



# **Green Marketing, a Study of Startups Focusing on Production through Biodegradable Waste**

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## **ABSTRACT**

This report delves into the realm of green marketing, focusing on startups that prioritize production processes utilizing biodegradable waste. In recent years, environmental concerns have escalated, prompting a shift towards sustainable practices across industries.

Startups, renowned for their innovative approaches, are increasingly leveraging biodegradable waste as a primary resource for production, aligning with consumer demands for eco-friendly products.

The objectives of this study encompass a comprehensive analysis of these startups' initiatives within the green marketing landscape.

Key areas of exploration include assessing the environmental impact, analyzing market dynamics, fostering product innovation, strategizing brand positioning, optimizing supply chains, educating consumers, ensuring regulatory compliance, and measuring impact.

Through this multifaceted investigation, insights are gleaned into the strategies, challenges, and opportunities inherent in green marketing for startups focusing on biodegradable waste production.

By elucidating these facets, this report aims to inform stakeholders, policymakers, and industry players about the significance of sustainable practices in fostering a greener, more resilient future.

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## **1. INTRODUCTION**

Squander reusing has turned into a worldwide issue. New means have proactively been embraced regardless should be embraced to get additional worth from assets that have been taken from nature.

Expanding material reusing makes positive ecological impacts. It diminishes discharges and increments manageability in natural substance use. The waste administration ordered progression is the core value in most waste administration approaches.

It lays out a request for inclination for activity to lessen and oversee squanders where reusing is a key component.

Likewise, reusing focuses for various bundling materials and family squander have been set all over the planet. Recuperated squander is perhaps of the best overseen optional material, flaunting high recuperation and reusing rates all over the planet.

Recuperated squander is both an in fact and ecologically sound unrefined substance and a significant worldwide exchange ware. Internationally, recuperated squander is the main unrefined substance for the paper and board industry by volume.

Domestic (homegrown) waste is one of the main parts of city squander. Homegrown squanders incorporate food squander, paper, glass, metals, plastics, materials and so on.

An enormous piece of homegrown squanders forms of plant and creature waste, for example, vegetables, natural product strip, bone and meat waste, and chicken and fish squander, which are considered as wet squanders.

Paper and cardboard, squander papers, books, journals, and wrapping paper likewise make up one more enormous part of the squanders. Plastics, expendable dishes, toys, metal and glass jars are one more piece of homegrown squander.

Agricultural (agrarian) waste alludes to squander delivered from rural tasks, including waste from ranches, poultry houses, and slaughterhouses.

As well as being possibly harmful to the climate, farming waste might open laborers to hurtful organic material (biohazards). Putting away farming waste can increase the dangers related to it since put away waste can deliver harmful gases.

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## 2. OBJECTIVE

1. To evaluate the feasibility and effectiveness of biomass briquettes.
2. To understand the reason for ban of use of single use plastic and its objectives.
3. To analyse the performance characteristics of various biodegradable plastic.
4. To know about a few startups

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## 3. LITERATURE REVIEW

The field of green marketing has experienced a significant rise in startups dedicated to sustainability through innovative production methods using biodegradable waste.

These startups are leading transformative change by redefining traditional manufacturing practices, rooted in the ethos of sustainability.

By utilizing biodegradable waste as a renewable resource, they not only reduce environmental impact but also tap into growing consumer preferences for eco-conscious products.

This symbiotic relationship between sustainability and innovation highlights the crucial role startups play in driving positive ecological outcomes while meeting consumer demand for ethically sourced goods.

Despite facing challenges like regulatory compliance and supply chain optimization, startups focusing on biodegradable waste showcase the transformative potential of green marketing, paving the way towards a more sustainable and resilient future.

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## 4. RESEARCH METHODOLOGY

This study employs a comprehensive mixed-methods research approach to examine startups focusing on production through biodegradable waste in the realm of green marketing.

Qualitative data collection involves semi-structured interviews with startup founders, industry experts, and environmental advocates to understand motivations, challenges, and strategies.

Complementing this, quantitative data from surveys distributed to consumers gauges awareness, attitudes, and purchasing behaviors regarding products derived from biodegradable waste.

The sampling strategy includes purposive sampling for startups based on predetermined criteria and convenience sampling for consumer surveys.

Data analysis combines thematic analysis for qualitative data and descriptive and inferential statistical analysis for quantitative data.

Despite potential limitations like sample bias and scope constraints, the study aims to provide empirically grounded insights to inform stakeholders about sustainable business practices and consumer behaviors in the dynamic landscape of green marketing.

Regarding waste reduction strategies, the report emphasizes the importance of reducing, reusing, and recycling to mitigate environmental impact.

Examples include cutting food and garden waste to extend landfill lifespans, and using reusable containers to reduce single-use plastics.

In summary, the study explores startups utilizing biodegradable waste in green marketing, while also highlighting effective waste reduction strategies to promote environmental sustainability and potentially foster sustainable business development.

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## 5. ANALYSIS OF OBJECTIVE

### 5.1 BIOMASS BRIQUETTES

Biomass briquettes offer a sustainable alternative to traditional fuel sources by utilizing agricultural and forestry waste.

They reduce environmental impact, emit fewer greenhouse gases, and mitigate deforestation.

With high energy content and efficient combustion, they provide economically viable heating and cooking options, particularly in rural areas.

Their production and distribution create income opportunities for local communities, and their carbon-neutral nature contributes to waste reduction and environmental sustainability.

Overall, biomass briquettes have the potential to foster a more sustainable and equitable energy landscape.

### **5.2 BAN ON SINGLE USE PLASTIC**

The ban on single-use plastics in India reflects a proactive approach to addressing pressing environmental concerns and promoting sustainable development.

By targeting items like plastic bags, straws, and cutlery, the ban aims to reduce plastic pollution in ecosystems, wildlife habitats, and water bodies.

Central to its objectives is the promotion of sustainable alternatives such as reusable products and biodegradable materials, fostering innovation in materials and product design.

However, successful implementation faces challenges like enforcement, public awareness, and stakeholder collaboration.

Despite these challenges, the ban represents a significant opportunity to drive positive change and build a more sustainable future, setting an example for other nations to follow.

Continued efforts in enforcement, education, and collaboration are crucial for realizing the ban's potential impact on the environment and the well-being of citizens.

### **5.3 BIO-DEGRADABLE PLASTIC**

Biodegradable plastics are designed to break down when exposed to microorganisms and are often made from natural byproducts, such as plants like bamboo or sugarcane.

To be considered biodegradable, these plastics must meet specific criteria outlined by standards like the European EN 13432, including minimum degradation rates and toxicity levels.

Three companies exemplify sustainability in their products and marketing strategies:

- Replenish offers eco-friendly cleaning products with a reusable bottle system, reducing plastic waste and promoting sustainability throughout its lifecycle.
- Allbirds prioritizes sustainability in footwear production, focusing on materials with lower environmental impact and ethical manufacturing practices, appealing to consumers who value sustainability and quality.
- Thinx promotes reusable underwear to reduce the environmental impact of disposable menstrual products and advocates for menstrual equity, resonating with consumers who value inclusivity and social impact.

These companies demonstrate the growing trend of businesses integrating sustainability into their products and marketing strategies, appealing to eco-conscious consumers and contributing to positive environmental and social impacts.

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## **6. CONCLUSION**

Reusing offers numerous benefits for businesses, ranging from cost savings to environmental preservation.

By implementing a recycling program, businesses can save money on waste collection and disposal, generate additional revenue from recycled materials, attract and retain employees who value sustainability, foster a sense of community among staff members, and contribute to climate protection efforts.

Overall, recycling is not only beneficial for the planet but also for the bottom line of businesses, making it a valuable investment in both environmental and economic sustainability.