construct and discard”. Still, there are problems faced by garment designers and merchandisers when evaluating the importance of sustainability.

1. The sustainable future of the modern fashion industry (2017) written by Zhanna Kutsenkova studies the various methods of global production and consumption, also how to slow them down in order to make them sustainable for future purposes. The consumers must be educated about the effects and harsh truths about various clothing brands. Only when they realize the truth and understand how certain companies are practicing unethical ways while producing goods, it will finally be a call taken towards the sustainable apparel options.

2. Fanny Berthem & Madeleine Mahrs in their research paper titled “Sustainable Fashion – a Generation Z perspective” (2022) speak about how there must be proper and adequate commitment towards working on changing the dimensions of efforts and perspectives of individuals on the concept of sustainability in order to have an enhanced and healthier future. They talk about how price and quality are one of the most important aspects that the audience concentrates on and must be significantly taken into concern. They place emphasis on the fact that there are several obstacles for sustainable fashion intake but with abundant reinforcement, it will be much easier to maintain sustainability in the fashion industry.

OBJECTIVES

1. To highlight the drawbacks of normal apparels available easily in the market.
2. To understand the impact of synthetic fibre and materials on the environment.
3. To compare consumer behaviour for sustainable clothing.

RESEARCH METHODOLOGY

This paper includes a combination of both primary and secondary data. The primary data is in the form of Google forms wherein we run a background check on the knowledge individual poses on the topic of sustainable clothing. The form was shared across the SYBMS department of SIES College of Commerce and Economics. The questions were framed in such a way that it tested the individuals on the topic and some additional information regarding the same to help people understand the topic in a better manner. Secondary data for this study was acquired from a number of research papers, journals and articles.

DATA ANALYSIS AND INTERPRETATION

Figure 1

Are you aware that the regular clothes that we wear are harmful to the environment? (The clothes that we throw away ends up in landfills and leads to toxins leaching into the surrounding soil and water.)
60 responses

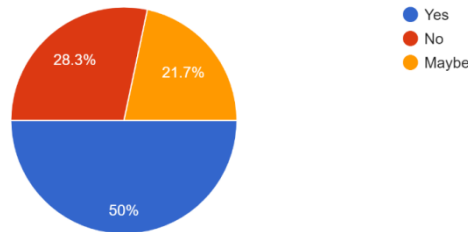


Figure 1 shows that most of the people are well educated of the harmful effects caused by regular clothing that are in use. Creating awareness through running down some campaigns would lead people to have adequate knowledge regarding the same.

Figure 2

Do you know that there are brands making sustainable eco-friendly clothing? Eg:-11.11/eleven.eleven, Doodlage, No nasties etc
60 responses

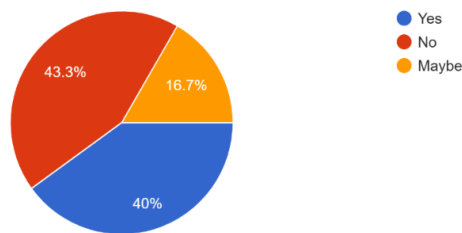


Figure 2 indicates that although people are aware of the hazardous effects, they don't have exposure to the solutions that exist in the market. It's difficult for startups to prove themselves in this space with brands like Nike, Adidas, H&M etc but with government's initiatives it's possible to uplift such brands and create a revolution in the textile industry.

Figure 3

Factors you consider while buying clothes
60 responses

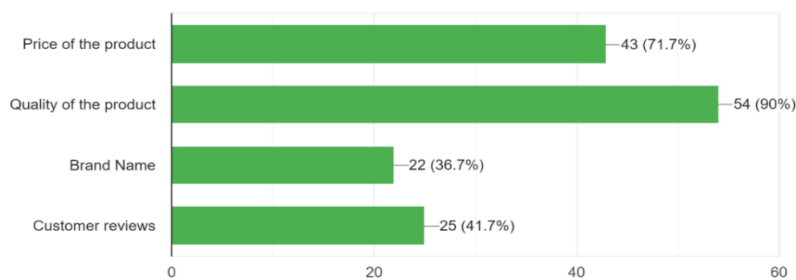


Figure 3 reviews the factors that people consider while buying clothes. 90% of the people choose based on the quality and 71% on the price of the product. Eco-friendly clothings offer the same level of comfort that normal clothing do. One drawback of eco-friendly clothing is that it's comparatively costlier than normal clothing due to the fact that the raw materials are available in limited quantity and the production doesn't take place on a mass scale; but once people are aware and there's a demand for sustainable clothing the price of the products will eventually decrease thereby leaving no chance of second thought in consumer's mind

Figure 4

Will you prefer spending extra amount on sustainable clothes? (Eco fabrics are generally more expensive due to the fact that mass production is no...s.) Eg:- Organic cotton, linen, tencel , hemp etc.
60 responses

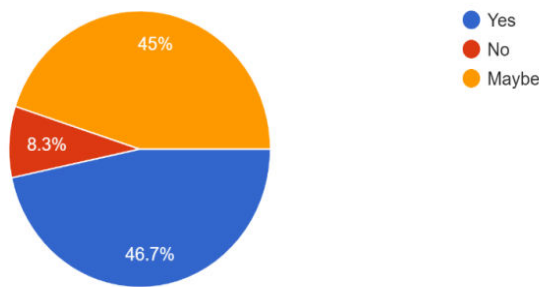


Figure5

On a scale of 5 how likely are you going to buy eco-friendly clothes? (5 being most likely and 1 being least likely)
60 responses

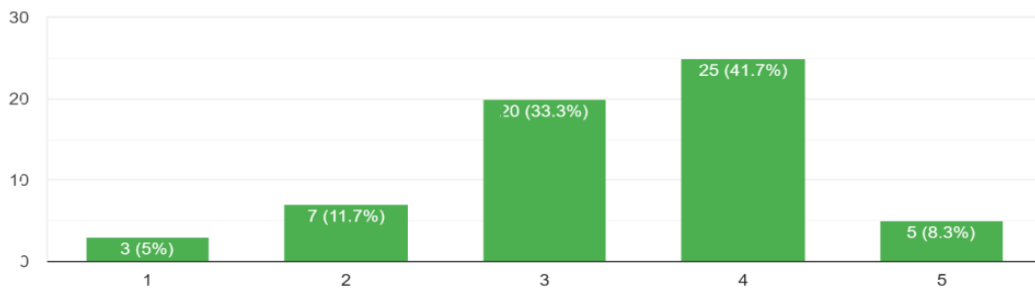


Figure 4&5 denotes that people are ready to buy sustainable eco-friendly clothing and help in the preservation of the environment. The only doubt that remains in their mind is the high price that they need to pay, many of them are not really sure to pay higher price but with mass scale of production and government initiatives the companies are 1 step away from brining in a revolution in the textile industry.

CONCLUSION

As per the research it can be said that sustainable clothing brands such as Doodlage are of great benefit for the environment and they are the unavoidable future. However a lot more of advancement is required to make sustainable clothing capture the whole market. Doodlage with

it's innovative practices of creating fashion and lifestyle out of fabric waste and that too with a negligible hit to the environment has taken a big step into the game. The clothing brands which are not eco-friendly can be very harmful for the environment in future. Due to less exposure towards these sustainable clothing brands the bargaining power of supplier is high, which makes these brands quite expensive. Therefore we can conclude that in the coming time preferring sustainable clothing brands would increase at an increasing rate.

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A STUDY ON SUSTAINABILITY OF CARBON TILES

Divya Thakur and Siddharth Esaishankar

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ABSTARCT

This paper presents the findings from an undergraduate research project concerning the Environment friendly, manufacturing of carbon tile. The world is in need of sustainable and smart development as the issue of global warming and pollution is rapidly increasing in the whole world. This paper focus on highlighting new and Innovative method that the quality of physical Environment improves through the use of building techniques that enhance planning for Environmental protection and advancement. Carbon tiles can be an option for sustainable construction, because less amount of pollution is caused in comparison to Traditional Ceramic tiles. It will provide a focus to improve sustainability in a global context. Within this research we get to know that many people are not aware about the Carbon Tiles. This paper also suggests some actions to increase the awareness of the product. The purpose of this research is to know more about sustainable construction and carbon tiles.

Keywords: Environment, Carbon tiles, sustainable construction, pollution.

INTRODUCTION

As an construction material “Tiles ” have a historical importance in home décor and artistic exhibitions. As the population is increasing, world is growing rapidly and demand for construction activities is increasing day-by-day with increase in construction activities there is also a rapid growth in other sector industries, which mainly causes air pollution. To overcome these we require an innovation that is capable of converting pollution into something useful for construction. As carbon is most abundant gas released from industry cause air pollution, the projection is 40.6 GtCO₂ total emissions in 2022 which leads to rise in global warming. Casting the tile using these carbon emissions can be environment friendly, though such pollution cannot be removed entirely, but can be reduced. Carbon Tile is the world’s first tile made from upcycled carbon, fusing low-tech crafts with modern technology. The process begins at a pyrolysis plant, where carbon waste is collected, then mixed with binders and natural materials. Skilled ceramic tile workers then cut and fill the composite into unique designs. The process begins with cutting, shaping, joining, filling and lastly, forming the tile. The recovered carbon is initially processed to make it application oriented and fused with a mixture of binder and natural materials like marble derivatives to craft Carbon Tiles.

LITERATURE REVIEW

- Avril Noel D’souza (23rd April 2020): He goes on to add, “Our design thinking is to communicate climate change issues. For them, tile was a great way to start with. Inspired by the unique identities of the cities and the natural elements that define these cities, they created an exciting new range of flooring patterns.” We just want to put things into perspective here: Among the toxins present in polluted air, Particulate Matter (PM particles) are the most dangerous. Presently, nine out of 10 people live in places where air quality exceeds WHO limits. Zooming in towards the causes, it can be found that the construction industry is the largest consumer of raw materials and responsible for 39% of global carbon emissions. Solutions like these are the way forward, for a greener planet, for a cleaner life.
- Tiffany Duong (8th January 2021) :- Indian Startup Turns Polluted Air into Climate-Friendly Tiles, says, “anything that we build should be able to be reused or upcycled in some form or the other. That is why we feel that any resource is not a waste. And now we feel that air pollution is just a resource that is not harvested,”

OBJECTIVES

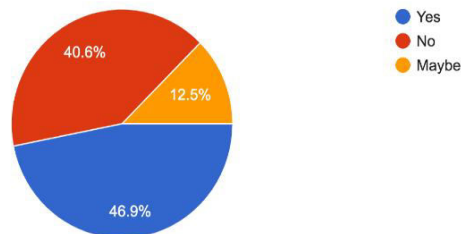
- To understand and learn more about this topic.
- To spread awareness about this product.
- To analyse people perception on Carbon tile.

RESEARCH METHODOLOGY

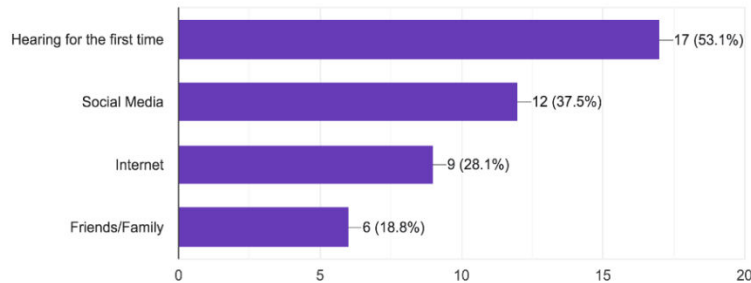
The data collected for this research is a combination of primary and secondary data. The data collected for this Research is a combination of primary data sources that is google forms and secondary data sources through published journals, reports, internet, newspaper articles, etc.

DATA ANALYSIS AND INTERPRETATION

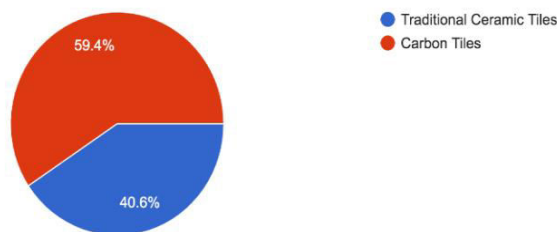
Have you heard about 'Tiles' made out of pollution.
32 responses



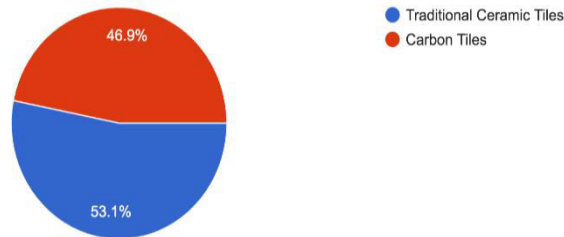
If yes, from where.
32 responses



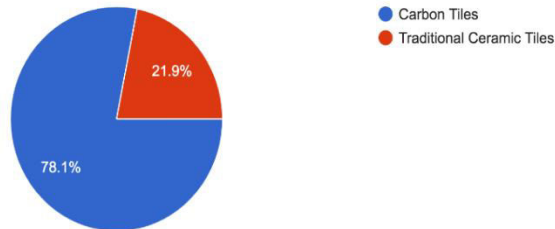
Which tile is more durable according to you.
32 responses



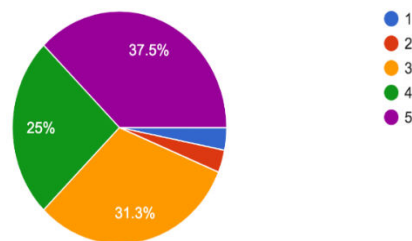
Which tile is more affordable according to you.
32 responses



Which tile is better according to you
32 responses



If you get a chance will you consider 'Carbon Tiles' over 'Traditional Ceramic Tiles', rate it on a scale of 5(5 being most likely & 1 being unlikely.)
32 responses



These are some of the findings of the research done through google forms. About 32 responses were recorded, and only 15 of them know about carbon tiles. 17 were hearing about the carbon tiles for the first time. Out of 32 people 19 people think carbon tiles is more durable than ceramic tile, and 17 people think that ceramic tile is more affordable than carbon tiles, the rest of the people think that the ceramic tile is affordable than the carbon tile. But about 25 people think that carbon tile is better than ceramic tile. 12 people were most likely considering the Carbon tiles.

RECOMMENDATIONS

- It should be promoted more, as many people are not aware about carbon tiles, not only because it provides livelihood to many local artisans and workers, but also for sustainable construction and to reduce pollution.
- As 1 Tile is equivalent to preventing 5kgCO₂e, we can contribute in reducing carbon footprint.
- It is more durable and lighter than ceramic tiles.

CONCLUSION

The conclusion for this research is only few people are aware about the carbon tile, It needs more awareness and promotion. This research reveals that there is a great potential for carbon tile as sustainable construction. It will also provide employment to the tile making artisans. As one carbon tile is equivalent to cleaning 30,000 liters of air. We overcome the solution which uses carbon for the production of tile resulting in air pollution. These tiles consume only one-fifth of the energy required to manufacture ceramic tiles. Thus, reducing pollution.

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A STUDY ON SUSTAINABLE FASHION

Divya Thakur and Akansha Singh

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ABSTARCT

The large production volume of fashion items has significant environmental Consequences in terms of manufacture, marketing, and consumption. However, there is little research on how the fashion industry incorporates sustainability-related practices into its operations or what motivates the industry's sustainability focus. Because consumers are becoming more environmentally conscious, sustainability is becoming increasingly crucial for fashion enterprises. This study investigates sustainability as a significant theme in consumers' fashion choices. We look at how well customers understand the notion of sustainable fashion and its various facets. This study relies on survey data from respondents recruited from the working and non-working populations of a large public institution.

Keywords: Sustainable, Fashion, Environment

INTRODUCTION

The term “sustainability” was coined at a United Nations conference in 1972. It covered three issues: (1) the interdependence of human beings and the natural environment; (2) the links between economic and social development and environmental protection; and (3) the need for a global vision and common principles. The sustainability movement has matured through time to reflect a sustained interest in many areas including organic, green, fair trade, unfair business practices. In the argument among industry executives, legislators, and policymakers for finding broadly acceptable answers to economic and social problems, sustainability as a mainstream idea has been firmly established—one that, potentially, may cast the deciding vote. In many consumer related areas, the concept of sustainability has evolved to a more receptive audience.

OBJECTIVES OF THE STUDY

Following are the objectives of this study:

1. To find out how well-informed consumers are about sustainable fashion.
2. To categorize customers into groups based on their knowledge of sustainable fashion.
3. To investigate the most effective ways for closing the attitude-behaviour gap.
4. To see if customer demographics have an impact on their awareness of sustainable fashion.

SCOPE OF THE RESEARCH

- The study is based on both primary and secondary data.
- The research is studied among all age groups.
- The research is done according to the convenience of the researcher.

SIGNIFICANCE OF THE RESEARCH

The relevance of the researcher’s research work is as follows:

- This study shows the concern of the people for the environment.
- This study is necessary to determine whether people are interested in practicing sustainable clothing.
- This study provides other researchers to conduct their research work in the scope of sustainable fashion.

LIMITATIONS

The reliability of the items that profess to quantify each sustainable fashion dimension is a source of concern. The reliability would improve when we analyse with a more rigorous methodology. We could have answered the questions with greater certainty if we had more reliable items, but based on the given data, we can conclude that consumers are more likely to have a holistic view of the sustainable fashion construct, with no single dimension standing out in independence from the other dimensions that make up the sustainable fashion construct.

SAMPLE SIZE

The sample size refers to the percentage of the general population that will participate in the research. The research used a sample size of 111 respondents and accessible sampling approaches. Respondents from all around India took part in the study.

DATA COLLECTION METHOD

The term "data collection" refers to the gathering of data or information from various sources. Primary data and secondary data are the two categories of data discussed below.

Primary Data Collection - The study's primary data was gathered from 211 active respondents. Questionnaires were used to collect data, which were created using Google Forms.

People of all ages were among the responders.

Secondary Data Collection - For the study, the researcher gathered secondary data from books, journals, magazines, newspapers, articles, government publications' websites, proceedings, annual reports, and other published documents.

LITERATURE VIEW

Sustainability, according to the **World Commission on Environment and Development**, is defined as "development that meets current demands without jeopardizing future generations' ability to satisfy their needs." The "Triple Bottom Line," which considers social, environmental, and economic performance, is a new idea in sustainability. The three parts of the Triple Bottom Line have been well outlined by the Sustainability Society Foundation (SSI): Human wellbeing encompasses fundamental requirements, personal development, and a well-balanced society; environmental wellbeing includes a healthy environment, climate and energy, and natural resources; and economic wellness covers future preparation and economy.

Five standard criteria are emerging as the cornerstones of sustainable fashion, according to a review of the literature: (1) Is it locally made? (2) Is it made ethically? (3) Is it made from recycled materials? (4) Does it employ ingredients that are organic and naturally processed? (5) Is it built to last? (Yip, 2010). Attempts have been made to add more granularity to the criteria. The following is a list of the criteria defined by the Green Advisory Board for eco-fashion: local; custom/tailor-made; organic/natural textiles and materials; recycled/reborn; vintage/second hand; vegan/animal-free/cruelty-free; eco-printing; fabric waste reduction; green marketing; socially responsible; resource efficiency; and eco-certification. (**Eco Fashion Week, 2010**).

HYPOTHESIS

Hypothesis 1

H0: Environmental impact is considered a very important factor while buying clothes.

H1: Environmental impact is considered the least important factor while buying clothes.

Hypothesis 2

H0: Ethical production is considered a very important factor while buying clothes.

H1: Ethical production is considered the least important factor while buying clothes.

Hypothesis 3

H0: People are concerned about the social, environmental, and ethical impacts the fashion industry has on the world.

H1: People are not concerned about the social, environmental, and ethical impacts the fashion industry has on the world.

Hypothesis 4

H0: The majority of people describe sustainable fashion to be environmentally friendly.

H1: The majority of people describe sustainable fashion to be high priced.

Hypothesis 5

H0: Knowledge gap is the main determinant of the attitude-behaviour gap observed.

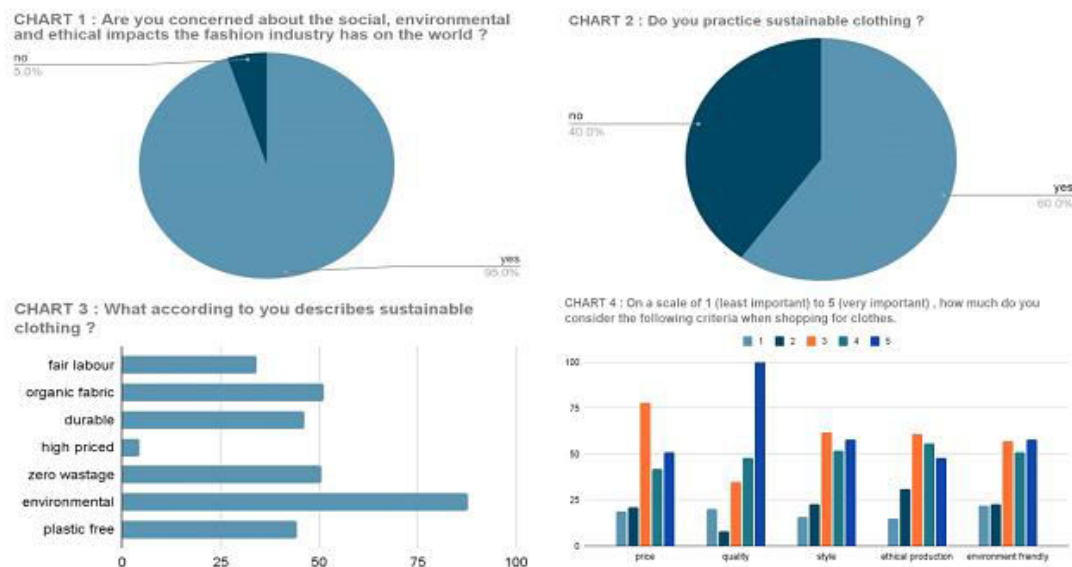
H1: There is no relation between the knowledge gap and the attitude-behaviour.

Hypothesis 6

H0: Consumer awareness of sustainability standards is equally important in making a sustainable fashion decision.

H1: Consumer awareness of sustainability standards is not at all considered while making a sustainable fashion decision.

DATA ANALYSIS AND INTERPRETATION



INTERPRETATION

In chart 1, 95% of the respondents are concerned about the social, environmental, and ethical impacts the fashion industry has on the world. In chart 2, 60% of the respondents practice sustainable clothing. In chart 3, 87% of the respondents describe sustainable fashion as environmentally friendly, 51% of them as organic fabric, and 50% of them as a zero wastage policy. In chart 4, almost the same number of respondents give equal importance to the two factors - ethical production and environment friendly while shopping for clothes.

FINDINGS

1. It was found that 57% of the respondents buy 1-3 sustainable apparel annually, 14% buy 3-6 sustainable clothes annually, 4% buy more than 6 sustainable clothes annually, and 25% do not buy sustainable clothes at all.
2. It was found that 38% of the respondents are willing to pay more than what they would normally pay for a sustainable garment, considering style, quality and comfort are the same. 55% may or may not think whereas 6% do not consider buying them at all.
3. It was found that 76% of the respondents do not buy clothes from thrift stores and second hand whereas 24% do.
4. It was found that most people donate an item of clothing when no longer required.
5. It was found that the knowledge gap is the main determinant of the attitude-behaviour gap observed.
6. It was found that consumer awareness of sustainability standards is equally important in making a sustainable fashion decision.

SUGGESTIONS

1. If money and finance are a big issue for some consumers, simply not purchasing anything is part of supporting sustainable fashion.
2. Consumer educators must provide more educational programs, campaigns, and other associated training approaches to customers who are not sufficiently aware of sustainable fashion.
3. Consumer awareness of environmental pollution and sustainability is growing. Developing a sustainable supply chain is a key strategy for many fashion companies to promote sustainability.

CONCLUSION

The findings demonstrate that consumer demographics might be a useful indicator of their awareness of sustainable fashion to some extent. Certain aspects of sustainable fashion show a substantial association with age and race. Because certain populations require better-tailored training programs, these findings provide more precise direction to consumer educators.

Many of them are worried about the fashion industry's social, environmental, and ethical implications on the world, but they do not wear sustainable apparel.

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RESTORING INDIA: THE NATURAL WAY

Divya Thakur and Jemin Thakkar

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ABSTRACT

The present research attempts to find out the customer satisfaction of one of the prominent ice cream manufacturing company NaturalFresh Ice Cream Brand. The objective of the company is to serve customers with the best quality and taste to bring the change in the ice cream slowly as company want to change the entire brand experience and to serve the customers as the way they love it. It is a found that the more a business gives to customers, the more it also gets in return. That is why the companies of today are making sure that their customers are satisfied.

Keywords- Manufacturing, business, customers

INTRODUCTION

Natural Ice Cream the ice cream parlour which began as a small initiative in 1984 stands in 2006 as an entity with profitability as high as Rs 1.4 crore and with determination to double it in the subsequent financial year. Mr. R. S. Kamath is the brainchild of one of Mumbai's best-known ice cream brands – the Natural Ice cream. Since its inception the company has managed to build its equity purely through word-of-mouth. Natural is equally careful with the quality of the milk it uses. Natural Fresh Ice cream is growing! They have created an exceptional strong connection with their customers. With our outlets in Mumbai, NaturalFresh is looking to grow further to win over many more smiles with a strong franchise network. They plan to grow and partner with experienced business people with a passion for the brand.

LITERATURE REVIEW

(L-R) Kunal, Anuvrat and NishantPabrai (Untitled – 15)

(<https://www.business-standard.com › Companies › News>)

For the Kamaths, repositioning Natural's was becoming a necessity to woo millennials. They convinced their father to go for a pictorial mnemonic like an inverted 'A' with an ice cream scoop on top to increase brand recall. The green colored font also went with their 'natural' philosophy. With the widest range of fruits ice cream in the world, the brand has gone international. After all, if food is familial, why can't ice creams be too?

Shomnath Dutta (2015), in the "Study on Product Awareness and Brand Image of Amul IceCreams in and around Siliguri Subdivision of North Bengal" studied marketing and promotion strategies adopted by Amul for its ice-creams and understand the perception of the customers regarding brand Amul and evaluating its image. The findings of the study indicated satisfied customer also plays an important role in brand awareness as they recommend others to purchase and such referral brings new customers and promotes positive brand image whereas dissatisfied customers may lead negative brand image which hinders successful brand awareness activity.

I. J. Patel & C. N. Dharaiya & S. V. Pinto (2014), in the study "Development of technology for manufacture of ragi ice cream" studied the development and commercially manufacturing of reduced fat ice cream that can fit easily into the dietary guidelines for persons suffering from CVDs. It was found that acceptable quality medium fat (6 % milk fat) ragi ice cream can be prepared using pretreated malted ragi flour.

Study of customer satisfaction of Natural Ice cream.

RESEARCH METHODOLOGY

Primary Data

Secondary Data

DATA ANALYSIS AND FINDINGS

The data was collected from different areas of Mumbai. The aim of research is to know the taste preference of ice-cream among different age group. When you first hear the word Ice-cream which brand comes into your mind? Are they loyal customer of any particular brand? While majority of them showed their loyalty towards one brand and there was no surprise. It's Naturals Ice-cream. From the research it is inferred that Natural Fresh Ice cream has the highest top of the mind recall among the respondents with 65% and second come Havemore with 21% of recall & 14% others. From this research it can be inferred, when the respondents were asked that whether they know any popular Ice cream Brands of Mumbai that have recently launched and experienced their Ice cream responses, where 88% had an idea or experience about Natural Fresh Ice cream, rest 12% are keep changing the other brands. Although the respondents found the customers were Havemore's customer & other brands too since years thus we have asked them another question that what influenced most them to switch into Natural Fresh Ice creams? 82% answered that they like the Natural fruit flavors the most. 18% liked the overall quality & services. While conducting the research the respondents were asked, if they have considered any taste, quality, service price & brand factor, at the time of buying the NaturalFresh Ice cream? So, the highest ranking was given for the product taste, quality, services then price and brand, so the respondents are really happy and satisfied with all the factors of Natural Fresh Ice cream.

CONCLUSION

As is evident from the research, 'Natural Fresh Ice Cream' has the top of the mind recall, to cover the highest market share, Natural Fresh Ice Cream has beat Havemore's brand as well. Overall customer satisfaction of Natural Fresh Ice cream is satisfactory and thus the objective of the research behind the study of customer satisfaction is fulfilled. As the Natural Fresh Ice cream brand provides the best natural fruits flavored ice creams taste, better quality, and best services, as well as pocket friendly & at competitive price rates. Due to the given highest ranking it is concluded that it is a best brand and hence it is concluded that Natural Fresh Ice cream's customers are highly satisfied.

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SUSTAINABILITY OF GREEN STARTUPS

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ABSTRACT

To stimulate innovation, create jobs, and achieve other goals, the Indian government is concentrating on fostering startups. The early involvement of stakeholders, such as business owners, venture capitalists, accelerators, banks, etc., has helped to build a strong ecosystem. Green startups are a subset of startups that create and implement goods or services that advance green economy objectives (such as lowering greenhouse gas emissions, enhancing energy efficiency, implementing a circular economy strategy, etc.). To achieve the environmental goals set forth by the Indian government, it is possible to encourage green startups, but this requires additional supportive laws and initiatives. The obstacles and prospects for green startups in India are highlighted in this study, which is based on an analysis of publicly available information. The ecosystem diagnostic tool created by the Dutch Good Growth Fund (DGGF) and Aspen Network of Development Entrepreneurs (ANDE) in 2015 has been used to analyze the ecosystem for green businesses in India. There is enormous potential based on the descriptions of some of the major sub-sectors, such as biogas, clean cookstoves, electric vehicles, energy efficiency, etc. However, this is only true if supportive policies and programs are put in place. It has been suggested to increase access to capital, lower legislative and regulatory risks, increase access to infrastructure, develop human resources, improve access to markets, offer business assistance, support new business models, and encourage green startups through carbon markets.

Keywords: Startup, Green, Economy, Policies, Financing, Innovation, Business Models, Risk, Resources.

INTRODUCTION

With the introduction of the "Startup India Initiative," the Indian government has acknowledged the contribution start-ups have made to the country's economic growth and the promise they hold for generating job opportunities. The Department of Industrial Policy and Promotion (DIPP) has recognized 14,036 businesses as startups as of November 2018 and has provided them with a variety of supports, such as tax exemption for up to 7 years, the creation of a "fund of funds" worth INR 10,000 crore until 2025, the launch of the Atal Innovation Mission (AIM), and more (MCI 2018). Contrary to popular belief, entrepreneurs can operate as effective change agents by eliminating inefficiencies, generating jobs, and fostering economic growth (World Bank 2017). However, according to IBM, 90% of Indian startups fail within the first five years for a variety of reasons, such as launching goods or services that the market does not want or need, creating subpar or inappropriate goods despite having a good idea, having insufficient cash flow, lacking in human resources, etc. While incremental innovation is more often the domain of established businesses, startups are a source of technological innovation across sectors, including the development and implementation of radical sustainable innovations. As a result, "green startups" might be defined as a group of startups that create and use goods or services that advance the objectives of a green economy (e.g., lowering greenhouse gas emissions, increasing energy efficiency, utilizing a circular economy strategy, etc.). Furthermore, there is a huge variety of goods and services offered by green companies. The institutional and regulatory settings that affect green entrepreneurs define the opportunities and problems they face.

REVIEW OF LITERATURE

1. Sustainable Innovation

Over the past 10 to 15 years, studies on innovation and technology related to sustainability have attracted more attention (Markard et al., 2012, p. 955). Both in practice and academics, the significance of sustainable innovation management is said to be increasing (Schiederig et al., 2012). What does "sustainable innovation" actually mean? In academics, a wide range of words has been used to represent similar events. Since the middle of the 1990s, several key terms have been used, including "environmental innovation" and "eco-innovation" (Fussler, 1996; Rennings, 2000; Kemp and Pearson, 2007; OECD, 2009; Horbach et al., 2012); "sustainability innovation" (Fichter and Pfriem, 2007; Arnold and Hockerts, 2010); "sustainable innovation" (Wüstenhagen et al., 2008; Nill and (Schiederig et al., 2012). Although a difference between environmental and social challenges associated with innovation is frequently drawn, it can be challenging to identify a firm boundary. According to a recent study of 8,516 journal articles, "40.7% (3,469) apply the notion of "environmental innovation," 31.9% (2,716) apply the thought of "sustainable innovation," 17.6% (1,495) apply the notion of "eco-innovation," and 9.8% (836) use the notion of "green innovation." It seems that more than 80% of the publications only employ one idea, showing that ideas are regularly used throughout different publications (Schiederig et al., 2012, p. 183). The investigation also reveals that the terms "green innovation," "ecological innovation," and "environmental innovation" are used virtually interchangeably, whereas the term "sustainable innovation" broadens the concept and adds a social component.

2. Sustainable Entrepreneurship

Sustainable entrepreneurship is an inventive, market-oriented, and personality-driven manner of creating economic and societal value through ground-breaking institutional or market innovations that are socially or environmentally beneficial" (Schaltegger and Wagner, 2011). Market activity generates economic value, while positive externalities or a decrease in negative externalities generate societal value. Sustainable entrepreneurship, as it occurs in a business setting, must be financially self-sustaining in the intermediate to long term in contrast to public, philanthropic, or NGO activity with a societal benefit (cf. Shepherd and Patzelt, 2011; Thompson et al., 2011).

3. Green Start-Ups and their Specific Characteristics and Challenges

It is possible for established businesses (incumbents) as well as new and young businesses to engage in sustainable entrepreneurship (start-ups). Although well-established, incumbent organizations frequently enhance radical innovation by investing in incremental innovation processes, radical innovation predominately frequently comes from smaller, entrepreneurial new firms (cf. Baumol 2010). Similar findings for sustainable innovation have already been demonstrated (Fichter and Weiß, 2013), suggesting a bigger role for start-ups in the shift to a sustainable or green economy. Therefore, we specifically focus on green start-ups in this post. While they must adhere to a triple bottom line, the focus of their business activity is on goods and services that are good for the environment and advance the objectives of a green economy. That is why they are labeled 'green'.

The 'Green Characteristics of Start-Ups May Relate in Particular to Three Aspects of Their Business

1. Entrepreneur-related characteristics.
2. Strategy-related characteristics.
3. Product-related characteristics.

OBJECTIVES

- Indian startups: the current situation.
- Sustainable development and the startup ecosystem are related.
- A theoretical framework for India's sustainable startup environment.

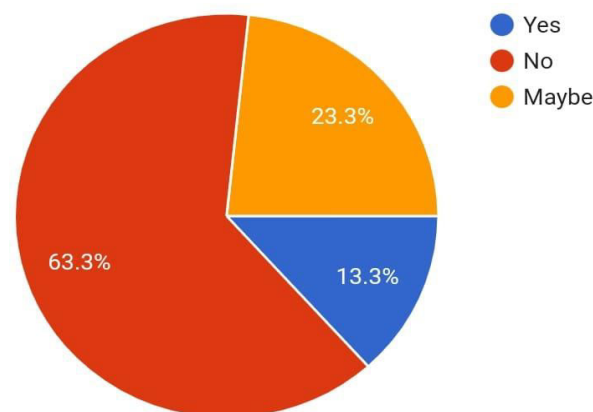
RESEARCH METHODOLOGY

A typology can be useful for empirically evaluating various green start-up types about factors that are important for sustainable entrepreneurship in green start-ups (core business with a positive environmental impact) as well as in finance (such as profitability, risk, time horizon, size/growth, and investment needs). The established typologies described in section 2 offer a solid framework, but they don't directly address difficulties or financial availability for start-ups. Therefore, in section 4, we propose an elaborate-rated typology that builds on these already existing ones by addressing concerns specific to the green start-up, including its products and services, founding team, and business plan. This investigation is influenced by the literature on sustainable entrepreneurship as well as other works on sustainable business (such as environmental management, corporate social responsibility, and business ethics), start-up funding, and other related topics. After examining these problems in general, we try to define the types of green start-ups that take these problems into account specifically, and we next discuss the possible repercussions for financial access. So, using a deductive approach that is based on research on sustainable entrepreneurship and start-up finance, we design several types of green start-ups by systematically deducing them from theoretical considerations and existing concepts of sustainable entrepreneurship.

DATA ANALYSIS AND FINDINGS

Is there enough awareness of green startups in India?

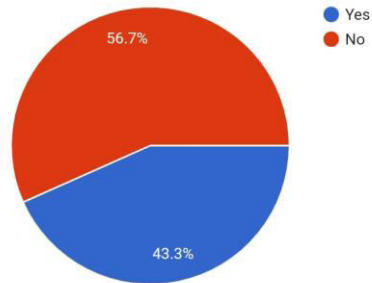
30 responses



Any sustainable idea you have for any startup around you?

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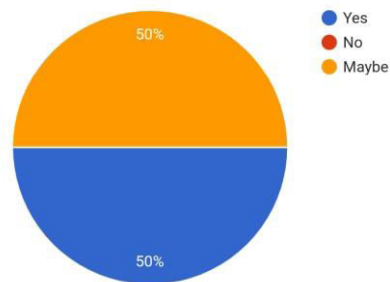
30 responses



Is there scope for a green startup in India?

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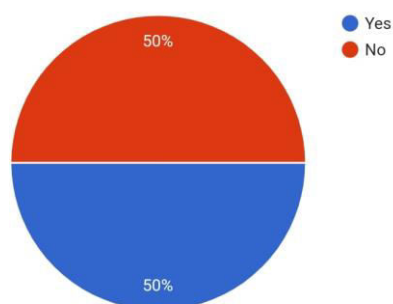
30 responses



Have you ever heard about green startups?

 Copy

30 responses



- From the data collected, it can be seen that 50% of the people have heard about green startups and the rest of the 50% people have no idea about green startups.
- 50% of the people see scope in green startups whereas 50% don't see scope in green startups.
- 43.3% have a sustainable idea about a startup around them whereas 56.7% have no idea about the same.
- Only 63.3% of people say there is not enough awareness about green startups.

RECOMMENDATIONS

The study offers the following recommendations for startups: (1) Use time, team, idea, business model, and money as a foundation for creating startup businesses. (2) Implementing "green startups" eco-friendly business methods as a way to contribute to the preservation of the environment. Research on green startups is anticipated to rise with higher education. due to the paucity of research that looks at green business implementation at startups.

Investors are encouraged to prioritize investing in green startups as a way to support the preservation of the environment. It is anticipated that the government will be able to:

- (1) Establish and implement legislation for the use of green business practices in the creation of startup enterprises.
- (2) Widespread innovation in the creation of green startups to promote their growth within the startup ecosystem.

CONCLUSION

Startups should play a significant role in academic research since they may use the knowledge gleaned from the literature to implement the finest development strategies. In this regard, individuals ought to take the initiative and provide all the information required because they will primarily be able to satisfy their requirements with the knowledge learned. The advantage realized by these sustainable start-ups and the comparison with conventional start-ups will be crucial issues to examine in the future.

Any startup's ability to scale requires investors and their financial resources. According to the literature, established investors need to adjust their mindset toward sustainability, and if they can't, new agents should enter the market. For them, it will be crucial to be able to assess if sustainable investments produce better long-term returns than conventional investments because it could serve as the impetus for a shift in market trends.

This article inspires new lines of inquiry into the traits of financiers and businesspeople who support sustainable start-ups, the necessity for sustainability to be a reality in large corporations, and the various management models that should use sustainable start-ups as opposed to conventional start-ups.

The future of business will be sustainable. To expand businesses, reap profits, and assure the survival of future generations, researchers, entrepreneurs, investors, and institutions must collaborate.

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RESEARCH PAPER ON SUSTAINABLE PRACTICES OF SOULED STORE**Rinkesh Chheda and Abijay Pattem**

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ABSTRACT

Online commerce has developed globally as a result of the Internet revolution. Both the retailer and customer sides of the e-commerce market place importance on the environmental, social, and economic factors. The Souled store brand and its cutting-edge technology have made it simpler and more convenient to make safer payments and shop for apparel. This paper analyses Souled store's specific contribution to the development of the marketing industry. According to the advantages or disadvantages the brand could experience and how it will seem in the future, a brief history of the Souled store brand and the primary cause of their explosive growth are also pertinent to the research. By doing this, corporations will generate economic value and prevent worker discontent, and we may achieve more advantages for environmental protection, policy-making, and the sustainability of online businesses.

Keywords: Souled Store, E-business, Online shopping, Internet

INTRODUCTION

Four pop culture lovers, Vedang Patel, Harsh Lal, Aditya Sharma, and Rohin Samtaney, founded The Souled Location, one of India's most well-known casualwear businesses, in 2013. Since then, Bengaluru has been home to the brand's largest-ever store. In the city's popular shopping district, Indiranagar, the store has 5,000 square feet. There will be space for a variety of activities at the two-story store.

The neighbourhood is being developed in a way that will allow like-minded people to mingle and share their passion for comic books, superheroes, and just cool outfits. On a regular basis, the venue will also hold open mics and special events. It intends to deliver a variety of their newest and greatest casual wear options from not just their product partners Marvel, Disney, Warner Bros., IPL, Viacom18, and more to Bengaluru as well as new collections of gorgeous The Souled Store Originals and the best Supima t-shirts. By growing into India's largest casual fashion wear and lifestyle brand, making contemporary clothing accessible, and reaching out to all those youth- and lifestyle-related areas while retaining the application of creativity and humour at its heart. Souled store considers interacting with its clients important.

This improves their understanding and makes it possible for them to create designs that are required. In Mumbai and Pune, the brand has four The Souled Store locations each. Notably, the brand has amassed 150+ licences and more than 3 million customers as a result of its online and physical presence. Over the next three years, the company intends to open more than 50 locations.

LITERATURE REVIEW

In order to determine a product's worth, consumers use perceived quality and price, claim Parasuraman, Zeithaml, and Berry (1988). According to Xia and Monroe (2009), when there is a price drop or when there are doubts about the retailer's aim to reduce the price, at some point consumers will perceive the goods as being of poorer quality. Price will be the main consideration when customers seek for products online, demonstrating that customer behavioural intentions are connected to price signals that are easier to recall (Jiang and Rosenbloom, 2009).

Researchers R. Sundararaj and K. Marreswaran (2017) 9 found that although customers purchase goods online for convenience's sake, they spend less money doing so owing to the

high security concerns and subpar website services that deter them from making online purchases. If website security is improved, there's a probability that customers will prefer shopping online.

According to Selen Batis and Alev Kochak Aln (2017)⁷, a consumer's connection with online shopping websites depends on a number of different aspects, and these factors have the most impact on the consumer's purchase decisions. The use of the internet has grown recently, therefore it is necessary to implement new technology that is user-friendly and appealing to customers.

OBJECTIVES

1. To research the brand in order to help the business grow and expand.
2. To research the brand and its low-cost strategies for grabbing consumers' attention.
3. To determine whether consumers are happy with the brand.

RESEARCH METHODOLOGY

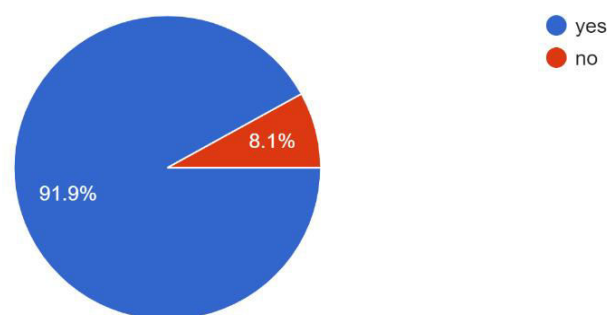
This study report includes both primary data and secondary data from the official website, through the use of Google forms, an online survey was used for this research. All of the students were given a survey to complete that asked about respondents' attitudes on the expansion of the company's products and the development of its sustainability. The survey questionnaire was answered by 62 student samples. Of the 62 samples 69.4% were men, while 30.6% were women.

DATA ANALYSIS

Studying the cost-effectiveness of Souled store Brand and the company's growth and expansion is the primary goal of these results.

Have you heard about Souled store ?

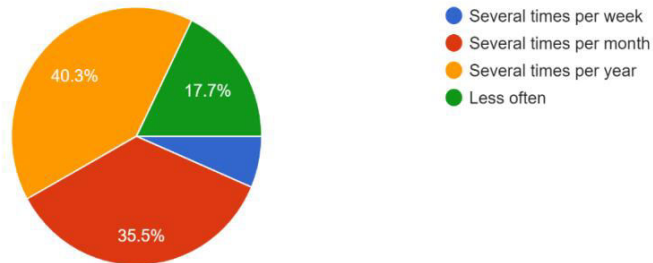
62 responses



These were the replies noted from the pupils when asked if they had heard of Souled Store Brand. Only 8.1% of people were unaware that the Souled Store Brand existed; 91.9% of people were aware of its existence.

How often do you buy new clothes?

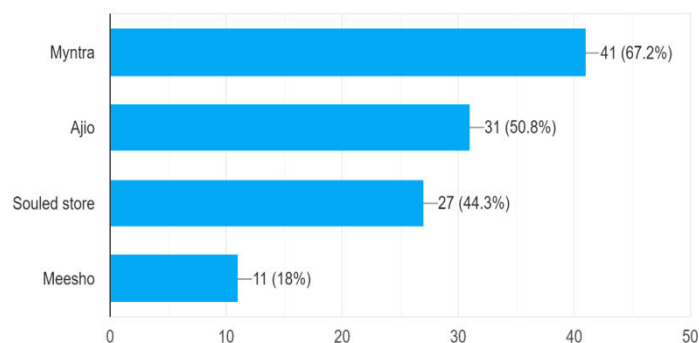
62 responses



When questioned about the frequency of their purchases, 6.5% of the students said they made purchase several times per week and 35.5% several times per month, 40.3% said they made purchase several times per year and 17.7% said they made them occasionally.

Which app do u prefer the most for shopping?

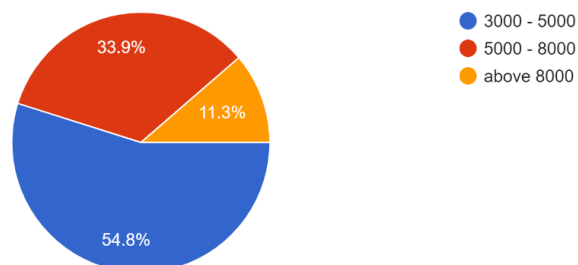
61 responses



Most students find Myntra to be more convenient and prefer it for their online purchasing.

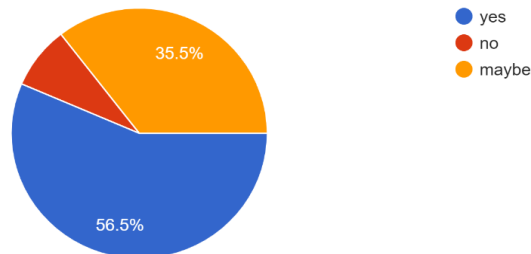
How much money do you spend on clothing per year?

62 responses



For online purchases, 54.8% spend between 3000 and 5,000, 33.9% between 5,000 and 8000, and just 11.3% over 8000.

Would you suggest your friends to shop from souled store?
62 responses



This brand is a huge success in today's market since 56.5% of students favour and recommend the product to their family and friends. Most consumers are happy with Souled store and like it over competing brands.

RECOMMENDATIONS

- Through all types of advertising, including those on broadcast, internet, in magazines, and in publications, the brand must increase awareness.
- Product qualities should be improved.
- Should work on some fresh innovations in the area of internet commerce.
- Providing shipping services at no cost.

CONCLUSION

The major goal of this study was to examine the brand's success, cost-effectiveness, and rate of growth. We may infer from all the comments that the Souled Store is a huge success on the market and is highly economical. In order to correct errors, increase Souled store app users, and increase revenue, Souled store app needs to know the scope of her application. Souled store is the finest option if you're seeking for inexpensive internet shopping. Souled store allows you to shop without worrying about your budget since they offer the best things at the best rates. Most consumers might favour this brand over a number of well-known ones on the market. The brand undoubtedly has a great future and will succeed in the market. The company has a good chance of growing quickly because it caters to the most crucial component of business, namely client pleasure. Additionally, it has a great probability of making significant earnings in the coming future.

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- <https://www.linkedin.com/pulse/working-towards-sustainable-future-rohin-samtaney>
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RESEARCH ON PEOPLE OPTING TO BECOME PET PARENTS OVER HAVING CHILDREN

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ABSTRACT

Pet parenting is now becoming one of the most preferred choices amongst the millennial generation. This research aims to study people's opinion about having either a child or adopting a pet. The data for this research was collected through primary and secondary sources like google form, articles, research papers, blogs, etc. The data collected represents people's choice of having a kid or a pet, both, either, neither and the reasons for it.

Keywords: Kids, pets, parents.

INTRODUCTION

It's been observed that people these days are more interested in being a pet parent over a parent to an actual child. When asked about it, there could be many interesting answers that could come up one being the expenses required for both. It could be easier to train a Dog or a Cat over the kid. Some might also believe that with kids; comes great responsibility. The other reason could be that, the life span of pets is comparatively very less, so people prefer kids over pets, this instils a sense of security among people. And also provides them with emotional and mental support in the long run. This research aims to study people's opinion about having either a child or adopting a pet.

LITERATURE REVIEW

Nicole Owens and Liz Grauerholz in their research titled Interspecies Parenting: How Pet Parents Construct Their Roles (2018) identified how nowadays the structure of families is changing and also identified the human-animal relationships among various households.

Jessica Brennan in her research titled Becoming a mother: The transition to parenthood (2018) talks about the relation between a mother and a child and the whole process of becoming a parent and a women's experience of transitioning into a mother.

OBJECTIVES

- To understand the mindset of people who prefer pets over kids.

RESEARCH METHODOLOGY

The data for the research is collected using primary and secondary data.

The primary data is collected through a google form questionnaire that was sent to family members, close friends and TYBMS of SIES College of Commerce and Economics. The questions asked were a combination of close-ended and open-ended, to understand the people's opinions about having either a child or adopting a pet.

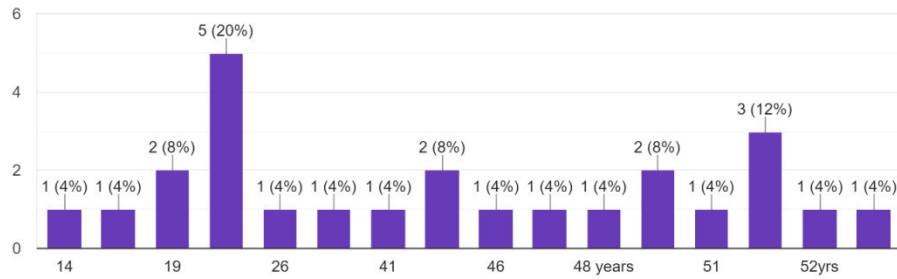
The secondary data is collected through various research papers, articles, blogs, websites, YouTube videos, etc.

Data Analysis and Findings

The following are results obtained through the google form.

Age

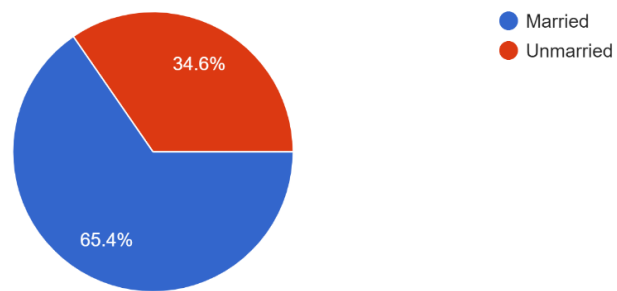
25 responses



The above image represents the age group of the respondents.

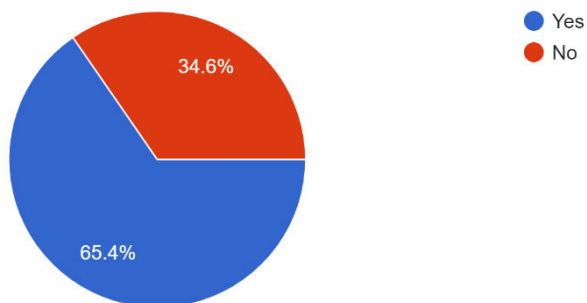
Marital status

26 responses



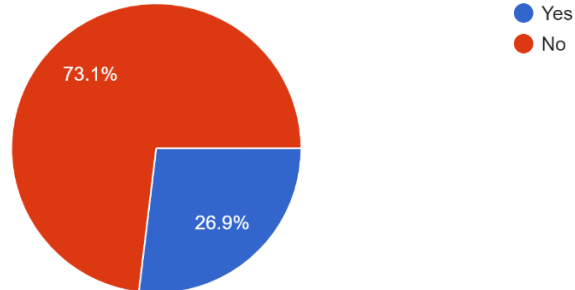
Are you a parent ?

26 responses



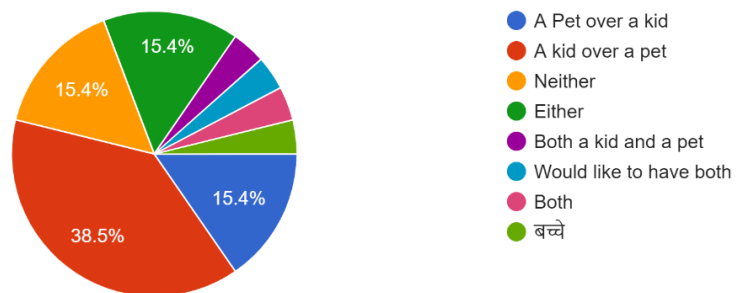
Do you own any pets?

26 responses



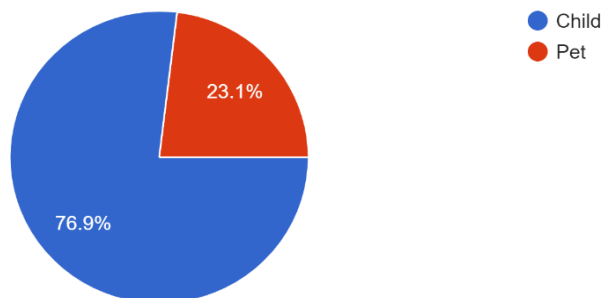
What would you prefer ?

26 responses



What do you think is the more expensive option?

26 responses



The above images contain the responses of the questionnaire circulated to collect the primary data. The responses vary according to the age group and person to person.

RECOMMENDATIONS

- Choosing a kid will have its own responsibilities such as their education and overall welfare through out their life, so the parent must keep in mind all the factors affecting the upbringing of the child and their capability to do so in an effective manner.
- Societal pressure is something that contributes to the decision of having a child or not, although it may seem impossible not to succumb to the pressure parents should try their best to focus on their needs and ability to provide.
- When it comes to choosing a pet over a child rather than purchasing a pet, people should try to adopt a needy or rescue stray animals. This will provide the needy a shelter and it might also complete a family.
- Whether it comes down to choosing a pet or having a child, proper planning must be done prior. Proper family planning can help in case of financial problems, emotional availability, and capability of the parents.

CONCLUSION

- There are pros and cons for both the choices.
- It really depends on the pre planning and one's willingness to spend on either a kid or a pet.
- Either way around the responsibilities stays the same.
- When having a pet may seem all fun and games, it is equally a task to train them.
- It is said that kids are a representation of the manners and values thought to them, so it ultimately represents the parent's upbringing.

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RESEARCH PAPER ON SUSTAINABLE WEDDINGS INITIATIVE BY GREENMYNA**Rinkesh Chheda and Jeet Rathod**

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ABSTRACT

The highest common factor in every wedding is “tying the knot” but families spend lakhs and lakhs of money on it. The money is spent on decoration and costly materials which impact the environment.

Keeping this in mind, the founders of GreenMyna formed a company that does sustainable weddings which helps the environment and cuts the cost.

This research paper indicates the idea of sustainable weddings, their importance, and people's perspectives toward this concept.

The main objective of the paper is to examine sustainable wedding practices and why we should adopt sustainable wedding methods. In the research, it is found sustainable materials and services are a better option than non-sustainable materials and services because they lower costs, reduce energy usage, reduce carbon emissions, and provide a unique event that can be neutral or beneficial to the environment.

Keywords: Sustainable wedding, reduce energy, reduce carbon emission

INTRODUCTION

Marriage is considered the whole and soul of India. People spend lakhs to celebrate this big event or big day event, but it has a bigger consequence of wastage.

A Nagpur-based start-up "GreenMyna" worked on the issue of marriage waste and started with the idea of "Green or Sustainable Weddings". This start-up was initially started as eco-consultants specifically for weddings but now provides sustainability consulting services for a whole range of events and everyday living.

GreenMyna is formed by couples who have a love for the environment and plan their wedding in a 'nature-loving' way. Later, they calculated the numbers and importance of sustainable weddings, so launched the start-up with the idea and awareness of "sustainable weddings".

GreenMyna provides green services and uses materials that support a green lifestyle. They provide services of Waste Management & composition, Excess food distribution, Recycling solutions, Eco-friendly decor, Eco-friendly wedding invites, Green solutions for attire, Carbon auditing & offsetting, Venue, catering, entertainment & logistics, and green management. They aim to provide maximum pleasure with minimum waste.

STATEMENT OF PROBLEM

The Indian wedding market is currently worth over Rs. 1,000 crores and is expanding quickly, at a pace of 25–30% annually. The average cost of a wedding in India ranges from 20 lakhs to 5 crores.

On average, an Indian wedding hosting 400-1000 people results in around 3 tonnes of waste and in some cases even more. While matching the number of weddings and their wastage, the ratio is very high and causes a major negative impact on the environment.

OBJECTIVE

- To examine sustainable wedding practices at GreenMyna
- To introduce green alternative that makes wedding budget-friendly, sustainable

LITERATURE REVIEW

GreenMyna provides green services and uses materials that support a green lifestyle. They provide services of Waste Management & composition, Excess food distribution, Recycling solutions, Eco-friendly decor, Eco-friendly wedding invites, green solutions for attire, Carbon auditing & offsetting, Venue, catering, entertainment & logistics, and green management. They aim to provide maximum pleasure with minimum waste.

For the food facility, the team connects with crockery banks that provide, borrow, use, wash and reuse steel utensils. Because 10-15 percent of food at weddings would go to waste, which can be upwards of a few hundred kilos! GreenMyna connects with NGOs like Robin Hood Army and more to distribute the leftover food to the less privileged.

The wedding decorations sector takes the most money and makes the most waste. For this GreenMyna went local and supported vocals. Minimal flower decoration and maximum creativity is their mantra that attracts guests and environment too. Alternatively, GreenMyna has collaborations with many eco-friendly décor companies and local vendors.

Wedding invitation cards have single waste plastic and non-recyclable papers. GreenMyna, transformed these invites into a #StayRelevant initiative. They provide animated videos, e-invites, and innovative designs for cards. This is a cheaper, faster, and sustainable, and more creative way to invite guests.

Wedding Outfits are the centre of attraction. But it is a 'one-time' attraction that people spend huge money on. For this problem, GreenMyna pitched wedding guests and mates to upskill the parent's outfits. They encourage mates to buy their clothes from thrift stores or used rental clothing. A variety of jewellery, accessories, and heirlooms are given on rent. This supports the wedding with heritage and budget, and all are sustained. Additionally, it also encourages boutiques and designer stores to build eco-friendly models.

The area of sustainability in location is choosing an outdoor location to maximize natural resources and reduce energy consumption. They choose locations close to public transportation which reduces transportation costs and pollution. They do consider a temple, gurudwara, or church wedding according to the beliefs of the couple.

GreenMyna covers waste management by first auditing the carbon footprints. Later, modifies the wedding models as per the mates' choices and desires in an eco-friendly way.

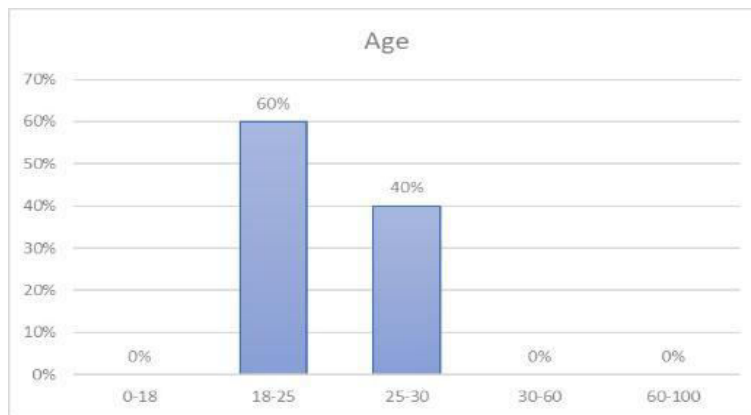
RESEARCH METHODOLOGY

Primary Data: Online Sites, News Articles.

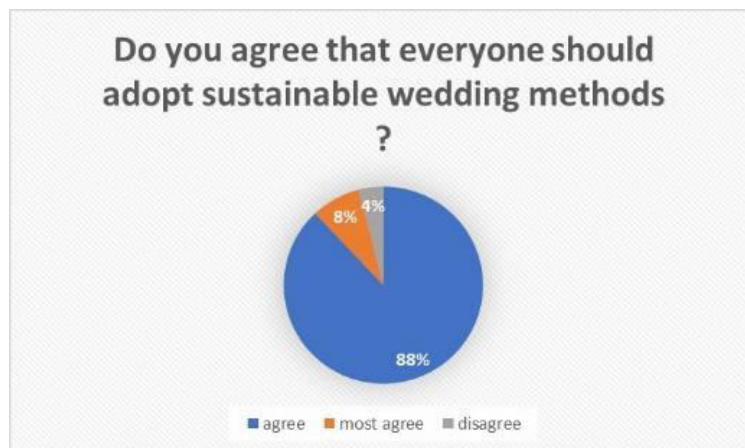
Secondary data: The quantitative data were collected using a specially prepared online questionnaire to gather information on people's opinions on sustainable Hi weddings.

DATA ANALYSIS

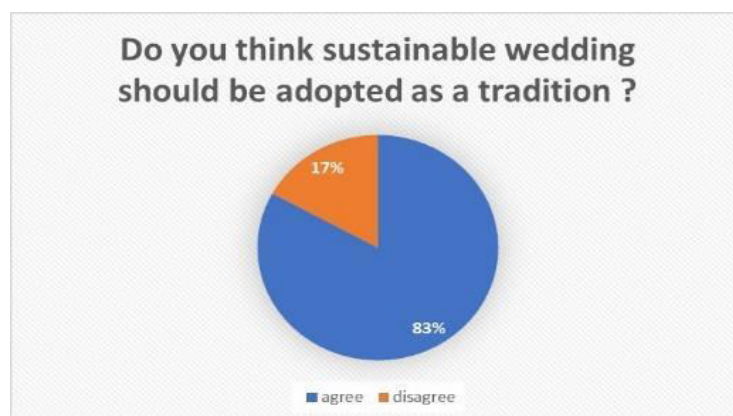
The survey is shared with people of the age group 18-30. The survey is shared with college friends, seniors, family members, and teachers in this criterion.



According to the data, 99% of the group have not attended any sustainable wedding. Due to a lack of awareness, it has been seen that 52% of the group considers sustainable weddings costly. This age group is found to be environmentalists as all of them agreed for reducing the carbon footprint in weddings.



From the above pie chart, we can see that the confusion lies where some from the group (4%) believe the idea of reducing carbon footprint but don't agree with adopting sustainable weddings. But on a good note, more than 85% of the group agrees with the idea of sustainable weddings.



Moreover, the above pie chart indicates that 17% of the group doesn't follow the idea of sustainable weddings as a tradition.

With this data analysis, we can understand that people are unaware of this concept. Sustainable weddings can play a vital role in helping the environment as we saw in the wastage dynamics. But, people are not aware of it. Additionally, people considered reducing footprints but disagree with following sustainable weddings. This can happen due to a lack of understanding and misinterpretation.

RECOMMENDATIONS

Based on the findings of the research

1. GreenMyna's concept of Sustainable weddings should be adopted around.
2. There are a variety of sustainable wedding materials and services that helps with waste reduction, but people are not aware of them. The government and private sectors should take this initiative to spread awareness.
3. As celebrities are the faces and inspiration for many people's weddings, celebrities of the country should highly adopt, market, and support such green initiatives of sustainable weddings and zero-waste weddings.
4. Advertisements can play a vital role in spreading awareness and encouraging people to follow this sustainable initiative.

CONCLUSION

Sustainable materials and services are a better option than non-sustainable materials and services because they lower costs, reduce energy usage, reduce carbon emissions, and provide a unique event that can be neutral or beneficial to the environment.

Weddings being an important part of Indian culture, sustainable weddings can be the best way to add to traditions as it preserves the heritage and saves the environment.

Sustainable weddings are a profitable initiative that requires good marketing for growth. This initiative will have a wide scope in the coming years as now people are more aware of sustainability.

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A STUDY ON SUSTAINABILITY & BOLLANT INDUSTRIES**Rinkesh Chheda and Saivijay Prithviraj**

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ABSTRACT

The rapid growing technology has paved the way for many positive and negative impacts. The negative impacts which directly affects and the human beings and the future generation is obstructed by the innovators, youngsters and the governments of different countries in the world. They obstruct the negative impact by bringing up the idea of sustainability in every aspect of a human's life. They promote sustainable and Eco-friendly businesses provide initiatives to an individual to develop the business and even a small vendor get benefitted. Eco-friendly businesses create employment to differently abled, uneducated and even for the unskilled people too. This gradually paves the way for the economy to boost up and benefit the government. Research says that the future generation will choose sustainable plates for eating as a part of hygiene. Companies such as Bollant industries, a Hyderabad based company owned by Shrikant bolla have a mission of providing employment to the differently abled and the uneducated people. Even the farmers get revenue from the waste. Most of the youths are getting impressed by the idea of sustainability and Eco-friendly products and some are even trying to start their own venture. This is a rapid growing venture and it has the potential to replace the non- degradable products and businesses by 85- 90% in future.

Keywords: Eco- friendly, Employment, venture, Hygiene, Bio-degradable.

INTRODUCTION

The rising population growth and technology has changed the world in terms of Economy and other things. It has not only created a positive impact but also has some negative impacts such as unemployment, illiteracy, poverty and instability. To avoid these negative situations Governments of many developed countries and even some developing countries have adopted the way of "Go green" which forces the people of that Government to live in a more sustainable and eco- friendly environment. These policies have automatically paved the way for the rise of new companies which uses sustainability as their main agenda and try to make profits with the help of recyclable and harmless products. Nowadays even every old school business is trying to go green as it leads to slightly spike up the volume of profits and also attract the general audiences. It took time for the world to know the power of sustainability and now the current generation knows the future value of being sustainable in every terms and happily welcomes the companies which are trying to go green.

Sustainability has helped the people to improve the quality of life, it has reduced costs of living, it has increased the productivity and boosted up the economy in a shorter span of time. It has also made people realize that being sustainable equals to being healthy. Some businesses have totally shifted to the path of sustainability as it leads to better growth, creates a better name in the market and reaches audience and generates profits more than expected.

BOLLANT Industries Pvt. Ltd, started in 2012 in India with a mission to create employment for the differently- abled people, uneducated and unskilled people to eradicate unemployment and create a value to the society. They are evolving as a feasible commercial venture with the previously mentioned objectives such as creating employment for the differently- abled. It was initially started as a pilot project but now is a fastest growing successful business meeting multidimensional needs of modern consumption related needs and environment sustainability needs. This company has some genuine set of investors who has a strong belief that the

company has the potential to make high social impact and become an impactful profitable enterprise. It is growing as fast than any other fast paced business venture. This venture not only has local customers but also has international customers too. This venture also supports waste pickers, leaf traders and farmers and help them generate revenue.

The company provides heavy competition to other traditional companies and also creates demand among the customers for eco- friendly products. This company's main products are categorized into Bio- degradable, eco- friendly and areca products. The company tries to make the people overcome the use of plastics and metals and harmful materials in which foods are consumed.

OBJECTIVES

1. To study the Growth of Eco- friendly and sustainable products and Bollant Industries.
2. To check whether the future generation will adopt the Eco- friendly products.

LITERATURE REVIEW

(S.P. Reddy, 2015) mentioned that the Bollant industries is in the business of manufacturing of Bio Degradable and Eco-Friendly packaging solutions. It fulfills its mission through eco-friendly disposable consumer products and plates and also contributes to the packaging industry through sustainability. The company employs uneducated differently abled employees to bring out various natural leaf and paper based disposable consumer products and customized packaging solutions.

According to (David Feber), Over the past decade, the global packaging industry has enjoyed strong growth, driven by shifts in choice of substrates and expansion of new end-markets. Headline changes include the increased use of plastics to replace other substrates and accommodate consumers' demand for convenience, but also the economic boom in China and other emerging regions.

According to (Steve Greenfield), Sustainability and plastic-free will be two packaging trends to watch in 2022, industry leaders report. The Packer asked several industry leaders to give their perspective on what will be the top packaging trend of 2022, and sustainability was often mentioned. "I think that the ability to heat-seal paper on a vertical form, fill-and-seal machine are breakthroughs since paper is both recyclable and compostable." "The current problem, which I think will be fixed over time, is the weight limits that this technology has."

DATA ANALYSIS

Role of Sustainability in Growth of a Company

BOLLANT Industries Pvt. Ltd entered the markets in the year 2012 with a mission to create employment opportunities to differently-abled people and people who are uneducated and unskilled. Since then, there has been an acute need to engage them with the company not only in a suitable job but provide them a permanent employment which would help them to lead a secure livelihood. The company basically has categorized the products such as Bio degradable, Eco-friendly and the famous Areca plates which is obtained by processing areca leaves. The challenge is to identify suitable work for different individual and providing mainstream occupations with necessary adaptations. The other challenge is to evolve as a feasible commercial venture which they are easily doing by staying ahead of their competitors and by creating a demand among the customers and running the company profitably.

Companies such as Bollant industries are working hard strongly to make a business out of sustainable environment as a primary source without harming the environment. They set examples for the upcoming generation that even without polluting the environment, a business can be done in medium to large scale and make huge profits as compared to the other traditional

and old school businesses. People nowadays think about using eco- friendly and bio-degradable products as they feel that it contributes to hygiene and it is very cost effective.

It barely takes time and energy to make a product which is sustainable. The only challenge for an Entrepreneur is to think that which product is suitable for general audiences, think whether the innovation is useful and cost- effective and especially the quality and the scope of the product which determines the future. Some companies use simple ideas such as manufacturing Kraft paper using recycled post-consumer municipal paper waste along with other elements like eco-friendly disposable consumer products and disposable packaging material out of recycled paper. Some companies manufacture non-chemical based food graded adhesives, eco-friendly printing inks, FMCG products packaging, etc. There are some budding companies which recycles unusable water, plastic and solid wastes.

These Innovations promote growth and profitability among the companies and also leads to a healthy and green environment. It forces the traditional businesses to take up sustainability as their primary agenda to survive in the growing markets. Eco- friendly businesses are the rapid growing business in current generation and it is expected to grow more in future.

Benefits for the Audiences in Being Eco-Friendly

An Eco-Friendly product ensures that the steps involved from sourcing raw materials, manufacturing and packaging are done properly. These products are biodegradable, compostable and recyclable in nature. Technology has developed so rapidly, like never did, and as we are consuming more and more, we are generating more and more non-biodegradable wastes too which gives rise to issues such as global warming and environmental degradation. Non Eco-Friendly products basically do not degrade for about 100 years and it they are mostly dumped in a landfill or in sea where it affects the life of aquatic animals and pollutes the sea but on the other hand, Eco-friendly products degrade soon and it doesn't create any kind of harm to the environment or the aquatic animals and instead creates a positive impact.

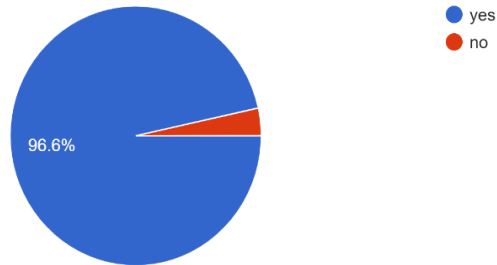
Many companies use the positive way of advertising such as "For every product you buy, we will plant a tree and you can track it until it grows." which is a part of sustainability and it shows the responsibility of that company towards the environment. Companies such as Bollant industries provide Employment to differently abled, uneducated and unskilled individual which is one of the greatest initiatives for the Economic growth and also reduces the poverty rate.

Being Eco-friendly promotes hygienic among the individuals. Youths will try to enter the business by seeing its long-term potential. The demand of Eco-friendly products will drive others to start a venture of their own. More competition in the market will drive the firms to come with innovations, better products in terms of quality and offers at affordable prices. The agricultural sector will boost up. The farmers will even turn the agricultural wastes into a cash crop and they don't even have to burn the stubble and eventually avoid air pollution.

RESEARCH METHODOLOGY

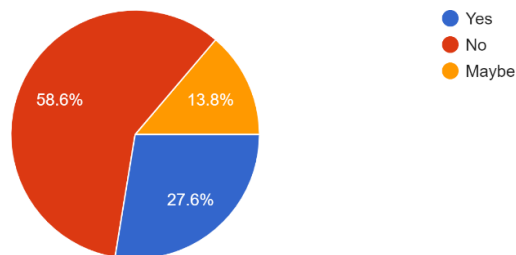
The present study is derived by taking surveys via google form from the consumers, youths and general audiences age ranging from 18 to 55. The questions were asked based on sustainability and eco- friendly businesses.

Have you ever heard about sustainable packaging ?
58 responses



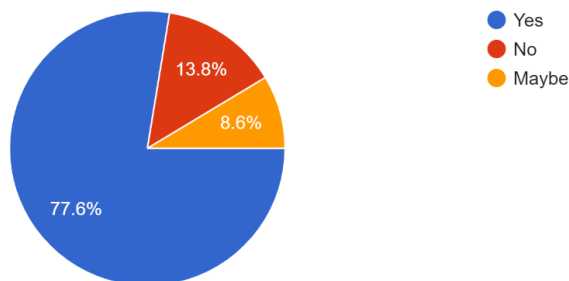
The above given Pie chart indicates that almost people of every age group are aware of sustainable packaging, i.e. 96.6%.

Have you ever heard of Bollant industries or Shrikant Bolla
58 responses



The data in the Pie chart indicates that 58.6% people are not aware of the growing sustainable eco-friendly plates producing company and its founder. 27.6% people know about the company and the remaining 13.8% may or may not know about it.

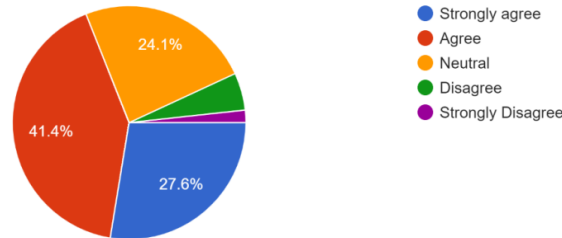
Do you think Eco- friendly businesses have scope in future ?
58 responses



The above given data indicates that 77.6% people believe that Eco- friendly businesses have scope in future whereas 13.8% think that there is no scope and 8.6% people are neutral.

Do you agree that Eco- friendly businesses and ventures provide more employment to differently abled & uneducated people.

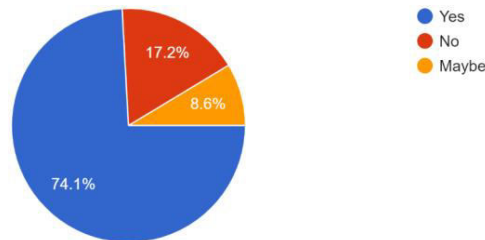
58 responses



The above given pie data indicates that 27.6% people strongly agree to the statement that Eco-friendly businesses and ventures provide more employment to differently abled & uneducated people whereas 41.4% people just agree and 24.1% people are neutral. People who strongly disagree are close to 7%.

Do these Eco- friendly products boost up the Economy?

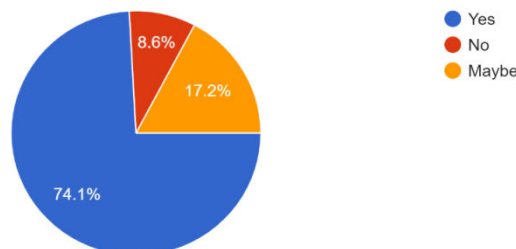
58 responses



The above given pie chart indicates that 74.1% people believe that Eco-friendly products boosts up the Economy whereas 17.2% people disagree and 8.6% people are neutral about it.

Do you think that sustainable leaf plates will be chosen by the future generation as a part of hygiene?

58 responses



This above given Pie chart indicates that 74.1% people chose that the sustainable leaf plates will be chosen by the future generation as a part of hygiene and 17.2% people are not sure about it and 8.6% people deny it.

CONCLUSIONS AND RECOMMENDATIONS

This entire study reveals that Sustainability is one of the rapid growing business which will overtake the traditional businesses in few years and has the potential to create employment even for the differently abled, uneducated and unskilled people. It even helps the farmers and the third party individuals such as small vendors. It boosts up the economies and minimizes poverty. It has created an excitement among the individuals and youths to start a new venture which is eco-friendly in nature. However, the only issue which has to be solved is to create a demand among the individuals and promote the products in an effective manner by which an individual gets attracted, know about its value and become a potential customer in future.

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BLUE SKY ANALYTICS: LEVERAGING GEOSPATIAL DATASETS TO MITIGATE CLIMATE RISK & BUSINESS RISK FOR SUSTAINABLE DEVELOPMENT**Fleur Fernandes and Shrishti Baranwal**

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ABSTRACT

In this research paper it is explained that how in order to promote sustainable decision making and protect the global market from challenges brought on by climate change, Blue Sky Analytics is developing Bloomberg for environmental data. It uses AI that it is now seen as the tool of choice for addressing environmental problems, particularly the reduction of greenhouse gas emissions. Blue Sky Analytics collects and processes environmental data that can be used by governments and companies to deal with situations arising out of climate change. Blue Sky Analytics is in the midst of building a database on forest fires, underground water levels and storage capacity of lakes among others. Despite the fact that AI offers previously unheard of options, depending on the context in which they are applied, these may not always lead to good things. Since the advancement of AI will have a significant impact on the future of humanity, more effective regulatory agencies must be established to control its growth. The sample respondents taken were specifically from the age group 18-45. The sample technique used was convenience sampling and the sample size was 80. From this research it was found that many people are aware about the usage of artificial intelligence for the purpose of collecting environmental data and the respondents also believe that AI will lead to sustainable development.

Keywords: Artificial Intelligence, Sustainability, Environmental Data, Climate change, Challenges

INTRODUCTION

What is currently the talk of the town. Artificial Intelligence! It's hard to open a social media platform without the term AI. Artificial Intelligence has already had a significant impact on how people think and act today. A number of interesting prospects for sustainability initiatives are also made possible by AI and that includes collecting environmental data for the purpose of taking precautions.

We are all aware that climate change is an existential threat to the entire planet. It is one issue that has the power to bring people together like nothing else ever has, and while facing this challenge, there is both hope and fear that we will be able to redesign our societies and economies in ways that are more just and sustainable. The main cause of climate change is greenhouse gases which are hazardous and which also threatens our life. If prompt action is not taken, the effects of climate change will only worsen and unfortunately, gathering this data manually by humans and sensors is not only tremendously valuable but also incredibly time consuming and ineffective. But with the help of cloud computing, machine learning, and satellite imaging, there is now a better method to gain global insights about anything from extreme weather and sea level rise to water and air pollution. It's the kind of work that start-ups like Blue Sky Analytics are doing. Blue Sky's technology converts environmental data from public and private sources into understandable information for potential customers in industries like agriculture, health care, insurance and government. Blue sky analytics brings incredible value to the critical challenge of air pollution as it is targeting one of the most critical challenges faced by humanity today i.e. the global environmental crisis. They use a precise and targeted strategy, serving as the leading accumulator of pollution data and presenting it in a manner that is simple to understand.

STATEMENT OF PROBLEM

All environmental monitoring including greenhouse gas emissions has been done with sensors, but measuring all of the environmental data around the world would require installing billions of sensors on every car, plane, factory and power plant, that would be extremely expensive and impractical. So, instead scientist use the data they have to estimate how much each country emits, but this, estimates are often disputed and the figures lead to finger pointing and fighting between countries and companies instead of climate action and reducing emissions. We need more accurate ways of measuring greenhouse gas emissions around the world in real time, so that we can work together to stop climate change.

LITERATURE REVIEW

Sarath vo, January 30, 2021, in his research paper has explained on how AI infused Earth applications plays a significant role in the better identification and protection of our environment.

Carole-Jean Wu et al in the research paper on Sustainable AI had explored the environmental impact of the super-linear growth trends for AI from a holistic perspective, spanning Data, Algorithms, and System Hardware. Based on the industry experience and lessons learned, we share the key challenges and chart out important development directions across the many dimensions of AI.

Renee Cho in his paper (June 5, 2018) titled Artificial intelligence – a game changer for the climate change and the environment has mentioned how artificial intelligence, often encompassing machine learning and deep learning, is a “game changer” for climate change and environmental issues. And he has also explained how AI is used in various industries to contribute to the sustainable growth.

Himanshu Khanduri, Dattatreya Kanaparthi, Nalluri Sudheer Kumar (Year 2014), in their research paper, have explained the development of artificial intelligence and the future of it and in what manner it is impacting our society and it’s use in various industries and fields.

Anne-Laure Ligozat, Julien Lefevre, Aurelie Bugeau, Jacques Combaz, 22 October 2021, in their research paper, with regard to AI for green applications in particular, have examined the environmental effects of AI systems in this research and presented a framework to measure them.

Ricardo Vinuesa, et al, in their research paper, titled the role of AI in achieving the sustainable development goals, they identified that in order to support AI’s rapid progress and promote sustainable development, regulatory monitoring and knowledge are required. Failure to do so might lead to lapses in ethics, safety, and openness.

Alan J Thomson, in his research paper on Artificial intelligence and environmental ethics have explained how AI systems that have the potential to address ethical issues are reviewed.

Janna Anderson, Lee Rainie and Alex Luchsinger, in their research paper, have explained that the rise of AI will make most people better off over the next decade, but many have concerns about how advances in AI will affect what it means to be human , to be productive and to exercise free will.

OBJECTIVES

- To study how AI is a step towards sustainable economy
- To study how Blue sky analytics aims to be ‘Bloomberg for environmental data’ for the world
- To study that how Blue sky analytics can be a powerful tool to fight climate change

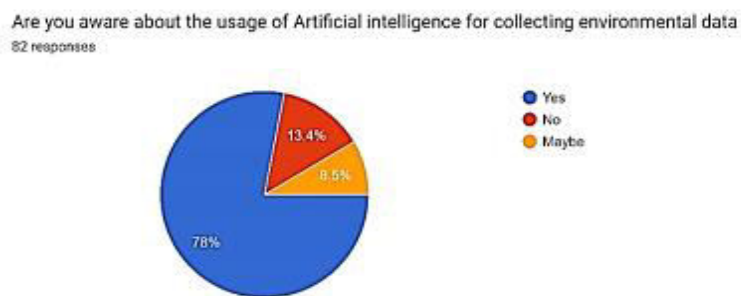
RESEARCH METHODOLOGY

The research methodology used was Qualitative research methodology as the aim and scope of this research is mainly theoretical and explanatory. A survey was conducted and a few multiple choice questions regarding the company Blue sky analytics and how it is contributing towards sustainability was asked. The online survey was successful as I received around 80 responses for my research.

DATA ANALYSIS AND FINDINGS

An online survey was conducted and the following results have been received. Around 80 people participated in this survey.

From the pie chart it can be seen that around 78% of the respondents are aware about the usage of Artificial intelligence for collecting environmental data.



According to the graph, over 40% of individuals are aware that Blue Sky Analytics is a top provider of real time environmental data to a variety of businesses. And according to the second graph, 86.3% of respondents believe that AI would lead to a sustainable economy.



From the first graph it can be seen that all responses indicate towards that AI has negative as well as positive effects on environment which is certainly true. From this 80 responses around 67.5% people strongly agree with the statement ‘AI can both help and hurt the environment’. And the second graph indicates that almost 86% people think that AI has some drawbacks. A few of the drawbacks are high costs, no creativity, risk of losing data, etc.



RECOMMENDATIONS

AI's fast processing speeds offers almost real-time satellite data to track illegal logging in forests. AI monitors drinking water quality, manage residential water use, detect underground leaks in drinking water supply systems, and predict when water plants need maintenance. It also simulates weather events and natural disasters to find vulnerabilities in disaster planning, determine which strategies for disaster response are most effective, and provide real-time disaster response coordination. Apart from this AI does not come without risks. We know it enables us to better manage the impacts of climate change and protect the environment in addition to transforming the fields of business, finance, health care, medicine, law, education and more, it is not without risks. We have been warned about the existential dangers of uncontrolled artificial intelligence. There are six identified categories of AI risk which are Performance, Security, Control risks, Economic risks, Social risks and Ethical risks.

Government, businesses, and industries must ensure that AI applications are safe, comprehensible, transparent, and valid in order to mitigate these threats. To reduce the potential risks of AI and to realize its potential benefits for the environment and humanity, there should be more interaction between public and private entities, technologists, policymakers and even philosophers. Additionally, more research funding is required.

CONCLUSION

Blue sky analytics main focus is on air pollution and will provide real time data on air quality. Using the latest technology they are able to provide high quality, real time and predictive environmental data to mitigate climate risk and business risk. They are building API's and platforms to understand and predict climate change. Artificial Intelligence (also known as AI) is considered to be the biggest game-changer in the global economy. According to predictions, 60 percent of firms will be impacted by AI, which will have a long lasting effect on nearly every industry imaginable. With its gradual increase in scope and application, it is estimated that by 2030, AI will contribute up to 15.7 trillion of the global economy which is more than the current output of China and India combined.

By combining both sensor and satellite data Blue sky analytics are able to provide near real time environmental monitoring for countries and industries around the world. Government, healthcare providers, utilities, universities and more can use this data to hold each other accountable to reduce emissions. They are also able to calculate the real time air quality. This provides important information to individuals in places where air quality can affect their activities. People can make informed decisions about their health based on the air quality for that day. Blue sky have joined various organizations who pool and analyse even more data on greenhouse gas emissions all the way down to specific power plants, ships, factories, and more.

This real time data can really help us solve climate change before it's too late.

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CARMESI- AN AID TO SUSTAINABLE MENSTRUATION**Manasi Shah and Heena Kokal**

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ABSTRACT

The impact caused by sanitary waste on our environment is one of the important topics in discussions today. Since majority of the menstrual products are made up of plastic and other non-biodegradable materials, it takes hundreds of years for them to decompose, eventually piling up in landfills. Sustainable menstruation is the term that encompasses menstrual management practices that are healthy and leave little or no impact on the environment. The purpose of this research is to find out the type of menstrual product preferred by women and the reason behind it. It also examines the level of awareness regarding sustainable menstruation and biodegradable products of an eco-conscious brand Carmesi. The results of the survey, which included 46 respondents, show that there is a lack of awareness about sustainable menstrual hygiene products and the major reason was found to be the expensive price of sustainable alternatives.

Keywords: Sustainable menstruation, Menstrual products, Carmesi, Eco-friendly

1. INTRODUCTION

Menstruation is a natural biological process experienced by all girls and women from the age of 10 to 50 years. On an average, menstrual cycle of a woman is of 28 days, but it varies from one woman to another. According to the 2018 report by WaterAid India and Menstrual Hygiene Alliance India (MHAI), there are 336 million menstruating women in India out of which, 121 million women use sanitary napkins[1]. If these women use 8-9 sanitary pads (assumption) while they are on their period, it is observed that over a billion disposable sanitary napkins (DSN) are used every year. The problem is not just the use of disposable sanitary napkins, but also the use of pads that are not eco-friendly. This is because these pads are made of a synthetic material that is non-biodegradable, which means that they will stay in our topsoil for 500-800 years, thereby polluting our environment. Any woman who menstruates for an average of 40 years generates about 200kg of menstrual waste. In India, 1,13,000 tonnes of menstrual waste is generated on an annual level[2]. Apart from its detrimental effect on the environment, menstrual hygiene products like pads and tampons contain plastic and other harmful chemicals like pesticide residues and bleach, which can cause harm to the body and cause various infections.

Being mindful of the adverse effects disposable sanitary napkins have on our environment is crucial. It is the responsibility of both, menstruators and manufacturers of menstrual hygiene products to take initiatives to protect the environment by switching to plant-based eco-friendly products. Sustainable menstruation refers to the use of sustainable alternatives by women during their menstrual cycle for the benefit of the body and the planet. Carmesi is one such sustainable brand with all-natural, biodegradable products that not only thinks about the environment while curating their products but also about the safety and comfort of menstruating women. They contribute to sustainable menstruation by offering a vast product line that consists of eco-conscious sanitary pads, menstrual cups and disposable period panties. The fully biodegradable sanitary pads are made out of corn-starch, bamboo fiber and compostable bioplastic and come in environment-friendly disposal bags, making menstruation a hassle-free experience for women while also safe-guarding the planet.

2. LITERATURE REVIEW

(Jones et al., 2019) did a comprehensive study in their research paper titled “A study into Public Awareness of the Environmental Impact of Menstrual Products and Product Choice” to explore

if people were aware about the impact of menstrual products on the environment. They found that most participants were not aware of the amount of plastic in disposable menstrual products and its negative impact while others who knew about its impact were inclined towards products that are comparatively less harmful to the environment.

In the study titled “Examining the need for sustainable menstruation in India” the objective was to identify the health issues faced by women due to the use of sanitary napkins and analyse its aftereffect on the environment. The study found that the harmful chemicals released from used sanitary napkins seep into the soil and pollute the environment. It was also found that women in rural areas face disruption in day-to-day activities due to poor hygiene for which they must be encouraged to use eco-friendly pads or menstrual cups. (Maurya, 2020)

(Lather, Singh, 2021) in their research paper “Marketing of eco-friendly and low-cost sanitary napkins: A Literature Review” reviewed the low cost, eco-friendly and reusable pads among adolescent girls and women. It also described the perception of women and their buying behaviour of sanitary pads. The study found that there are various taboos and misconceptions regarding the use of sanitary napkins and suggested that there is an urgent need to promote natural banana fiber sanitary pads which is beneficial for women as well as the environment.

In the study “Exploring menstrual products: A systematic review and meta-analysis of reusable menstrual pads for public health internationally” the researcher found that reusable menstrual products are a safe, useful, inexpensive and eco-friendly option. The study also found that a combination of different options like menstrual cup for initial days of the period and RMP on the days with less flow was effective while sticking to sustainable options. (Mason et al., 2021)

3. OBJECTIVES

1. To assess the level of awareness about sustainable menstruation among women
2. To find out the reason behind women choosing traditional options over eco-friendly alternatives
3. To analyse the market reach and use of Carmesi’s products

4. RESEARCH METHODOLOGY

4.1 Type and Source of Data

The study makes use of quantitative and descriptive research approaches. The present study is based on primary data and secondary data. The primary data was collected using the survey method through a close-ended structured questionnaire to accomplish the objectives of this research. The secondary data was collected by referring various articles on the web and through numerous previously conducted studies on the topic sustainable menstruation.

4.2 Sample Size and Area of Study

The number of respondents for the questionnaire were 46 females between the age 18-40. The survey was conducted in Mumbai city. The findings of this study are limited to Mumbai city and might vary when the sample size and area of study are bigger.

5. DATA ANALYSIS

Figure 1

What kind of menstrual products do you use?

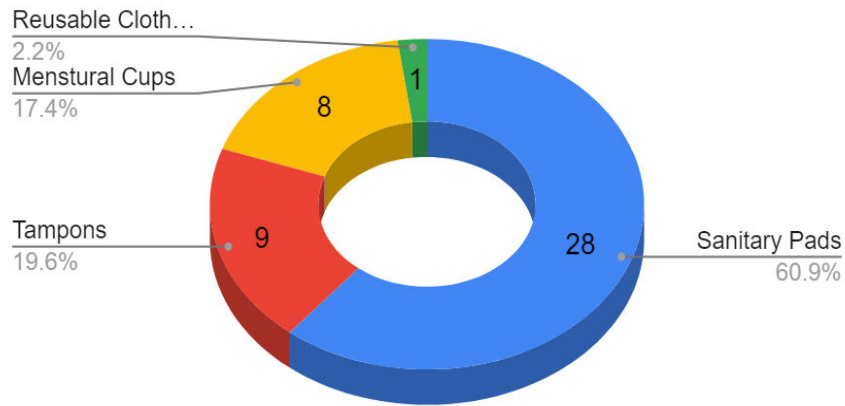


Figure 2

Are you familiar with the notion of sustainable menstruation?

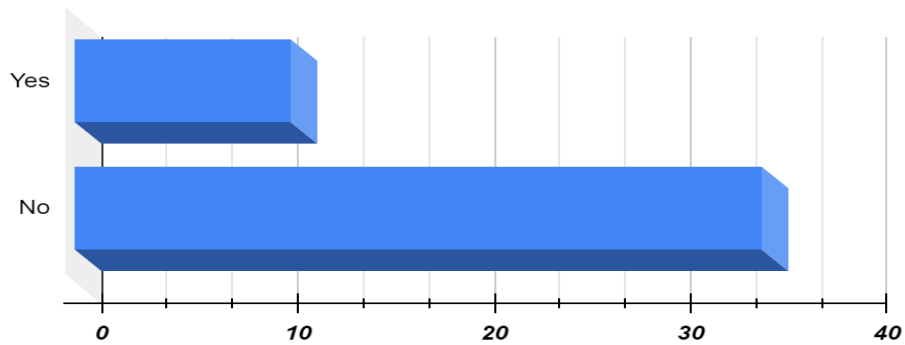


Figure 3 & 4

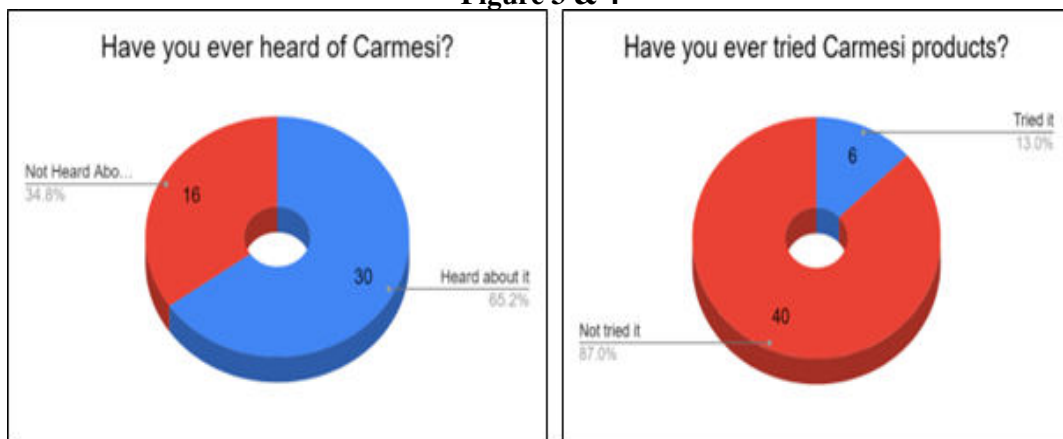


Figure 5

What do you think is preventing you from trying sustainable products?

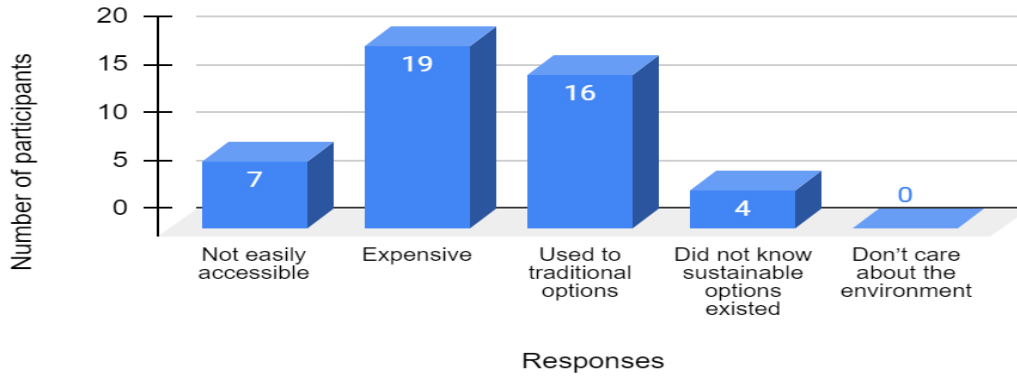
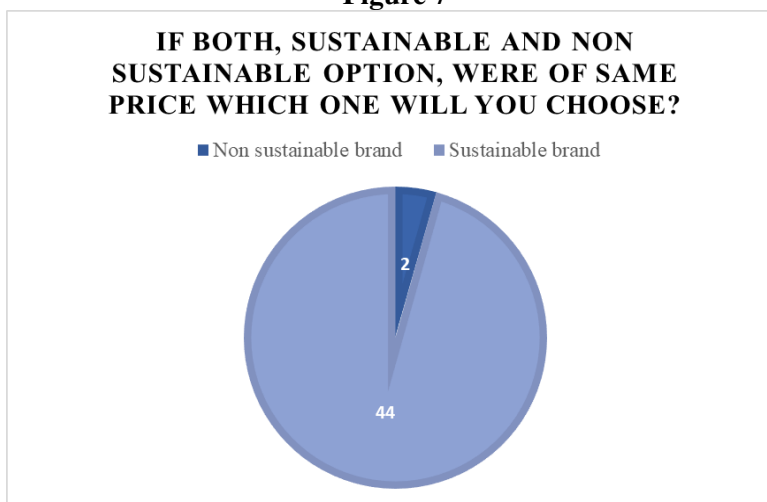


Figure 6



Figure 7



6. FINDINGS

1. Figure 1 shows that almost 61% of the total respondents use sanitary napkins when they are menstruating, followed by tampons which were used by over 19% of the females.
2. In figure 2, it can be seen that a large number of girls as well as women are not familiar with the concept of sustainable menstruation, displaying lack of awareness.
3. In figure 3, out of the 46 respondents, 30 had heard about Carmesi while 16 had no idea about the brand.
4. Figure 4 shows that majority of the women have never tried Carmesi's products and when asked about the reason behind it, 19 respondents said they found them expensive while 16 of them were used to their traditional options.
5. When given a difference of Rs 100 between the sustainable and non-sustainable option in figure 5, the study found them inclining towards the cheaper option i.e., non-sustainable products.
6. On the contrary, figure 6 shows that when both the options were of the same price, 44 out of 46 females preferred the sustainable option.

7. RECOMMENDATIONS

- Most women are not aware of the magnitude of negative impact that traditional pads have on their body as well as the environment. Raising awareness regarding this topic is crucial.
- By organizing campaigns in schools and colleges, young girls and women can be educated about various benefits of sustainable menstruation, the alternatives of non-biodegradable products and proper ways to dispose them, especially in rural areas.
- Sustainable products should be readily available in supermarkets and pharmacies which will enable consumers to know more about the brands and their products.
- It is evident from the findings that women are willing to switch to an eco-friendly alternative as far as the price is similar to the traditional options. Efforts should be made by brands like Carmesi, that make sustainable menstrual products, to sell them at an affordable price in order to encourage customers to choose their product over a non-biodegradable option.

8. CONCLUSION

According to the study, it can be seen that switching to sustainable menstrual products is the need of the hour. The sustainable options available nowadays are bio-degradable, compostable and reusable as they are made up of cotton, bamboo or banana fiber. They are also safe and hygienic as they do not contain plastic or other harmful chemicals. Due to this, the eco-friendly options help in drastically reducing the environmental impact while providing several benefits to women. The reason behind such low use of sustainable alternatives was found to be lack of awareness about the products. Women are also not familiar with the negative impact that traditional pads have on the environment and on their bodies. Hence, it is of utmost importance to take the required steps that will help in creating awareness about 'green menstruation'.

Along with that, products of brands like Carmesi should be promoted to increase their market reach and to provide a healthy, eco-friendly and sustainable option to the consumers. Such products should be easily available and at a cheaper rate with a view to build a sustainable menstrual system.

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A STUDY ON DROGO ORGANIZATION AN NGO WHICH IS WORKING TOWARDS THE WELFARE AND SAFETY OF ANIMALS

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ABSTRACT

Animal cruelty also known as animal abuse is the deliberate act of violence towards animals. From this research paper it can also be seen that how animal abuse can lead to domestic abuse. It can also be seen that how it is linked to an increase in both violence and crime. The simple truth is that animals should not be used for human amusement. The process is often unnatural and cruel from start to finish.

There are various NGOs working for the welfare of animals. For example: NGO working for animal abuse or animal cruelty like: Drogo Organization (Mumbai, Chembur east & west), IDA (Indian defence of Animals, among Maharashtra Region) & even international NGO's like Peta (which is mostly active throughout the number of international countries and even in India).

The sample respondents taken were specifically from the age group 18-45. The sample technique used was convenience sampling and the sample size was 32. From this research it was found that many people are aware about the kind of abuses which happen on animals and they are also not sure about the laws which prevents it and one of the purpose of conducting this research was making people aware about it.

Keywords: Cruelty, animal welfare, animal safety

INTRODUCTION

Every part of human conduct that has a detrimental effect on animals or puts their lives and wellbeing in danger is animal cruelty. This includes both purposeful and unintentional actions that have an impact on animals. The majority of the time, human actions threaten animals' ability to live in harmony in so many different ways. Animal abuse is defined as physically harming an animal, depriving it of necessities like food, water, shelter, and the freedom to socialise with other animals, which is known as animal socialisation, or torturing an animal. Animals being denied veterinary care is another way that cruelty to animals can manifest. Animal cruelty has been identified as a type of disorder and unstable behaviour present in victims of abuse. The environment and human existence are negatively impacted by animal cruelty on a wide range of levels. I shall put my focus mostly on ethical effects and general animal use. The widespread genetic engineering of animals to advance scientific knowledge influences my core objection to the use of animals.

I specifically target this practise since using animals for such purposes goes against the whole concept of ethics, let alone professional and social ethics. Like people, animals have interests and motivations for existing. It is morally wrong and inhumane to put animals' lives at risk in order to advance human objectives. I don't think that human interests should take precedence over animal ones.

It is immoral and incredibly cruel to even consider inflicting harm on an animal. The worst activity that has caused animal suffering at the expense of human interests is genetic manipulation. Genetic modification is an artificial approach to change a living thing's DNA composition. The outcomes and long-term ramifications of the change to the modified animal are a significant drawback to the commonly accepted justification for animal DNA manipulation to find solutions to human problems.

For instance, a dog that has experienced abuse will become more hostile and violent toward humans out of fear. The animal becomes extremely antagonistic as a result, which compromises its usual welfare. Physically harming an animal can have a number of negative effects. For example, if the animal's reproductive organs are damaged, it may lose the ability to reproduce. It may also develop digestive problems and nutrition disorders as a result of losing its appetite. Physically harming an animal can also cause it to produce more stress hormones, which can increase heart rate and blood pressure.

LITERATURE REVIEW

Mogbo T.C, et al (2013), in their research paper 'Animal cruelty: A review' have explained that how Animal cruelty requires immediate response, and governments in developing nations should assess and ensure that existing legal provisions are being followed.

Daniel Mota Rojas, et al in their research paper, 'Animal Abuse as an Indicator of Domestic Violence: One Health, One Welfare Approach' have explained how Animal abuse is a form of abuse that is closely related to domestic violence and may occur along with psychological abuse, intimidation, or detrimental treatment of children or romantic partners.

OBJECTIVES

- To study the concern for animals among people
- To study the awareness about animal cruelty among people
- To understand the readiness among people to act against animal cruelty

RESEARCH METHODOLOGY

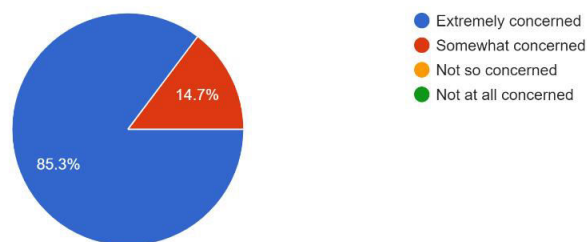
Questionnaire method was used for the purpose of data collection. A survey was conducted and a few multiple-choice questions regarding animal cruelty was asked. In total I received around 34 responses

DATA ANALYSIS AND FINDINGS

Online Google form was circulated and a survey was conducted to find whether people are aware about Animal cruelty and animal safety, how it is going to impact and how it plays a major role in our day-to-day life.

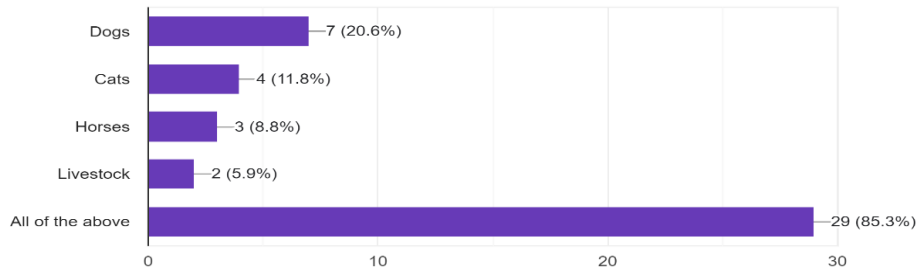
According to the graph, over 85.3% of individuals are concerned about animal abuse.

How concerned are you about animal abuse?
34 responses



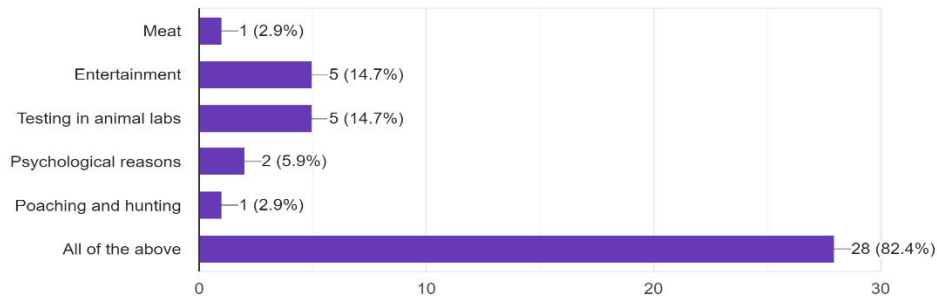
As per the second graph around 85.3% respondents think that dogs, cats, horses, livestock all these animals are affected by animal cruelty.

According to you what animals are most affected by animal cruelty?
34 responses



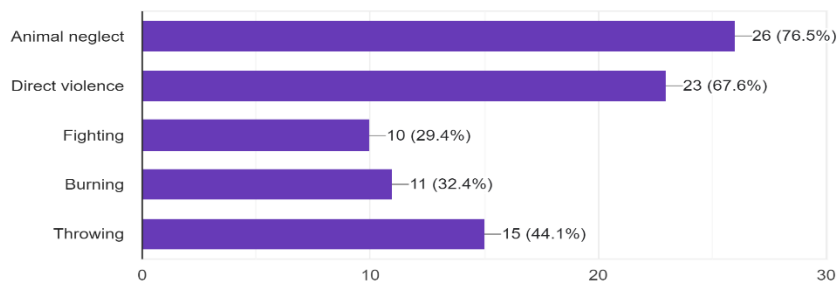
As per the graph below it shows that all the reasons mentioned in it are the reasons why animals are abused.

According to you what are the reasons for animal abuse?
34 responses



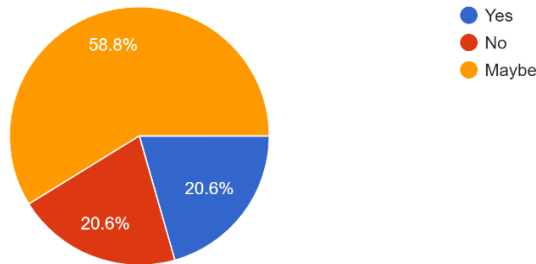
As per the graph 76.5% of respondents think that most common form of animal abuse is animal neglect and around 29.4% respondents think that all the mentioned options are forms of animal abuse.

What is the most common form of animal abuse?
34 responses



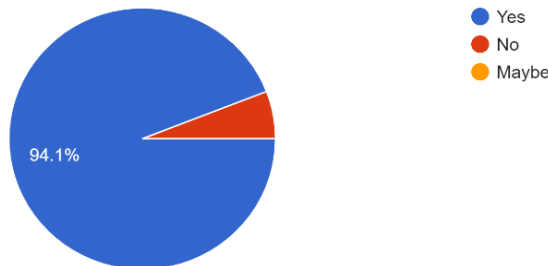
According to the graph 58.8% respondents are not aware even if there are enough laws to prevent animal abuse.

Do you think there are enough laws to prevent animal abuse?
34 responses



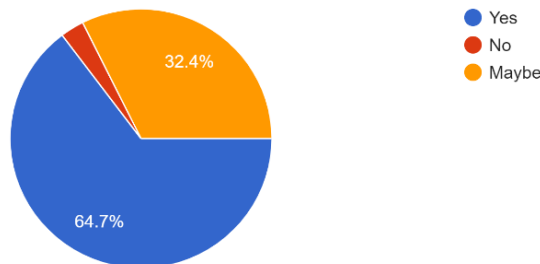
As per the graph below 94.1% of people are aware about the NGOs working for the welfare and rights of animals.

Have you heard of any NGOs working for animal welfare and rights?
34 responses



According to the graph below around 64.7% of respondents are aware about an NGO named Drogo organization which works for the welfare and safety of animals.

Have you heard about Drogo organization which works for the welfare and safety of animals?
34 responses



SOLUTIONS AND RECOMMENDATIONS TO ANIMAL CRUELTY PROBLEMS

Schools should contain social teaching about how to respect and handle animals with care, and strong measures should be made to make sure that pupils uphold them. Toll-free lines for reporting instances of animal cruelty should be made available by the authorities to the general public. The majority of the time, people can observe criminal activity being carried out, but they are unsure of how to report a crime. It is obvious that even on the streets, you may see kids throwing stones at dogs, and nobody stopping them or warning them, much less contacting the appropriate authorities. Dog fighting and cockfighting are a couple of the cruel practises that animals go through.

The most common types of animal cruelty that are documented are social causes of cruelty. Most often unwittingly, people with mental illnesses are more likely to mistreat animals than the general population. Inadvertently harming the animal is one way that this could happen. This kind of treatment of the animal is really unjust and cruel. Another reason for cruelty is immaturity, which occurs when kids hurl rocks at animals they encounter while walking. Particularly known for this behaviour are young boys. The first thought that comes to a child when they see a dog or cat roaming is to pick up a stone and scare the animal away. However, there are those people who deliberately damage others for a variety of reasons, the cruellest of which is to feel good about themselves. The smallest domesticated animals, which frequently are unable to defend themselves, are the most vulnerable. The majority of these criminals mostly hurt animals because they like to feel in charge. Land has been under increasing pressure as a result of the current population growth. Because there isn't enough area for humans to live, humans are driving animals away from their habitats. The human population is encroaching on territory intended to be home to wildlife. I don't think that human interests should take precedence over animal ones. It is immoral and incredibly cruel to even consider inflicting harm on an animal. The worst activity that has resulted in animal suffering at the expense of human interest is genetic manipulation. Schools should contain social instruction on how to respect and manage animals with care, and strong steps should be made to guarantee that pupils uphold them.

CONCLUSION

Our adventure began when we saw the need for a world where we honor the intrinsic vitalness of every animal person.

By redefining how we look at animal research and bringing an inclusive approach to our science and activities, we're creating a new way of understanding, characterizing and relating to animals so they too, can live full and meaningful lives.

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A STUDY ON SUSTAINABILITY AND IMPACT OF ECO- KAARI STARTUP ON LOCAL COMMUNITIES

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ABSTRACT

With expanding markets and client demands, production and consumption practises are severely harming the environment. The importance of the issue has been recognised by the government, consumers, and producers. Industries' research and development divisions are constantly attempting to create products that are eco-friendly and cause less environmental damage. A major source of pollution in the globe is thought to be the fashion industry. The urgent necessity for adopting sustainable practises at every level of the manufacturing process as well as for the lifecycle of the clothing once they reach the clients is a result of the environment's ongoing degradation. This essay aims to clarify the need to concentrate on the straightforward yet crucial steps that people undergo without their knowledge using plastic and the solution to it

Keywords: Consumer Behaviour, Environment, Green product, sustainability, fashion.

INTRODUCTION

Meeting our needs today without sacrificing the potential of future generations to do the same is what is meant by sustainability. We also require social and economic resources in addition to natural resources. Sustainability goes beyond environmental concerns.

EcoKaari is a social enterprise that was founded as a result of the team's passionate desire to establish a community where sustainable bottom-up development is the key to improving living conditions for all creatures.

"Eco" stands for "eco-friendly," and "Kaari" for "kariger" (Artisan).

The term is a representation of the interdependence and connection between artists and the natural world.

Without the artisans, EcoKaari would not be conceivable.

Ecokaari has contributed to the development of India's handcraft heritage.

Ecokaari creates useful items in addition to eliminating waste, which has a significant positive impact.

LITERATURE REVIEW

Ecokaari is the name that is resolving waste management, especially with the non-biodegradable and difficult to recycle waste plastic, at a time when 9.4 million tonnes of plastic are produced in India annually.

As said by Gaurav Gupta "Only 9% of plastic gets recycled, and millions of tonnes of plastic waste eventually end up as trash and litter and in the ocean. Through the collection, we hope to reduce waste and move the fashion industry closer to being generally sustainable.

Bhat Nandan (Founder and CEO) Nandan has more than ten years of experience working for reputable organisations like Tata Telecom, Sony, Future Group, and Sify in the business development and procurement sectors. He established Aarohana EcoSocial Developments because of his extensive experience in leading teams, projects, and market interactions. He founded EcoKaari – Humanising Fashion after more than seven years as the leader of Aarohana.

He is an inventor at heart and played a crucial role in initiating and establishing the inventive process.

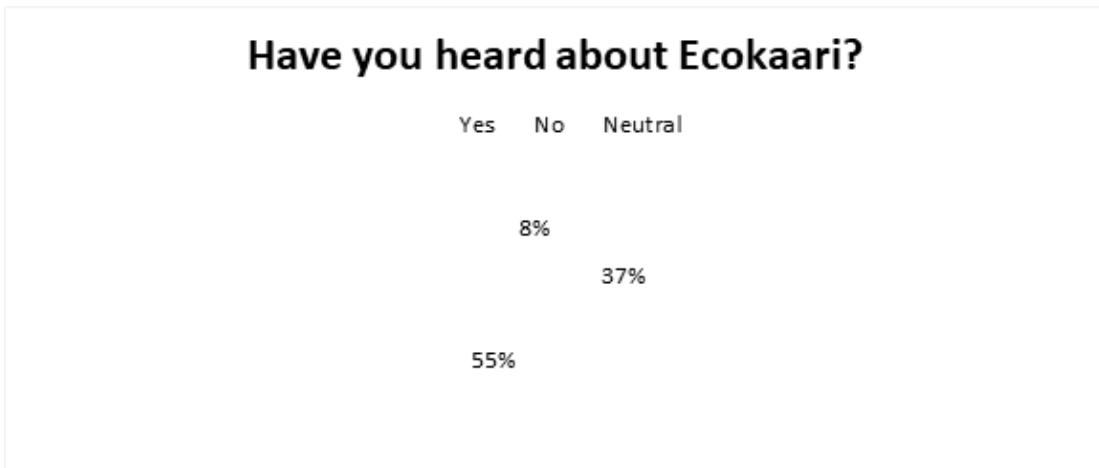
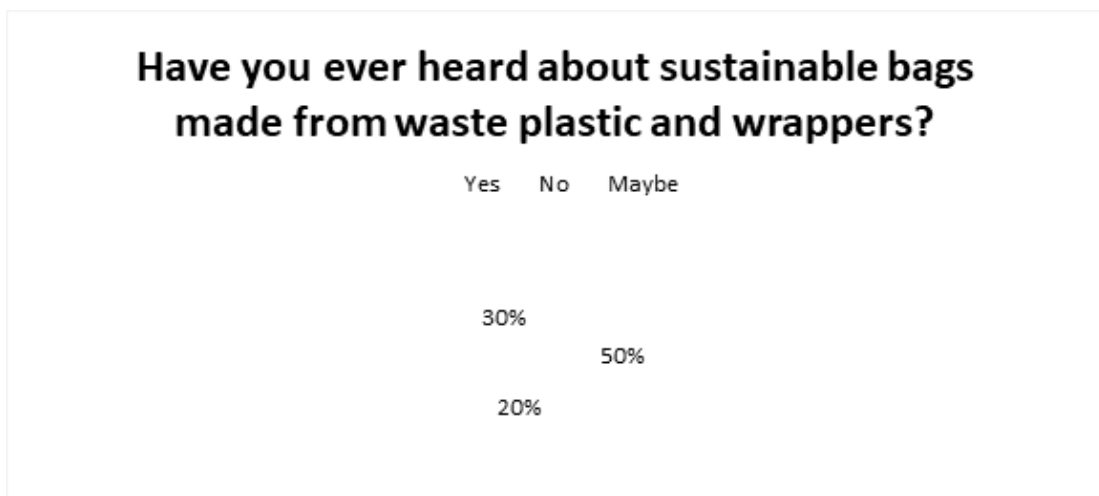
OBJECTIVES

- 1.To study the growth and make people aware about ecokaari products which are sustainable.
- 2.To encourage the future generation to adopt for eco friendly products.

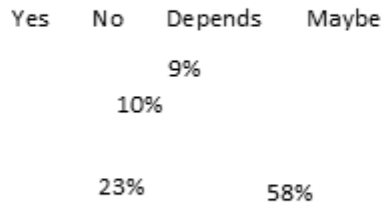
RESEARCH METHODOLOGY

The data collected for this research is a combination of primary and secondary data. The data collected for this research is a combination of primary data sources that is google forms and secondary data forces through books, published journals, reports, internet, newspaper articles . The sample size collected is 98 audiences ranging from all age groups.

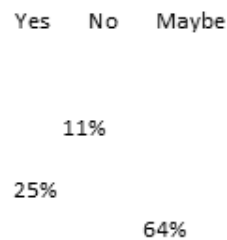
DATA ANALYSIS



Would you recommend Ecokaari's products to your friends and family?



Do you think sustainable products have scope in future?



FINDINGS

- Only 50% of the audience are aware about the sustainable products made by using waste plastic and waste wrappers.
- Many audience around 55% are not aware about the Ecokaari brand which is a start up business.
- Around 25% claim that these sustainable products won't be appreciated by them.
- About 23% audience are not ready to accept Ecokaari products and they do not wish to support it by spreading word of mouth.

RECOMMENDATIONS

Since these products are made from waste some people may think about the hygiene issues .So the ads can be developed in a way where the used products are highly cleaned and sanitized.

According to these business owners, locating these things is not very difficult. The waste-picking businesses Poornam Ecovision and Sahas Zero Waste have partnered with Ecokaari. They also purchase plastic from rubbish collectors and receive it as contributions. Gift wrap, chip, and cookie packs are also collected.

There is no shortage of fabric waste produced in printing units, fabric manufacturing facilities, and garment production units in this production-based nation. They also purchase from vendors who collect scrap cloth from numerous nearby manufacturers.

CONCLUSION

They are dedicated to giving back to the areas where weavers and artisans reside and work in order to effect real change through initiatives that empower local residents. The goal is to motivate people from less advantaged backgrounds to learn and pick up new skills, providing them the chance to make money on their own initiative. Eco-friendly items not only fit your lifestyle, but also your values. Each member of the EcoKaari team contributes significantly to the development of the organisation they firmly believe in and want to be a part of. They are committed to empowering individuals and communities, and they concentrate on enhancing their mental health and increasing their access to economic possibilities so that they can become independent. EcoKaari purchases used plastic from the businesses.

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SUSTAINABLE PRACTICES IN AUDIO MARKETS

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ABSTRACT

India has been a primary point of concern for every individual. Electronic waste (e-Waste) is one of the fastest growing areas of the international waste stream increasing at a much higher rate than all other waste streams. Fast growing electronics industry due to rising demand of information and communication technology around the world with rapid product obsolescence and lack of end-of-life management options have all led to the un-sustainable management of the waste stream.

As a socially responsible company boAt has proactively joined & strengthened relationship with CPCB authorized e-Waste Management provider Attero. Attero Recycling Pvt Ltd is an environmentally conscious end-to-end E-Waste management solution provider in India and is one of the few such recyclers globally. Taking help of the survey conducted among consumers of electronic products, this study aims to explore the trust and sustainability factor in boAt.

Keywords: sustainability, boAt, e-waste, company, environment.

INTRODUCTION

Sustainable practices support ecological, human, and economic health and vitality. Sustainability presumes that resources are finite, and should be used conservatively and wisely with a view to long-term priorities and consequences of the ways in which resources are used. Minimizing e-waste helps to conserve resources and reduces the amount of energy we take from the earth.

E-WASTE MANAGEMENT at Imagine Marketing Ltd (Boat), As a Responsible Organization and under SDG Goals, boAt understand that their responsibility doesn't end at manufacturing, selling and placing our product in the Market from B2B, B2C and B2G business. Imagine Marketing Ltd (Boat) has been working in the area of safe disposal of electronic waste. This thought is supported by our Local and global policies both, We are jointly working on the Rules and Regulations implemented by the Ministry of Environment, Forests and Climate Change (MoEF&CC) under the E-waste Management Rules, 2016 and its amendment therefore, which has been implemented since 2016.

Imagine Marketing Ltd (Boat) is committed to quality & continuous improvement in Environment, Occupational Health & Safety Performance through maintaining documentation, Compliance & periodic review of the Environment, OHS legislation & Regulatory requirement, Resource Conservation, Prevention of ill health and injury, Zero Accident & Occupational Health Monitoring.

Creating awareness amongst Employee, Contractors & Visitors on Environment, Health, Safety & Hygiene through involvement & Motivation of all. Empowerment to employees to act with responsibility in day-to-day safe working condition and also in emergency situation for their own & other Health & Safety and to Maintain Environment, Occupational Health and safety management system.

Ministry of Environment, Forest and Climate Change, Government of India has implemented E-Waste Management Rules 2016, which has come into force from 1st October 2016.

These rules will apply to every producer, bulk consumer, consumer, collection centres, dealers, e-retailers, refurbisher, dismantler and recycler involved in manufacturing, sale, transfer, purchase, collection, processing and storage of certain Electrical and Electronic Equipment.

Methods of e-waste Management

1. Re-evaluate. Do you really need that extra gadget? Try to find one device with multiple functions.
2. Extend the life of your electronics. Buy a case, keep your device clean, and avoid overcharging your Device battery.
3. Buy environmentally friendly electronics. Look for products labeled Energy Star or certified by the Electronic Product Environmental Assessment Tool (EPEAT).
4. Donate used electronics to social programs—and help victims of domestic violence, children safety initiatives, environmental causes, and more. Ask your student REP for a postage paid mailer for your cell phone or ink cartridge. For each item received, the World Wildlife Fund will receive one dollar.
5. Recycle electronics and batteries in e-waste recycling bins located around campus. Large electronics can go in the larger bins found in your building.

REVIEW OF LITERATURE

- Kajalben patel (2021) in her paper attempt to understand the current e-waste management system in India. According to her there is a long way to have a successful implementation of EPR in India. The informal sector that dominates the e-waste market needs to be acknowledged. Proper Framework and schemes must be drafted considering both the sectors of e-waste in India. Social and economic concerns need to be identified and overcome. Modern technology, methods, techniques, and instruments adopted by other developed countries should be put into practice.
- Md. Rezaul Hasan Shumon, Shamsuddin Ahmed, Md. Tasbirul Islam (2014) in their paper attempt to understand the present status and future perspectives of sustainable practices in reference to e-waste. he concluded that, the development of a collection model influenced by the application of advanced analytical methods could be a useful process for the nation.

OBJECTIVES OF THE STUDY

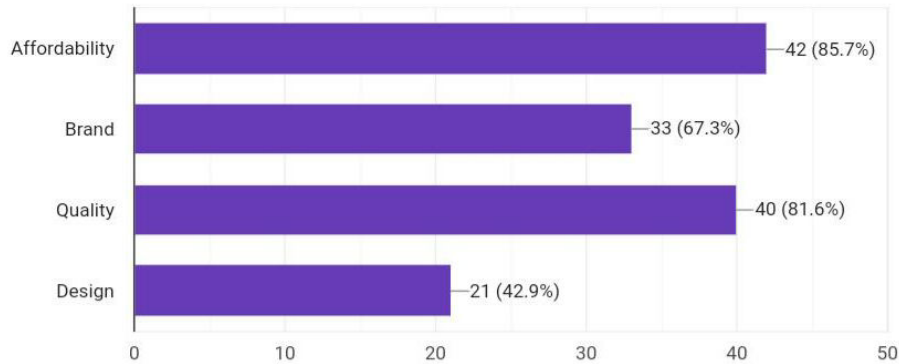
- To study the perception of respondents with respect to consumers trust in boAt
- To study the perception of respondents with respect to future growth of boAt.

METHODOLOGY INVOLVED:

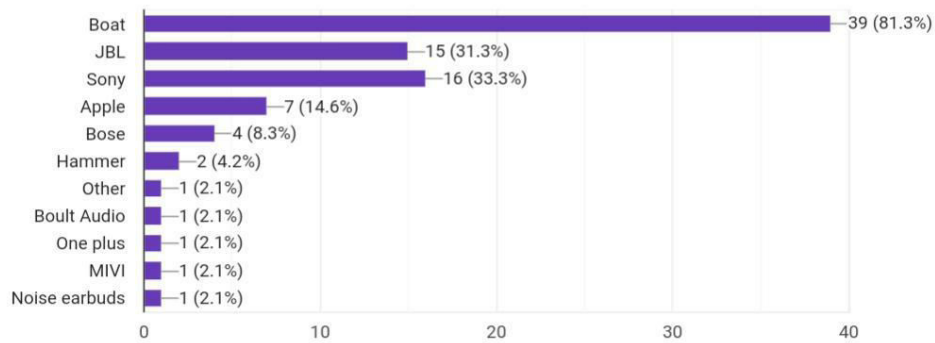
Google forms were passed to consumers within all age groups to understand their perception and their trust in boAt as compared to other competitors in audio market. The nature of questions are elementary that even non expert can understand.

ANALYSIS AND FINDINGS

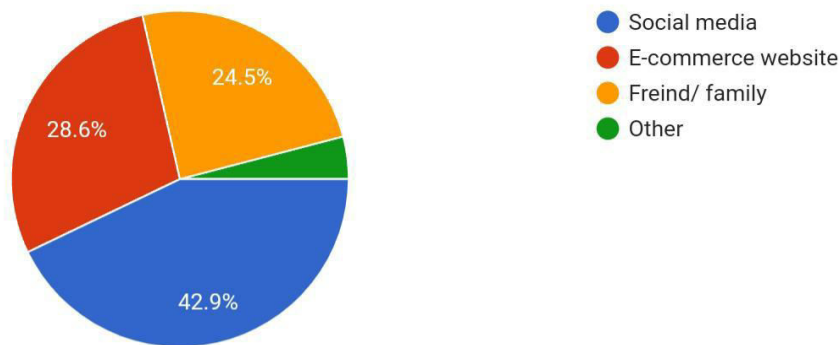
Q1) On what basis do you purchase mobile accessory products?



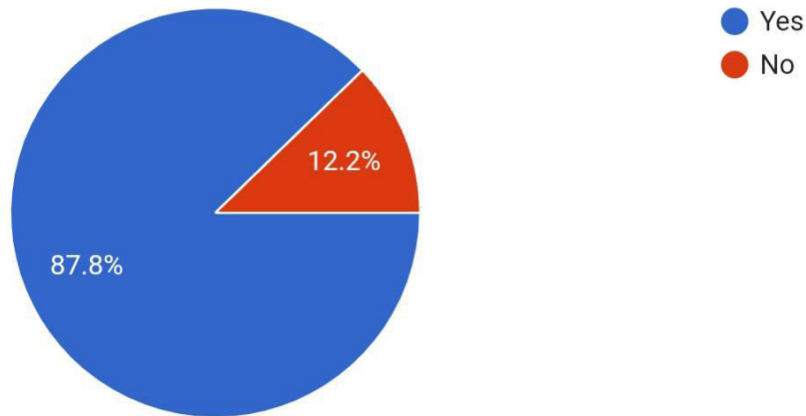
Q2) Which brand you prefer the most for mobile accessory products?



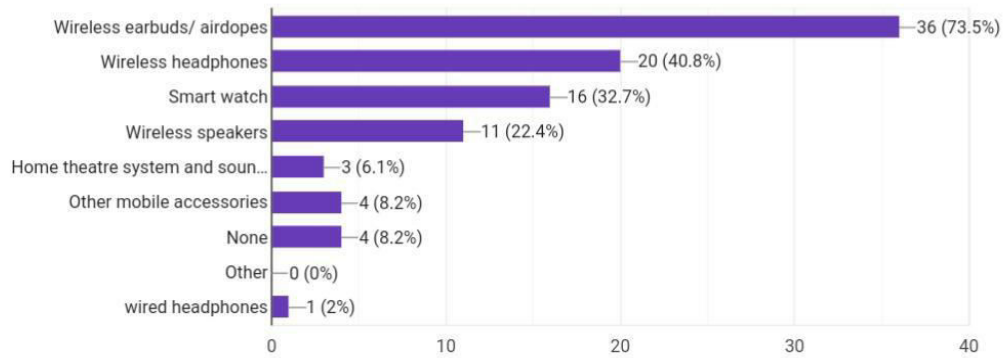
Q3) How do you discover about the boat products?



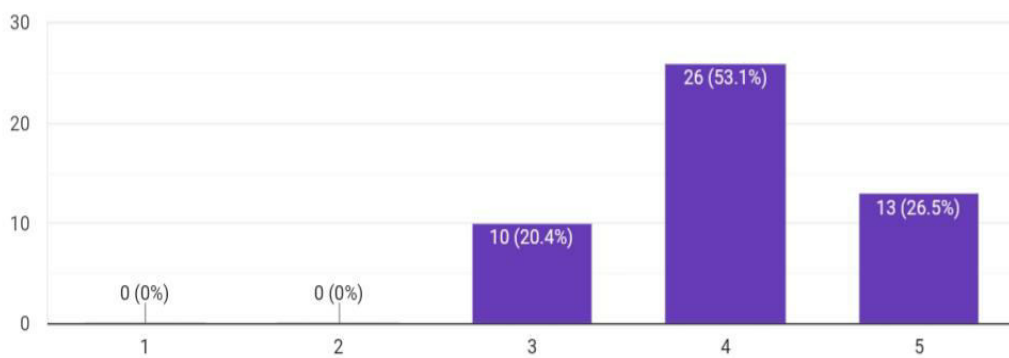
Q4) Have you ever used a boAt product



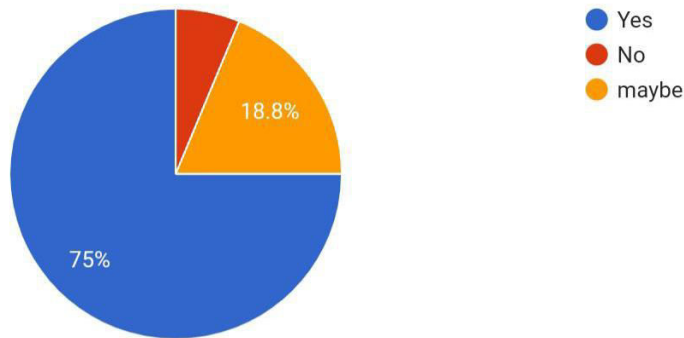
Q5) What products of boat have you used?



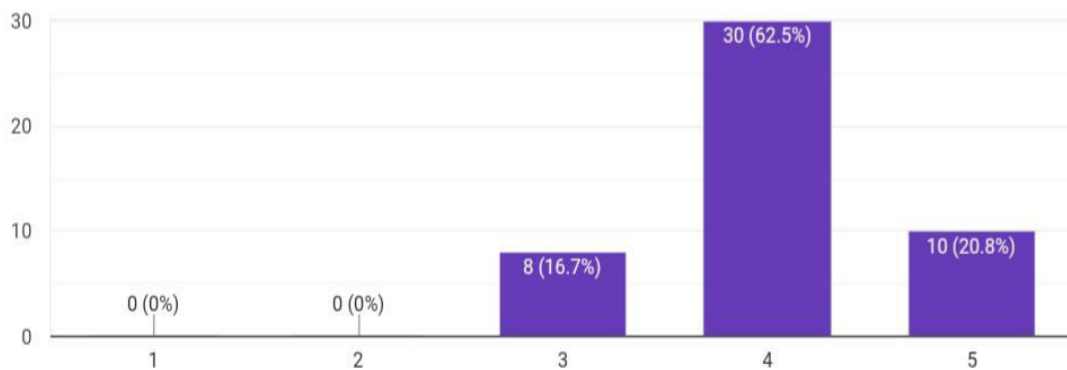
Q6) On a scale of 1(poor) - 5(best) how would you rate boat products?



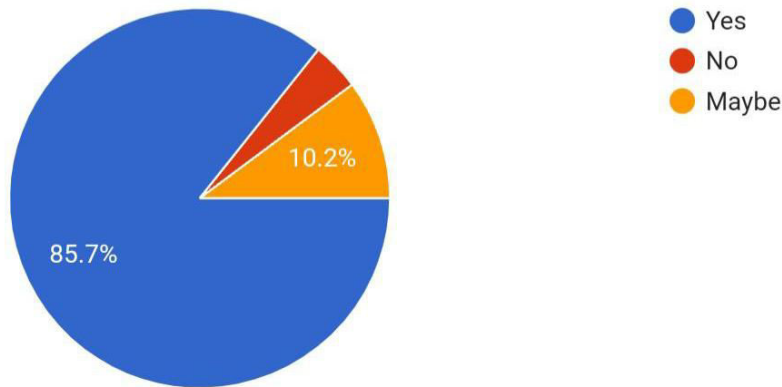
Q7) Do you find boat products more affordable and trendy as compared to other brands?



Q8) On a scale of 1(poor) -5(best) how would you rate the boat products?



Q9) Would you recommend boat products to your friends/ family/ colleagues?



FINDINGS

- ☐ It has been found that most of the consumer buy products on the basis of quality and affordability. Quality and design are somewhat secondary to them
- ☐ Almost majority of consumers buys mobile accessories products considering that they are in trend
- ☐ Most consumers prefer boAt products in comparison to other brands in reference to audio products. Then comes the Sony and then JBL.

- ☐ 87% of the respondents have heard about boAt products which reflects that they are quite popular in market.
- ☐ Most consumers got to know about boAt through social media
- ☐ Highest selling products of boAt is airdopes / Wireless earbuds, then the smart watches and speakers.
- ☐ Most of the respondents think that boAt will sustain in the market.
- ☐ Nearly all respondents will recommend boAt products to their friends and family

RECOMMENDATIONS

1. **Recycle, Recycle, Recycle.** No matter what you have, it's important to always dispose of your e-waste properly. That means recycling all of your used electronics, with the understanding that improperly disposing of e-waste is becoming more and more hazardous, particularly since the volume of e-waste has skyrocketed.
2. **Understand Security Issues.** All of your personal information remains stored on your electronic devices even if you delete it, so that's another reason not to throw it away. A recycling firm like Great Lakes Electronics Corporation can scrub your device, clean before it gets recycled, so there is no opportunity for cyber thieves to get that information
3. **Maintain what you have.** Small moves help keep what you have working longer. Clean your computer often and don't overcharge your battery so you can improve your battery's overall lifespan.

Taking these moves and making those simple changes, and encouraging others to do the same, will help greatly reduce e-waste.

- ☐ Buy from brands that have EPR policy
- ☐ Practice 3 Rs – reduce, reuse and recycle
- ☐ Look out for recyclers, brands' collection centers, PROs
- ☐ Give off e-waste to government-approved dismantlers
- ☐ Gather e-waste at community level and organize e-waste collection drives

CONCLUSION

E-waste is a problem that is being faced by almost all countries globally but more so by developing countries as the e-waste is imported to these countries in bulk. Hence each of us must be committed to cutting down the waste and use, reuse and recycle all e-waste

As time passes boAt will sustain more eco-friendly in future by practicing all guidelines of ministry of environment and climate change.

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A STUDY ON GROWTH OF AUDIO AND WEARABLE PRODUCTS AND ITS SUSTAINABILITY DEVELOPMENT

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ABSTRACT

The growth of audio and wearable technology, as well as its sustainable development, are the main topics of this research paper. You already have technology in your hands in the form of smartphones, but as it continues to advance, it has even made its way into your modest wardrobe. Devices are evolving into wearables as their feature sets diversify and become more varied. Wearables are what we mean by that. They are the newest fashion. I refer to them as a "trend" since their use is more associated with fashion than with practicality. The debate over what is "necessary to have" and what is "good to have" never ends. Many people will talk about in various ways both of the disputes anywhere There isn't a single agreed-upon conclusion. Wireless is now a reality; it is not even in the near future. Even if you don't support the wireless movement, there are some brands that stand out everywhere. The fact that everything is getting wireless at this period allows us to term it "The Wireless Movement."

Keywords- Wireless movement, Virtual reality, E-Waste, Policies

INTRODUCTION

The improvement of mobile networks propelled the growth of the wearable industry, and fitness trackers were the first to be widely adopted. Accessories like watches and headsets underwent a transformation as they evolved to include screens and adapted to Bluetooth technology. The gaming realm also saw a surge in virtual reality headsets and augmented reality screens and wearables. Now let's look at some of the top players in this market segment - you'll likely hear their names from your friends or someone you know. One such brand is "Boat", a leading earwear company with a strong presence in the industry. Its founders did extensive research to make their products durable, affordable and fashionable, while building a customer-brand relationship with buyers by making them part of the 'boAt family'. They also placed an emphasis on promoting it as an Indian brand, appointing cricketers and celebrities as ambassadors to target the Indian youth and middle-aged population. This strategy has allowed them to see considerable success in recent times.

BoAt is devoted to the safe disposal of electronic waste, working together with local and global policies and complying with the Ministry of Environment, Forests and Climate Change's (MoEF&CC) Ewaste Management Rules. We have partnered with NamO Ewaste Management Ltd., a leading Indian recycler of electrical and electronic waste since 2014. Their integrated technology guarantees sustainability when recycling eWaste while looking after the environment. Additionally, BoAt's headphones use lithium-ion batteries as a power source, which are also said to have a low environmental impact due to their lack of substances like cadmium, lead, and mercury. These substances naturally occur in nature so they only have minimal effects on the environment.

LITERATURE REVIEW

Smart wearables are not just something that you can wear on your wrist and it will perform basic already told functions but it will be much more than that. In maybe three to five years this will replace smartphones and phones will be obsolete by then", says GOQII's chief executive officer, Vishal Gondal

“The proliferation of new entrants in the mass market segment has increased competition, putting a lot of pressure on brands to differentiate in a market that is getting inundated with lookalike products. Celebrity endorsements are a key tactic for brand recall. However, to maintain the growth momentum they must invest more in newer designs and aesthetics, as well as newer collaborations with existing franchises “said Jaipal Singh, Research Manager, Client Devices, IDC India.

All of these developments indicate that India's economy would continue to grow and diversify. This type of technology is popular in India for a variety of domestic uses, including the fact that it is practical and simple to use. This technology appears to be propelling the growth in a developing nation like India where the tech industry is still growing.

OBJECTIVES

To study the growth of audio and wearable products.

To understand the sustainability development of the industry.

To analyse the respondent’s data for selecting a product.

RESEARCH AND METHODOLOGY

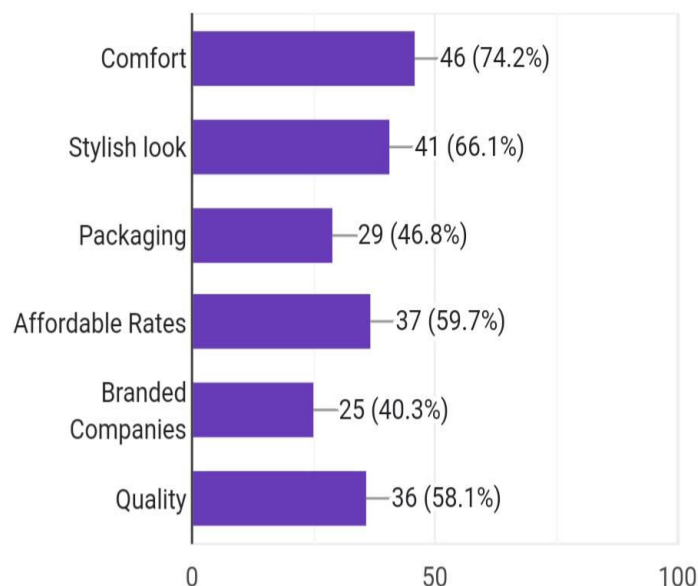
This research was conducted via an online survey sent out to college students, in order to assess their views regarding the growth and sustainability of audio and wearable products. Of the 62 respondents, 37.1% were female and 62.9% were male. In addition to primary data, this research paper also includes some secondary data from the official site, in order to make it as useful and realistic as possible when accessing the growth of these products.

Data Interpretation

The main aim of these findings is to study the growth of audio and wearable product.

Q.1 Things that attract while purchasing an Audio and Wearable Product?

62 responses

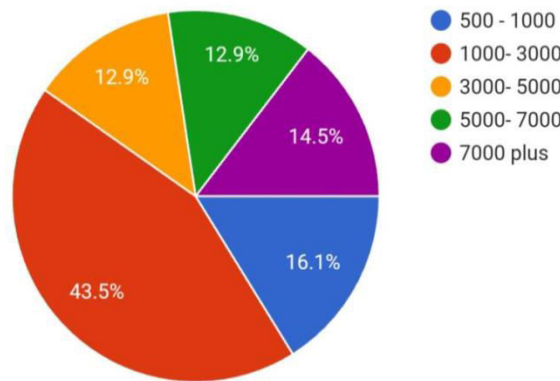


When respondents were asked about the things that attracts while purchasing an audio and wearable product these were the responses recorded 74.2 % respondents chose comfort 66.1 %

chose Stylish look 59.7% chose affordable rates 58.1 % chose Quality 46.8% chose packaging and 40.3% respondents chose Branded companies this shows that high percentage respondents chose comfort and stylish look.

Q.2 what is your approximate Price range spent on audio & wearable product?

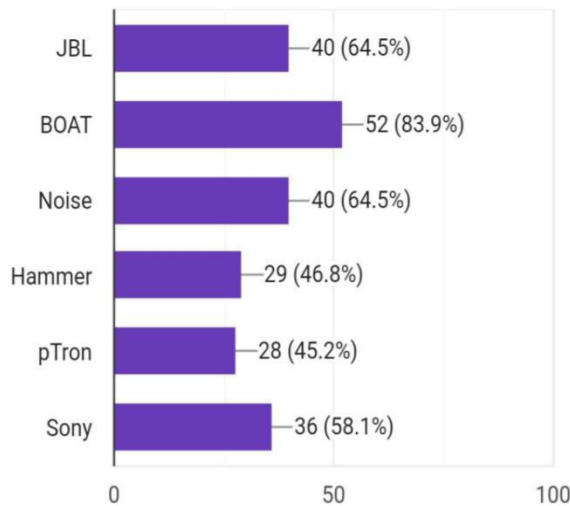
62 responses



When the respondents were asked to choose their approximate price range spent 43.5% respondents chose the range between 1000-3000 rupees, 16.1% chose 500-1000, 14.5% chose 7000 plus 12.9% respondents chose both 3000-5000 and 5000-7000 price range. From this we can interpret that most respondents chose the price range of 1000-3000 rupees.

Q.3 which of the Companies from the Below Listed Names Were you Aware?

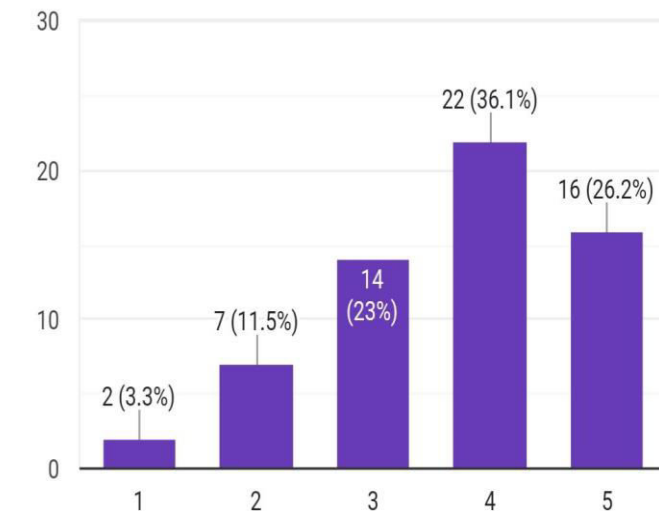
62 responses



Most percentage of the respondents were aware of the company BoAT comparatively to the other competitors.

Q.4 Boat has Partnered with an Authorized E Waste Recycler, Namo E Waste Management Ltd for E waste Collection. How would you Rate this Initiative?

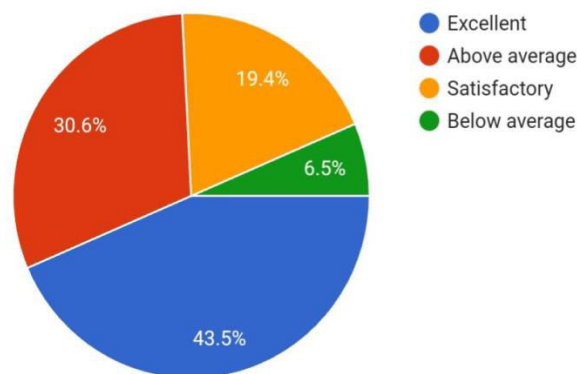
61 responses



Respondents were asked to rate the initiative of BoATs e waste management collaboration and on the scale of 5 most of the respondents rated this initiative as 4 with 36.1% and rated it as 5 by 26.2% respondents only 3.3% were totally disappointed with this initiative.

Q.5 How Much you Rate boat Products?

62 responses



Most respondents were rated the products of BoAT as an excellent very few were not happy with there products and rated them as below average.

CONCLUSION

The objective of the study is to point out how wearable technologies will be a milestone both for daily life of people and the way of doing businesses of the companies.

Portability is the most valuable aspect of the best features; being able to take your device with you on-the-go without any hassle. Smartwatches and fitness bands have become quite popular, and serve an important purpose: tracking calories, step count, heart rate, and even oxygen levels for pro wearers. This feature allows fitness enthusiasts to monitor their activity and stay motivated. Smart technology has evolved from smartphones to wearables and becoming increasingly diverse. The 'hands-free' factor is a major differentiator from bulky gadgets - whatever the future brings, there's no doubt it will be exciting!

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STUDY ON SUSTAINABLE PRACTICES IN REAL ESTATE SECTOR

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ABSTRACT

The research is to determine how real estate as a sector is willing to shift to eco-friendly construction materials as the real estate industry currently contributes to almost 40% of global greenhouse gas emissions: 28% from operational emissions (i.e. energy needed to heat, cool, and power buildings) and 11% are generated from materials and construction. And the main problem here is the real estate developers are benefitting nothing but high initial operational costs which prevents them from shifting to sustainable construction materials. Some measures and products are also mentioned in the research paper which can be used as substitute or can be sourced in their particular required manner. This research paper shows the need and availability of sustainable resources for real estate sector and challenges faced by them.

Keywords: - Real estate, sustainability, sustainable construction materials.

INTRODUCTION

Sustainable investment is about the responsibility and potential the real estate industry holds to reach climate and environmental sustainability targets. In a rapidly urbanizing world, the real estate industry lies at the center of an unprecedented level of growth and activity.

In the context of building and operating real estate, investors, occupiers, cities, as well as governments, may and must play a crucial role in achieving a decrease in greenhouse gases.

According to the World Economic Forum's paper, "Environmental Sustainability Principles for the Real Estate Industry," the building industry accounts for 20% of global greenhouse gas emissions, 40% of raw material use, and over 40% of yearly energy use worldwide.

STATEMENT OF PROBLEM

The causal chain between the effects of cost-spending on sustainability investments and the resultant effects and benefits tends to be diffuse, but several data points and case studies illustrate key and pivotal trends and suggest the factors that will play increasingly weighted roles in long-term costs and values.

When short amortization periods and strong yield expectations are in focus, perhaps greater building beginning costs are particularly problematic.

In the medium and long term, investments in sustainability traits are anticipated to "pay off".

Owners and investors may not see sustainability costs as being symmetrical with the energy savings they produce. The reduction in operational costs that results from energy-saving measures often happens over time and mostly helps tenants, although they do involve considerable one-time capital expenditures to be borne by owners and investors.

LITERATURE REVIEW

Recent IPCC reports have already confirmed that extreme, catastrophic weather conditions due to our changing climate (i.e. storms, floods, fires, extreme heat, and other risks!) are going to happen way sooner than you'd expect, which also means rapidly increasing physical threats for the real estate industry!

Interest in sustainability has also been rapidly increasing among investors, owners, and tenants. Investors, policymakers, and the public are also increasingly calling for changes to be made in real estate companies' business models.

Upcoming legislations such as the EU taxonomy and the SFDR will contribute to increasing demands for transparency in non-financial reporting and higher levels of accountability, on top of proposals for mandatory non-financial due diligences. Besides, who's to say that there won't be any more legislation coming up? As we like to say, just because you don't know what you don't know doesn't mean it won't hurt when it hits you: planning ahead and staying ahead of the game (i.e. the eventual influx of additional reporting legislation in the future) can only be rewarding. Fast, fitting and data-driven actions today = clear advantages tomorrow.

There are several green substitutes now available in market for concrete such as ashcrete, hempcrete, recycled plastic, etc. Also reclaimed wood can be used, then recycled steel there are many ways in which real estate projects can be built sustainably

OBJECTIVES

- To study the current situation of Real estate sector in India.
- To find what all sustainable substitutes are available for construction material.
- To analyze people's perception on sustainable real estate projects.

RESEARCH METHODOLOGY

Research Methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic.

Investigation through Questionnaire: The research is conducted form. 25 respondents make up the research's sample size, which was selected using practical sample approaches. Investigation is conducted through Questionnaire. 95% of the respondents in the study were from Mumbai as a whole.

Data Collection

Data collection refers to gathering information or data from various sources. Primary data and secondary data are two types of data that are explained here.

Collection of Primary Data

25 active respondents provided the first information needed for the study, which was collected. Data was gathered using a Google Forms-created questionnaire. Different age groups of respondents made up the sample.

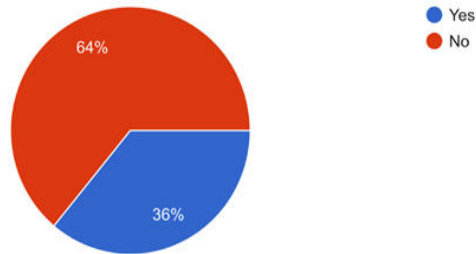
Collection of Secondary Data

Journals, newspapers, and online publications were the primary sources from which the researcher gathered secondary data for the study.

Data Analysis and Findings

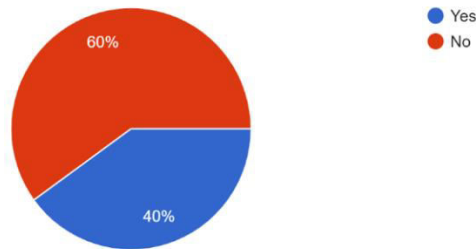
Have you recently bought any property?

25 responses



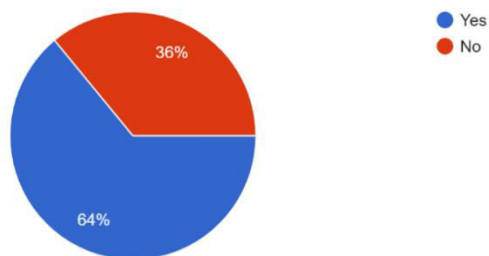
If yes, have you checked which construction materials are used?

25 responses



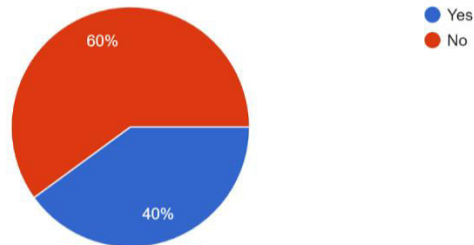
If no, will you check which construction materials are used if you buy in future?

25 responses



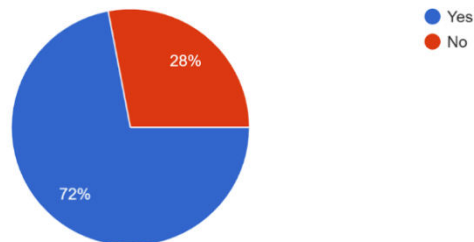
Have you heard about ashcrete, hempcrete or any green substitute of concrete?

25 responses



Are you willing to pay a little premium for property if the construction materials used are ecofriendly and expensive ?

25 responses



RECOMMENDATIONS

- In chart 1, when asked about have any one bought recently any property, majority answers were no.
- In chart 2, when later asked while buying did they check which construction materials were used majority said no which should get changed as more people should become aware and be responsible now due to climate change.
- After when asked in future if they buy any property will they ask about materials used 64% respondents said yes which is good but more respondents should say yes due to current state.
- In chart 4, when asked about ash Crete or hemp Crete only 40% respondents were aware about them or about any ecofriendly substitute so that's bad as more and more people should start being aware about all the ecofriendly substitutes.
- In chart 5, 72% respondents were willing to pay a premium if the construction materials used were ecofriendly and expensive which is good but this number should increase to at least 90% in coming two to three years.
- More and more awareness should be spread around sustainable practices in real estate and government should start incentivizing the companies practicing sustainable practices this will motivate companies to shift to sustainable substitutes. And mainly consumers should shift to sustainable projects and what consumers will demand they will get served.

CONCLUSION

As per the research it can be concluded that Real Estate is an unavoidable future, because of the pollution and its contribution to greenhouse gas emission. However, yet lot of advancement is

required to make a real estate sector more eco-friendly. But it will take long time, because adoption of sustainable real estate project in world is very low. Economies of scale and incentives by government are few ways. Only when sustainable real estate projects are better and at price parity with regular projects, then only it's possible for world to shift into 100% sustainable real estate projects.

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A STUDY ON SUSTAINABILITY AND GREEN MARKETING: NEED OF 21ST CENTURY

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ABSTRACT

Due to its rapid growth, one of the key businesses that has drawn numerous players is bagasse and renewable plant fibres. This study is being conducted to recognise the ecological footprint of Pappco Greenware Company and to better understand how the company contributes to sustainability.

In the market for sugarcane bagasse, Pappco Greenware is one of the top businesses.

Anil, Aadesh, and Abhishek Agarwal founded it after deciding to look for alternatives to paper and single-use plastic products. Pappco Greenware is a brand-new collection of 100% biodegradable products that emphasises “doing good” both to other people and to the environment. In a backyard garden or on an industrial location, the raw materials disintegrate relatively quickly. The study can serve the purpose of sustainability in green consumerism market helping the consumer draw the lines effectively between the terms harmful and effective in case of personal products. The study was able to discover the diverse opinions of consumers regarding a new term in market which can be highly taken into note for further discussion for anon polluted and better health of living beings.

Keywords: Sustainability, green marketing, organic, biodegradable, environment conscious

INTRODUCTION

Bagasse, sugarcane and bamboo waste are produced, marketed and sold online by Pappco greenware. pappco greenware also produces paper straw which are made up of sustainability by wmphasing the quality and safety as a company. pappco green ware currently has 200 food and beverage clients. Who are currently working on reducing plastic making or using in the society.

Pappco is currently running a massive campaign called one less piece of plastic which was a spectacular success in their business. In terms of green marketing, India is a sizable and expanding market that is expanding in all areas – the categories people are starting to use, the variety of options available, the operating price prices and so on .Pappco greenware markets to consumers in all age and income demographics. Despite the abundance of brands in biodegradable industry, Anil says that we offer a range of 150 products across different countries and nations .we are a service ware range that includes glasses, plates, bowls that are made up of natural fibres such as sugarcane, wheat, straw and bamboo.Started in 2011 to provide a viable alternative to plastic cutlery in India, PAPPCO uses sugarcane, bamboo and wheat straw to manufacture its disposables. “Our core value is that we produce disposable cutlery, which comes from plants, not plastic,” says Abhishek. “Also, the parts of sugarcane and bamboo that we use are by-products; these crops renew within a year.”

The current environmental issues and problems are the main reasons for customer to seek for green and natural products which is less harmful to environmental and to the society and this is the best era to expand your business.

LITERATURE REVIEW

Sara and Madhumitha (2013) reviewed the idea of sustainability, green marketing, traditional marketing, and the different approaches used by businesses to make their operations more environmentally friendly. This article wraps up how different strategies were implemented by chosen corporations for green marketing in India and internationally to support the green revolution.

Sharma M (2015) looked into the necessity, value, and challenges of green marketing as well as the initiatives made by several Indian businesses. This study primarily focuses on the numerous instances of green initiatives implemented by various commercial organisations in an effort to adopt a more environmentally friendly mindset. However, due to a variety of factors, including rising production costs and decreased profits, many businesses continue to be reluctant to utilise green marketing strategies. Businesses need to be aware of the growth of green marketing and sustainability.

OBJECTIVE

- To learn the rationale for Pappco products transition to sustainability and adoption of sustainable practises.
- To research Pappco participation in contributing their profits to lessening the effects of humans on the environment.
- To investigate sustainable adoption strategies and how Pappco may draw customers by doing so.
- To determine if Pappco gains competitive advantage
- To explore the recent initiatives taken by Pappco greenware

RESEARCH METHODOLOGY

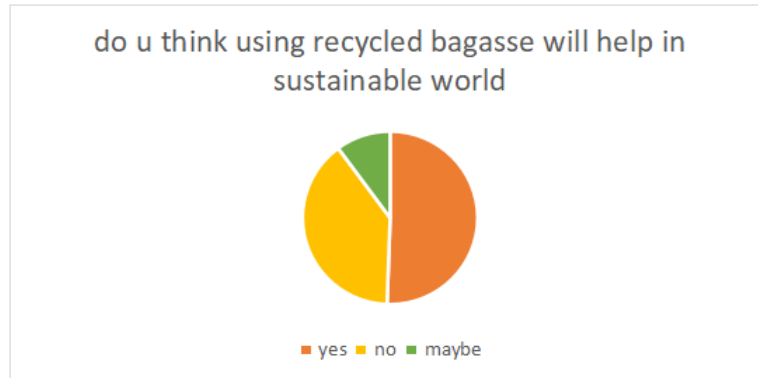
To ascertain the amount of knowledge about, bagasse products among Indian consumers. a basic, primary study was conducted. In order to gather replies from a large number of people and improve the study, a structured, closed questionnaire was distributed over social media sites. In order to provide participants with security, the online questionnaires for this study paper might only take up to 5 minutes to complete. The questions changed from broad, respondent profiling inquiries like age, gender, etc. to more focused inquiries used to gauge their understanding of the current market, research their behaviour in relation to eco-friendly products, and gauge their opinions of the sustainable business practises of the Pappco brand. Because it is quicker, this approach was quicker. Questions were formulated in an unambiguous and straightforward manner and an effort was made to draft relevant questions and present it in a logical order

Data from various credible sources such as newspapers, published records, websites, journals and other articles were made use of during the course of this study.

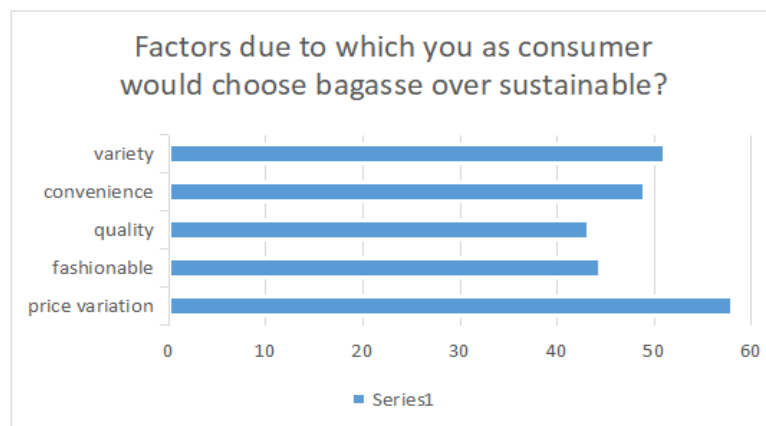
DATA ANALYSIS AND FINDINGS

The primary data for this study was collected using the survey method through a closed-ended structured questionnaire. The first section was the demographic profile section, wherein personal information of the respondents such as age and gender had been collected. The remaining three sections has been allocated for the research purpose

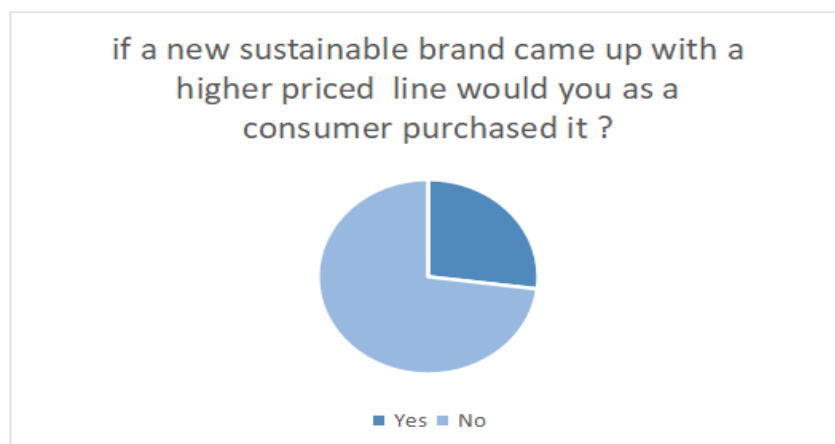
57.1% of the respondents were female forming the majority of the sample. However, the male respondents were also close to the female sample reaching 42.9% . This means an equal presentation of two samples is maintained throughout the study. 1) According to 85 people, 56per of the total respondents thinks recycled bagasse buys are useful in future while remaining people think it’s not a good choice



Out of 85 people, 45 per think trend is the main factor that influences people to choose bagasse products where as 39 per of people think price is the secondary factor



There are many factors that consumers choose while choosing sustainable bagasse e variety, convenience, quality, fashionable and price variation. But the highest number support is gone to price variation people. Are price sensitive towards spending in bagasse products.



With the help of this questionnaire, we found that people are sceptical towards sustainable products because of high price. Even if it is beneficial to society and environment they will think twice to buy it.

RECOMMENDATION

The research studies the perspective of Pappco greenware company on adopting sustainable in the bagasse market. They contribute a part of their sales to an international non – governmental organization WWF (world wide fund) to reduce the human impact on the environment.

Pappco greenware should acquire more of marketing strategies in order to advertise their brand to their final consumers.

CONCLUSION

The purpose of this study was to ascertain the degree to which the typical Indian consumer is aware of Pappco greenware efforts to be environmentally friendly in their line of business. According to the study's findings, consumers continue to support cruel and immoral businesses by making purchases from them. A portion of Pappco annual profits are contributed to the 1% for the Planet campaign. Another element that fits with the brand's ideology is transparency in the sense of "no false bottom." They reject the use of extraneous packaging that serves no purpose other than to make the product appear more attractive than it actually is. Pappco greenware is the exact opposite of how dangerous and toxic it sounds. And the restaurants are applying recycling waste. Biodegradable cutlery is the perfect fit for this company

Individual consumers too have liked this product. People are using this biodegradable item at festivals and in other occasion." Last year we provided cutlery for a zero-waste wedding to this we got a positive response by customer by this way people are contributing to a greener planet in their own small ways and we are glad these things happened due to us and we were part of this

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GENERATION Z ON SUSTAINABLE FASHION AND ITS AWARENESS

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ABSTRACT

Sustainable fashion is a new movement in the fashion industry, preventing textile waste and environmental degradation while improving the ethical treatment of workers. There is still room for the development of sustainable fashion and more socially and environmentally conscious production and marketing practices. As Generation Z will soon become the world's largest consumer group, and most are interested in achieving a sustainable lifestyle. Generation Z will soon be a powerful consumer of fashion, empowered to effect positive change in societies around the world. Changes in purchasing decisions and perhaps the current face of the fashion industry. It helps in empowering Brand transparency and helps consumers to act more ethically than ever before. The fashion industry has great socio-economic value because it is integral to both everyday clothing and identity formation. It is based on mass production and rapidly changing consumption models that impact the environment.

Keywords: Sustainable Fashion, Gen Z, Consumer Attitudes & Behaviour, Fashion Industry, Sustainability

INTRODUCTION

Fashion is seen and growing as a crucial part of shaping temperament |a human somebody's personality so that they area unit a lot of drawn to property fashion. Fashion, particularly quick vogue, Discussion of the continued climate crisis. created by a speedy vogue covering Company, Low-quality covering is created from unsustainable materials during a low-quality international location undoubtedly unethical observation property fashion is that the biggest concern of the new Generations area unit is usually sorted and marked by varied factors. varied social issues they face. Generation Z (Gen Z) is outlined because the 1st world generation was born digital and hooked into technology. The cohort consists of individuals born between 1995-2010.

The Confidences of info z contains a massive presence on social media platforms wherever individual's area unit. Further, by providing social identities, patterns, and personalities through visible content, be inspired by the visible content of various individuals. additionally, to a social image, personal endorsement, awareness with specific social teams, and execution as a full manner of expressive style.

Interest in property lifestyles and property fashion involves tangible and intangible variables within the product lifecycle. It addresses problems associated with consumption practices, disposal channels, info pools, labor practices, material sourcing, rating policy, product style, employment, and more. we tend to use tools like circular economy, policy, education initiatives, multi-stakeholder collaboration, and products we tend to use style and produce sensible textiles, and a lot to beat these challenges. It's the new patterns that encourage customers to shop for new garments a lot of usually however have a terrible impact on customers' weather and atmosphere info z can before long become the world's largest client cluster and these area units their issues.

REVIEW OF LITERATURE

Fanny Berthem & Madeleine Mahrs (2022) in the research paper titled Sustainable Fashion - A Generation Z Perspective. The research was conducted to study consumer attitudes and behavior

toward purchasing sustainable fashion products in the Swedish market. They aimed to study people over the age of 18 in Sweden that belong to generational cohort Z.

Nilanjana Bairagia , Sowndarya Acharyab (2022) in the research paper titled Sustainability in the Fashion Industry: Current Practices and Challenges in India published International Journal of Research Publication and Reviews, Vol 3, no 2, pp 1227-1236, February 2022. Journal homepage: www.ijrpr.com ISSN 2582-7421.

OBJECTIVES OF THE STUDY

To study (Gen z) consumer attitudes toward purchasing sustainable fashion products. To the awareness of sustainable fashion among the customers.

RESEARCH METHODOLOGY

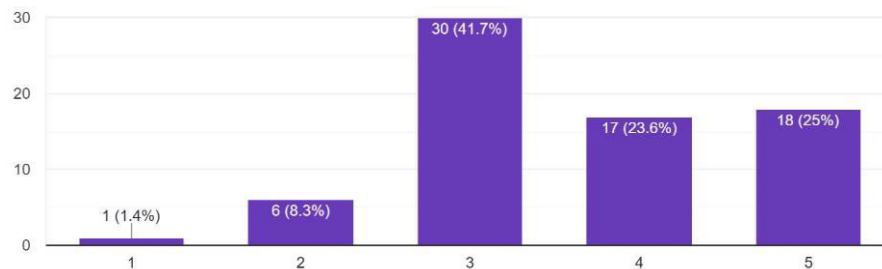
The universe of the study is students of different colleges and using a simple random sample technique. The information has been collected from both primary and secondary sources. Primary sources - The main sources of collection of data are primary sources. Data is collected with the help of a survey built with Google form which was sent to university students. The survey consisted of statements designed to determine the respondent's name, age, etc. The questions were answered by choosing predetermined responses. The questions were related to their views and attitude of Genz toward sustainable fashion. These questions were answered by choosing the yes or no response. Data analysis of the survey questions will reveal the percentages of the respondents that participated.

Secondary sources - The other data for research have been collected from secondary sources such as related websites, articles, etc.

DATA ANALYSIS

To what extent are you concerned about sustainability and environmental issues in connection to fashion products?

72 responses



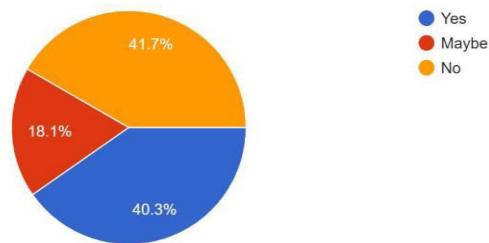
If you wanted to purchase a sustainable fashion product, could you tell me what factors would make that difficult or easy for you?

72 responses



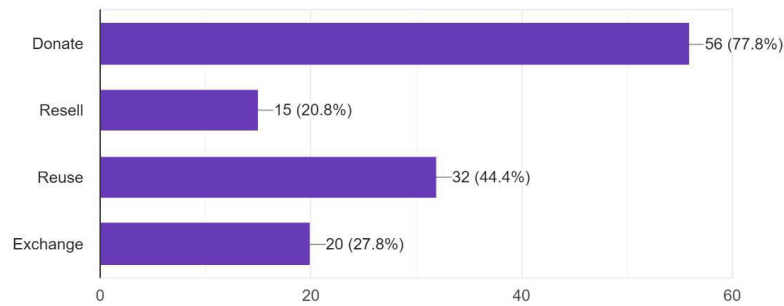
Have you ever brought thrifted or second hand products ??

72 responses



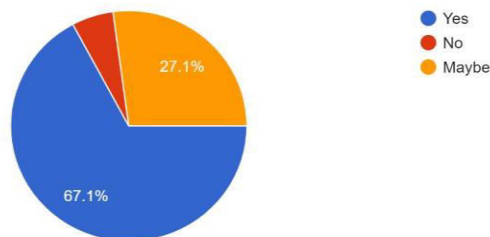
What do you do with your old/unused products ??

72 responses



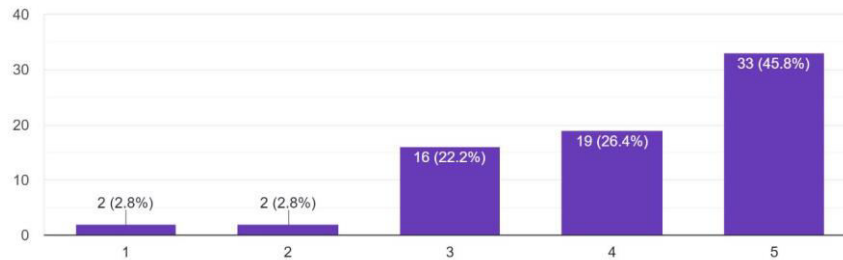
Does trust in a brand's sustainability make you more likely to purchase from that brand?

70 responses



Exchange old product should a policy of ever brand??

72 responses



Imagine that you want to purchase a t-shirt; at your regular store you find one fast fashion (non-recyclable) t-shirt of your liking for 100 rup...terial for 300 rupees . Which one do you purchase??

72 responses



FINDINGS

Most gen z is concerned about sustainable fashion products. They donate, reuse or resell their old/used clothes. They are also open to exchange policies such as used clothes for new clothes or discounts in return for used clothes which make a brand sustainable and also helps the brands or the company to gain the trust of their customer. The last situational question is where the majority of respondents are ready to pay a little higher for sustainable products compared to unsustainable products. This was the interpretation of the primary data from the google form survey.

RECOMMENDATIONS

Making a sustainable choice should benefit more people and help shift consumer perceptions so that they make the proper choices when buying sustainable clothing. To increase the sustainability of their fashion purchases.

As gen z is the target customer of every brand. There should be more awareness of sustainable fashion also thrift shopping and exchanges policy for used clothes.

However, in the decision process, factors such as price and quality are important and influence purchasing decisions; price can even be considered as the biggest obstacle discouraging consumers from buying sustainably durable high-priced products are likely to be rejected by Gen Z instead of cheaper but has the intention and attitude to interact with Sustainable fashion brands.

Responses from the survey that's are Sustainable fashion should be made more accessible and affordable. A lot of information is not available about it, hence making it difficult to buy so promotion is important.

Sustainable products should cost the same as average products so people will be willing to buy it. It's very important to give back to the environment by using sustainable products.

Fashion plays a vital role in our lives though I would suggest that people belonging from fashion industries should also take care of the environment their job is to not just beautify clothes but their surroundings as well.

CONCLUSION

Fashion is a major tool for self-expression within Gen Z, and the behaviour is often influenced by social image. The responsibility of showing sustainable consumer behaviour should, therefore, not be on an individual level, and to close the gap between how the cohort consumes today and how they wish they would consume, the biggest changes need to be made by the companies and brands producing, marketing and selling fashion which also includes exchange policy of old/used clothes and creating awareness and encouraging thrift shopping in India. The unison attitude among Gen Z towards purchasing sustainable fashion products is positive. The awareness that has been created during their upbringing and from social environments such as school and social media has had a big influence on the cohort's attitude towards sustainability in general, as well as sustainability in terms of fashion. Social settings and subjective norms also have an influence on the generation, which values the opinion of others' Zs are not to a large extent purchasing sustainable fashion products. As presented in the findings and as supported by existing literature, the accumulated value from factors such as price, style, and availability is often higher than the sole value of an item's sustainability factor; Gen Z does not express a high enough concern for the unsustainable consequences of consuming fast fashion to turn their positive attitude towards sustainable fashion into sustainable consumer behaviour.

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Aniket Swaraj is an Industry Professional and Academician with 15+ years of experience.

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He received Best Research Paper award in an International Conference for his research paper titled 'Digital Amnesia'. he has published 30+ research papers, including works in ABDC and UGC CARE listed journals of High repute. he has been invited as a guest speaker for POSH and Labour reforms in various workshops and conferences. He has trained various companies across different sectors such as IT, manufacturing, and educational institutions. He specializes in POSH training which includes awareness training, capacity building and audit & reporting.



Fleur Fernandes is an Academician and Researcher with 10 years of experience in Academics, and 2+ years as Industry and Company Research Analyst at Centre for Monitoring Indian Economy (CMIE). She is currently employed as an Assistant Professor and Research Scholar at SIES College of Commerce and Economics (Autonomous), Sion, Mumbai. She is an approved faculty for Master of Management Studies under University of Mumbai, Maharashtra. Her qualifications include Master of Management Studies (Finance), B.Com. (Banking and Insurance), NET-JRF and SET.

Her areas of teaching and research include Corporate Finance, Financial Markets, International Finance, Financial Services, Wealth Management, Entrepreneurship, Business Environment, Sustainability, Internships and Employability.

She received three Best Research Paper honours. She has published 24 research papers, including works in ABDC and UGC CARE. She was awarded Minor Research Project grant of Rs.27,000 by University of Mumbai for the topic. "A study of effectiveness of Internships in enhancing employability of Commerce and Management students of University of Mumbai". She also won CIMA Campus Culture Excellence Award 2022 - Global Bronze by AICPA & CIMA. She has been invited as a guest speaker for various seminars. She can be reached at dsouzaflour@gmail.com. ORCID ID: 0000-0002-3100-8211



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