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## STUDY ON FOOD WASTE MANAGEMENT

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### ABSTRACT :

Food waste is one of the major challenges in India that possesses various challenges and opportunities for investigation. This issue remains unsolved, even though effective waste management systems are able to balance both environmental and social issues. For instance, food waste has a heavy toll on the ecosystem as it adds a considerable amount of greenhouse gases, especially if it is not disposed of properly. This study addresses some of the creative ways of managing food waste by transforming it into organic fertilizers, biogas, and other biodegradable materials, which in turn can mitigate pollution and strengthen local economies.

Moreover, the research pays attention to food waste as one of the sanitation problems in India. The lack of adequate sanitation infrastructure, combined with inefficient waste management systems, leads to the further spread of diseases and pollution. By managing food waste properly, as well as educating people about sanitation, this study wishes to help foster healthier people and cleaner surroundings. These issues point to the growing necessity for active policy measures and civic responsibility to address the food waste problem in India.

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**Keywords:** Food Waste, Sanitation, Cleaning Solution, Cleaning Products, Food Waste Management, Ethanol, Sustainability, Organic Cleaners

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### INTRODUCTION :

#### *Food wastage in India*

India, being a world-class food producer, is also affected by appalling food wastage. According to estimates published by the Ministry of Food Processing Industries, approximately 40% of annually produced food gets wasted and sums up to close to INR 92,000 crores (USD 12.5 billion). This is the complete opposite of the country's food insecurity, in which 194 million are undernourished and 190 million experience hunger on a daily basis. That food insecurity still exists in such a wasteful situation suggests inefficiencies in the production and supply chains for food need to be addressed.

Food waste in India is at different levels, that is, from production and post-harvest and at the consumption stage. The causes vary from inadequate storage facilities, lack of transportation, improper supply chain management, and attitudes on the part of consumers. Different programs were started by the Indian government to minimize food loss, but because of the complexities of the problem involved and the scale and scope of agriculture in the country, it has been difficult to bring about significant changes.

#### *Food Insecurity*

Food insecurity is a priority in India despite it having such tremendous food production potential. India ranks '107 among 121 nations in the Global Hunger Index', which is proof of the reality that millions of Indians are starving and malnourished. This ranking is a stark contrast to India being a big producer of agricultural products. It refers to the inefficiencies of India's food distribution system and the structural changes that are required.

The coincidence of hunger alongside food wastage in India bespeaks deeper structural problems. Poor transport links, lack of a robust system of food delivery, and insufficiency in support to the small farmers contribute to inefficiency that makes tens of millions insecure about their next meal. Such wastage, which otherwise might have benefited at-risk groups, is an area that requires critical attention by government and industry alike.

#### *Urbanization and Food Buying Behaviour*

Food buying behaviour has been altered very significantly due to urbanization. With the increase in cities and the growth in the middle class, food purchase, storage, and disposal behaviour has transformed enormously. Though food consumption of many varieties is easy with urbanization, food wastage has increased. In urban centres, the ease of use of fast food, the temptation of supermarket offers, and the evolving lifestyles have all contributed to a culture where food is being discarded more and more, even as millions continue to starve.

In Indian cities, food wastage occurs primarily because of excess consumption and excess culture. Supermarkets, eating houses, and fast foods are now part of city life with the facility to access food in bulk quantities higher than the customary usage.

### ***Sanitation and Public Health***

Sanitation remains a chronic issue in India, having a direct impact on the country's public health as well as its other social issues like food insecurity. While progress has been significant through national missions like Swachh Bharat Mission, rural and urban India still grapples with inadequate sanitation facilities. Poor sanitary conditions lead to diseases, which in turn impact food safety and nutrition. Earlier, Indian homes had been using nature-based, eco-friendly processes to keep themselves clean. Plant material like neem, turmeric, ash, and even cow dung had been used for daily cleaning purposes. Ash from firewood, employed in villages, was a natural detergent. All these approaches were not only eco-friendly but also highly successful in bringing about health and hygiene without the negative environmental effect of present-day chemical cleaning products.

### ***Ethanol Based Cleaning Products***

**The process includes several key stages:**

1. **Collection:** Food waste is gathered and sorted. Segregation ensures that organic matter suitable for ethanol production is separated from other waste types.
2. **Hydrolysis:** The complex organic compounds in the food waste are broken down into simpler compounds. It is critical step for converting the waste into ethanol.
3. **Crude Enzyme Cocktail:** Fungal waste is introduced to create enzymes, which act as catalysts in the fermentation process.
4. **Hydrolysate Formation:** The food waste and enzymes are mixed to produce a hydrolysate—a liquid mixture that contains the sugars necessary for ethanol production.
5. **Ethanol Production:** The hydrolysate undergoes fermentation to produce ethanol. The ethanol is purified and combined with other ingredients to form the final cleaning product.
6. Typically, the final solution consists of 70% ethanol and 30% other ingredients, such as water, essential oils, or fragrances, depending on the intended use.
7. **Packaging:** The ethanol-based cleaner is packaged into various forms—such as sprays, disinfectants, or floor cleaners—tailored to different cleaning applications. The product is then ready for distribution and use.

### ***Transition to Chemical Cleaners***

Chemical cleaners contain ammonia, phthalates, parabens, and fragrances and are household materials today used to clean surfaces, disinfect toilets, and personal care in general. The grime and germs are cleaned thoroughly with the degreasers immediately, but they are unpleasant things to use in mind of the long-term damage they could do to your body. Prolonged usage of such chemicals by cleaners has also been associated with numerous diseases ranging from respiratory conditions to skin irritations, and even endocrine imbalance due to the endocrine-disrupting capacity of some chemicals such as phthalates. Apart from being harmful to human health, overuse of chemical cleaners is also extremely dangerous for the environment. Once flushed down the drains, the chemicals normally end up in nearby water bodies, contaminating rivers and lakes with harmful chemicals. Not only does this affect aquatic life but also contaminates sources of drinking water.

### ***Environmental Impact of Chemical Cleaners***

Chemical cleaners tend to flow down via sinks and pipes and eventually end up in rivers, lakes, and oceans. In addition to water quality degradation, such pollution jeopardizes ecosystems, biodiversity, and human health. These effects are then aggravated even in developing nations such as India, where there are very few treatment plants for wastewater to detoxify and treat poisonous chemicals from household cleaning materials. Phosphates, for instance, are a common active ingredient in detergents and are understood to cause eutrophication—overpopulation of algae where an over-abundance of nutrient accumulation in bodies of water results in the destruction of oxygen levels, which kills fish and other water organisms, tending to create mass deaths. Surfactants and perfumes in chemical cleaning agents have also been reported to be implicated in causing toxicity against sea creatures, particularly the small ones such as plankton and fish larvae.

### ***Bioaccumulation and Public Health***

Bioaccumulation is among the most devastating effects of the indiscriminate use and disposal of chemical cleansers. None of the harmful chemicals in these cleansers, including parabens, phthalates, and triclosan, are readily biodegradable by means of natural processes, making it possible for them to accumulate in the environment. Phthalates, for example, are extensively employed in fragrance production for cleaning formulations. Phthalates are endocrine disruptors or hormones with the capability of disrupting human and animal hormone function. Exposure to phthalates has been recognized by studies with reproductive and developmental issues, particularly in children. Parabens, typical preservatives in cleaning formulations, are also associated with hormone-related cancers, including breast cancer, and are thought to be related to reproductive toxicity.

### ***Development of Cleaning Agents in India***

Apart from the crisis of wastage of food, sanitation and hygiene are equally pressing issues. The transition towards chemical cleansers has been a result of perceived effectiveness and convenience, but this has also produced a serious environmental and health crisis. As awareness about the harm caused by

chemical cleansers mounts, there has been a rise in interest about the use of traditional and nature-friendly methods for cleaning. This is by the use of natural materials such as neem, turmeric, and vinegar, which are not just healthier for human beings but also less toxic to the environment. State governments and education campaigns help create such alternatives mainstream. Through awareness of the damage inflicted by chemical cleaners and offering incentives for green cleaners, India can shift towards cleaner cleaning practices. Such a shift serves not only public health but also the environment as it coincides with international efforts to stem chemical pollution and green living.

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## REVIEW OF LITERATURE :

### 1. A comprehensive review of food waste valorisation for the sustainable management of global food waste: - (4th December 2023)

Author: Aniruddha Sarker, Raju Ahmed; writing and reviewing, data curation: S. M. Ahsan, Juwel Rana, Mithun Kumar Ghosh, and Rakhi Nandi.

This review examines food waste as a growing concern in recent years and following years. It highlights the ways to manage food waste to tackle it and earn some gains from it. In the last century the food processing industry has come out with a new look, and large orders to fulfil the demands of the consumers. With the rapid boost in population from the 19th century the demand for the processed food is breaking all its ceiling limits each year; to fulfil it the food industry is working with heavy machinery which is leading to more waste of raw food. India is the country with the largest “household” food waste, according to a United Nations Environmental Programme report each person wastes 55 kg of food per year considering the population of 1.4 billion.

### 2. Modelling the causes of food wastage in Indian perishable food supply chain

M. Balaji, K. Arshinder (2016) researched about the multifaceted nature of food wastage in the fresh produce supply chain, especially in emerging markets like India. By identifying causal factors and analysing their interactions through innovative methodologies like fuzzy MICMAC and TISM, this study contributes to a growing body of research aimed at improving food security and sustainability. The findings offer valuable insights for supply chain designers, managers, and policymakers, underscoring the importance of a coordinated approach to tackling food wastage

### 3. Food Loss and Food Waste: A Literature Review in 2009-2018

Opara, U. L. (2020) published on research Gate about this review which provides a broad overview of food loss and waste literature, including studies from India. It discusses the causes, consequences, and potential strategies for reducing food waste, highlighting the importance of sustainable practices and efficient supply chains.

### 4. Systematic literature review of food waste in educational institutions: setting the research agenda

Sharma, N., & Singh, R. (2020) emphasised on International Journal of Contemporary Hospitality Management. This review examines the literature on food waste in educational institutions, specifically in India. It identifies research gaps and suggests potential avenues for future studies, such as exploring the impact of institutional policies and cultural factors on food waste behaviour.

### 5. Breaking Down the Problem of Food Waste in the Supply Chain: - (16 January 2024)

Author: - Bailey Ramsey

In the respected article, the author highlights the very first of food waste which is on the farm itself. The author mentioned that farms contribute 15.3% of globally produced food waste, 43% from households and leftover from processing industry. It's observable that food loss and waste in the food supply chain are occurring at every stage due to problems with technology, supply chain coordination, and a lack of knowledge about proper handling, storage, and consumer behaviour. To solve this problem the author suggested implementing proper food waste management and adopting other initiatives for biodegradable products.

### 6. Trends and challenges in valorisation of food waste in developing economies: A case study of India

Sujata Sinha, Pushpalata Tripathi (2021) studied that traditional methods like landfill and composting are being replaced by more sustainable options. Recent studies focus on converting food waste into biofuels and chemicals. India is leading this transition with successful case studies and supportive legislation. This shift promotes a circular economy and reduces environmental impact. Future research will continue to explore innovative technologies and regulations in this area.

### 7. Waste Management in Hotel Industry in India: A Review

Afsaneh Sadat Omidian, SeyedMohsen HashemiHezaveh (2016) the study contributes to the growing sustainable tourism and highlights the need for the Indian hotel industry to adopt more environmentally responsible practices. By addressing the challenges and opportunities identified in this research, hotels can play a significant role in reducing their environmental footprint and creating a more sustainable future.

### 8. Insights into the management of food waste in developing countries: with special reference to India

In their study Kumar, A., & Kumar, S. (2023) has focused on Environmental Science and Pollution Research. This paper provides a comprehensive overview of food waste management challenges and strategies in developing countries, focusing on India. It discusses various factors contributing to food waste and explores potential solutions like improved infrastructure, consumer education, and innovative technologies.

### 9. Perspectives on Food Waste Management:

Prevention and Social Innovations Al-Obadi, Ayad, Pokharel, and Ayari focus in their paper on current developments in food waste management, emphasising prevention and social innovations. The authors explore economic innovations targeting food waste management (Al-Obadi et al., 2022).

### 10. Measuring food loss and waste – instruments, challenges and global perspectives: - (08.12.2023)

Author: - Aditya Parmar, Sharvari Raut, Apurba She and Barbara Sturm.

This particular journal is about the measurement of food waste. The author pointed out a statement which is, if you cannot measure the loss, you cannot control it. The author mentioned two methods of estimating food waste which are product samples (weight scales, load tracking) and variable dimensions (surveys and questionnaires). Furthermore, it is underlined that the chosen method should also align with the final goal and it should be monitored frequently to be protected from bias and false results. At the end the author highlighted that international relations should be promoted for better outcomes.

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### Scope of the Study :

The present study shall examine the now existing scenario of food waste management system in India, find out major sources of food wastage, and researched practical measures for upcycling waste into utility products. The research touches on the following areas:

1. Sources and Causes of Food Waste-Identifying primary sources of food waste, analyzing waste in households as well as waste generated in commercial establishments such as restaurants or hotels, and surplus production by agriculture units.
2. Environmental Impact-Assessment of food waste contribution towards greenhouse gas emissions and environment degradation; it will include methods adopted for disposal and their aftermaths.
3. Repurposing of Food Waste-Possible methods for conversion of food waste into useful products like compost, biofuels, animal feed, etc., along with cost 4. benefits and environmental impact assessment would be taken into consideration.
4. Sanitation and Public Health-Relation between inefficient waste management and sanitation issues, which put a light on how improved food waste management could alleviate health hazards and raise public hygiene.
5. Policy and Community Involvement - Examination of existing food waste
6. management-related laws and policies across the geography of India as well as their intended effect on the government, private sector, and local community levels in efforts of solution or policy.
7. Awareness and Behavioral Change - Assessment of people's awareness regarding food waste and sanitation and strategies to promote responsible disposal and hygiene practice.
8. The study will define actionable insights and recommendations for enhancing the food waste management practices, thereby improving health and reducing environmental impacts in India.

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### Objectives of the study:

1. To assess the scale and scope of food waste in a specific region or sector, such as households, restaurants, or food manufacturing facilities.
2. To identify the root causes of food waste in a specific context, such as consumer behaviour, supply chain inefficiencies, or regulatory barriers.
3. To examine the social and cultural factors that influence consumer acceptance of products made from food waste.

### Research Design:

- **Quantitative Surveys:** Students from different educational levels and cultural backgrounds took part in quantitative surveys.
- **Sampling Strategy:** Purposive sampling strategy facilitated diversity and representation of participants.
- **Data Analysis:** Quantitative survey data were analysed statistically, such as descriptive statistics to present key findings.
- **Integration of Findings:** Quantitative information was triangulated during analysis for a full appreciation of the research area.

### Sampling and Sample Size:

- **Data Collection:** Quantitative surveys were used for data collection in this study. We obtained the responses of 143 participants in a wide diversity of education levels and cultures.
- **Sample Size:** 143 participants were selected as the sample size in order to gain an inclusive perception of respondents' views with statistical significance.
- **Significance of the Study:** With 143 participants, this study provides significant insights into the perceptions and decision-making dynamics in relation to food waste management in India.

### Research Limitations

Though the research gives worthwhile insights into student attitudes toward managing food waste in India, some limitations ought to be recognized:

1. Shortage of Quantitative Analysis – The article gives general statistics regarding food waste and sanitation but lacks detailed numerical data or analysis to substantiate its claims.
2. Narrow Scope of Study – Although it addresses food waste and sanitation in India, the study fails to compare India's scenario with other nations, lacking a wider global context.
3. Lack of Field Studies – The article does not include primary field research or case studies from targeted areas, families, or industries that would solidify its conclusions.
4. No Cost-Benefit Analysis – There is no thorough economic assessment of the target ethanol-based cleaner from food waste, so it is uncertain if it is economically feasible.
5. Generalized Solutions – It provides solutions for managing food waste and sanitation but fails to detail implementation measures or policy guidelines for various industries.

### Restricted Variable Range

- **Temporal Constraints:** Cross-sectional design puts a constraint on the study in measuring changes in students' perception over time.

- **Cultural and Contextual Specificity:** Findings may be influenced by cultural and contextual factors specific to the geographic regions or educational institutions where data were collected. Caution should be exercised when generalizing findings to other contexts.
- **Response Rates and Participant Engagement:** Differences in participant response rates and engagement across surveys have the potential to cause selection bias and impact findings reliability
- **Language and Communication Barriers:** Language skill and communication barriers can have an impact on participants' capacity to represent their experiences and perceptions appropriately, especially when it comes to cross-cultural situations.

## Analysis and Interpretation of Data :

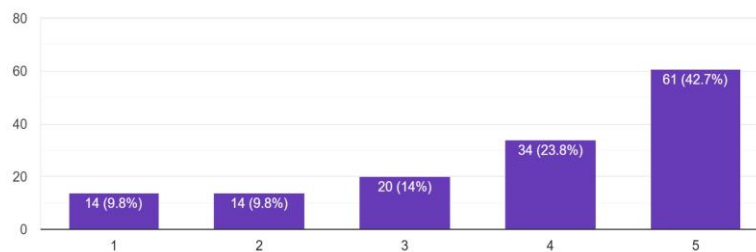
### Data Analysis

- **Quantitative Data Analysis:** Survey data was analysed using descriptive statistics to summarize participant responses. The survey data was analysed using spreadsheet software and Google forms.
- **Qualitative Data Analysis:** Open-ended survey responses and information gathered from the literature review were analysed using thematic analysis. This involved identifying recurring themes and patterns related to food waste generation, solutions, and product development.
- The themes were then organized and categorized to provide a rich understanding of the data.
- **Integration of Data:** The findings from the survey and literature review were integrated to provide a holistic understanding of the research problem.
- **Ethical Considerations:** Participant consent was obtained prior to the survey, ensuring voluntary participation and confidentiality. All data was anonymized to protect participant privacy. The research adhered to ethical guidelines for data collection and analysis.

By utilizing this mixed-methods approach, this research aims to provide valuable insights into the food waste problem in India and contribute to the development of sustainable solutions.

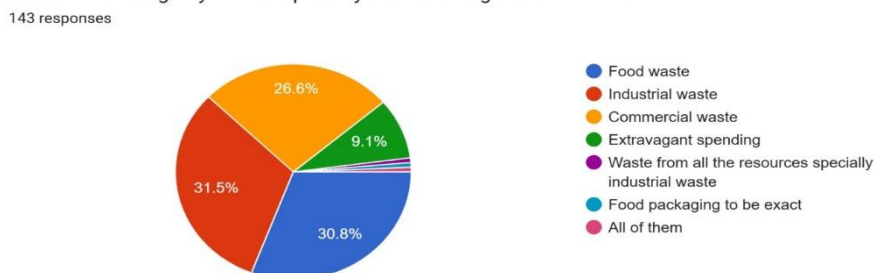
1. The findings of the survey indicate that an overwhelming majority of the people view sanitation in India as a pressing concern, with most ranking it at the highest level. This indicates pervasive knowledge of the issues related to sanitation, perhaps triggered by low levels of waste management, unsatisfactory infrastructure for hygiene, and health threats. An interesting share of interviewees also find it a serious issue but somewhat in the middle, meaning progress may have occurred but much gap remains. Even fewer think sanitation is unimportant, which may reflect geographic inequality regarding access to neat facilities. These findings highlight the imperative for stronger sanitation policies, better waste management systems, and community-led interventions to encourage hygiene and sustainable sanitation practices in both urban and rural areas.

How serious is the issue of sanitation in India? (1 being the lowest and 5 being the highest)  
143 responses



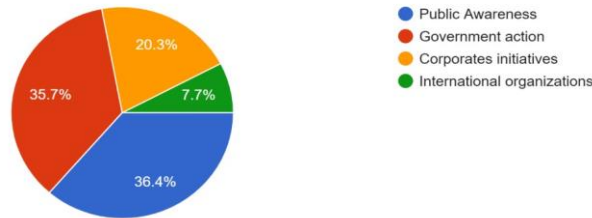
2. The findings of the survey indicate varied views on the main sources of waste generation. Industrial waste and food waste are nearly equally cited as the main sources, reflecting concerns over both mass manufacturing waste and inefficiency in food consumption. Commercial waste is also a major contributor, reflecting the role of business and retail outlets in waste generation. A smaller but significant percentage of respondents cite waste as a result of excess spending, citing consumerism and overconsumption as root causes. This indicates that dealing with waste management needs to be addressed on multiple levels, addressing both industry policies and consumerism in order to make the system more sustainable.

Which according to you is the primary source that generates waste?  
143 responses



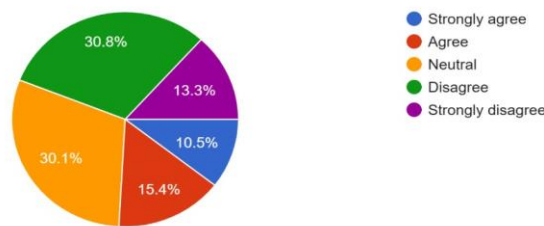
- The findings of the survey are that public awareness is regarded as the most important factor in alleviating India's food waste management crisis, followed closely by government intervention. This implies that the majority of the respondents feel that making people aware of responsible consumption and waste reduction can bring about dramatic changes. Government intervention, such as policy and regulation, is also regarded as necessary in correcting systemic inefficiencies. These results suggest that there should be a joint effort involving public awareness, policy changes, and private sector participation to address food waste in India effectively.

What do you think can be the primary driver for resolving India's food waste management crisis?  
143 responses



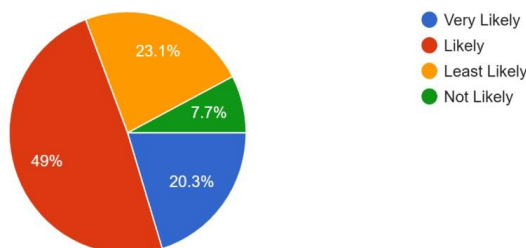
- The findings from the survey indicate that most of the respondents (30.8%) do not agree that India's waste disposal issues are the sole responsibility of government agencies, showing they think that the general public is also at fault. Also, 13.3% strongly disagreed, further supporting the view that waste management is all about collective efforts. Still, 25.9% (10.5% of whom strongly agree and 15.4% of whom agree) hold that it is largely the government's responsibility. In the meantime, 30.1% fall into a middle position, which could mean indecision or faith in mutual responsibility. In conclusion, all these observations call for government intervention as well as involvement of the public in effectively handling waste management.

India's waste disposal problems solely fall on the government agencies and not the general public ?  
143 responses



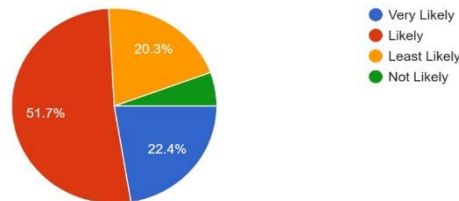
- The survey findings show that scent is a major factor in determining consumer decision-making when making purchases of cleaning products. Most of the respondents showed a tendency to purchase a product depending on its smell, with almost half of them being likely to do so. Nevertheless, an appreciable amount is indifferent or less susceptible to fragrance, and this would mean that scent plays a vital consideration but may be complemented by other features like efficacy, value, and image.

How likely are you to buy a cleaning product based on its fragrance?  
143 responses

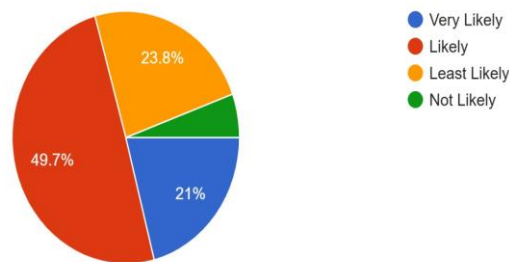


6. The survey shows that price is a key factor in driving consumer choice when buying cleaning products. Over half of the respondents' said price was an important factor, implying that affordability is what drives their purchase. A high percentage of respondents also said they are "very likely" to purchase based on price, supporting its strong influence. This observation indicates that although competitive pricing is essential for success in the market, brands need to pay attention to otheriating their products on the basis of quality, sustainability, or value-added benefits to attract different consumer priorities.
7. Shoppers take several considerations into account when buying a cleaning product, with price, effectiveness, and brand name all factoring into their choice. While price is an effective driver, with most respondents saying they would likely make their purchase based on it, effectiveness seems to be even more of a consideration, as a considerable number of purchasers prioritize the product's effectiveness over price. This means a chance for new brands to capture market share by showcasing better product performance, while established brands need to keep proving trust and reliability to retain their competitive advantage.

How likely are you to buy a cleaning product based on its price?  
143 responses

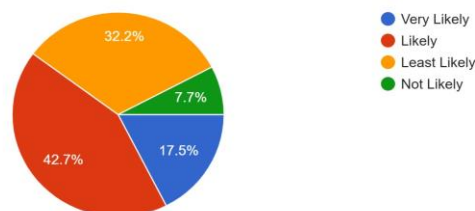


How likely are you to buy a cleaning product based on its brand name?  
143 responses



8. Packaging influences consumer choice, yet not to the extent of taking center stage when buying a cleaning product. Although many respondents are partially influenced by packaging, a large percentage will either remain unconcerned or less inclined to purchase based on it. This indicates that while good packaging will draw initial interest, efficacy, price, and brand loyalty are much more deciding factors. Firms ought to emphasize use and environmentally friendly packaging instead of aesthetics for the purpose of boosting sales.

How likely are you to buy a cleaning product based on its packaging?  
143 responses

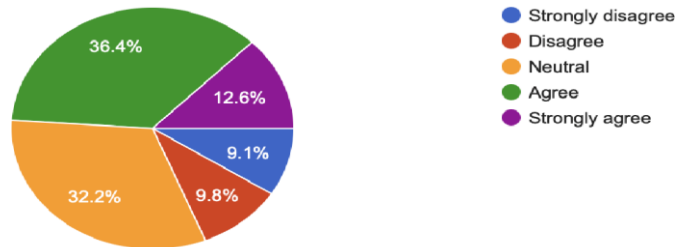


9. The statistics indicate an increasing interest in sustainability, with a significant percentage of consumers (almost 40%) showing a definite preference for buying recycled cleaning products. Yet, a slightly higher percentage is unsure, reflecting possible reservations about issues like product effectiveness, cost, or availability. The fact that a mere 20% of the population categorically dismisses the possibility of using recycled

substitutes indicates that if proper marketing efforts—like highlighting green benefits, maintaining competitive prices, and highlighting product performance—are employed, businesses can turn the undecided "maybe" group into loyal customers.

**Affordability is more important to consumers than sustainability when purchasing cleaning products.**

143 responses

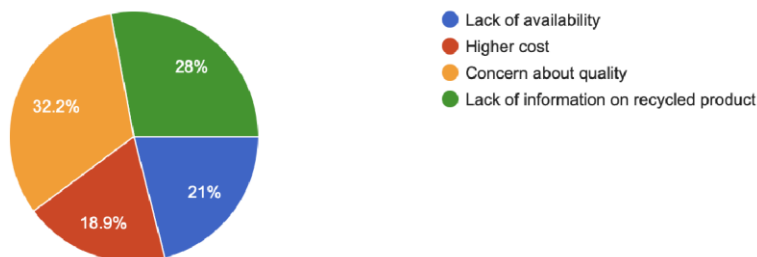


10. The information points out that the greatest concern that deters consumers from buying more recycled products is the uncertainty of their quality, closely followed by the absence of information about these products. Limited access and increased price are also great challenges but comparatively less urgent. This implies that firms must shift their attention towards informing consumers about the merits and functionality of recycled products as well as making them readily available in shops and at competitive prices. Overcoming such obstacles by improved marketing, transparent product labelling, and broadening distribution can prompt more consumers to take environmentally friendly consumption choices.

**What are the main barriers preventing you from purchasing more recycled products?**

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143 responses

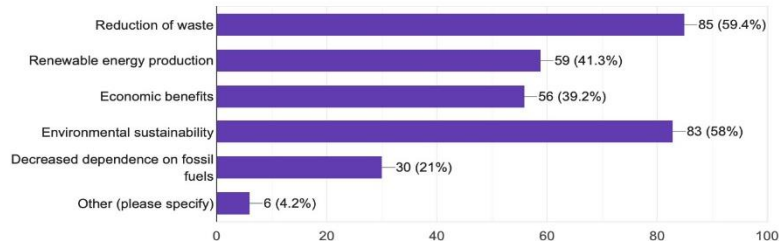


11. Survey responses reflect that the most prominent perceived advantages of transforming food waste to ethanol in India are reducing waste (59.4%) and sustainability for the environment (58%). These also support the increasing demand for waste management strategies based on sustainability. Also, 41.3% of the respondents acknowledge its contribution to the generation of renewable energy, and 39.2% appreciate economic gains, projecting its ability to generate employment and new market opportunities. That said, only 21% have confidence that it will reduce fossil fuel dependence considerably, indicating that increased awareness of ethanol as an alternative source of energy is still desired.

**What potential benefits do you see in converting food waste to ethanol in India? (Select all that apply)?**

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143 responses

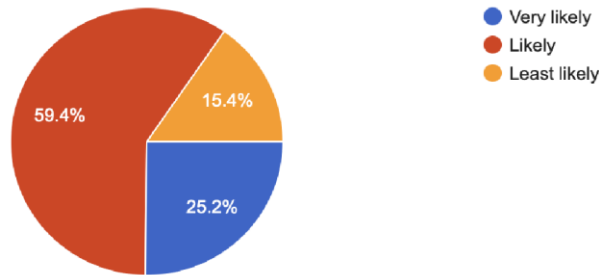




12. The findings from the survey confirm that price is an important factor in consumers' choices when they buy cleaning products, with a majority concurring that it outweighs sustainability. Nevertheless, there is a significant percentage of respondents who are undecided, implying that although price is a major factor, sustainability also has some say. These findings mean that for eco-friendly cleaning products to become a mass phenomenon, companies might have to find ways to balance prices with green values, perhaps by offering competitive pricing, incentives, or educating consumers about long-term benefits.

**How likely are you to buy cleaning products that are recycled in nature?**

143 responses

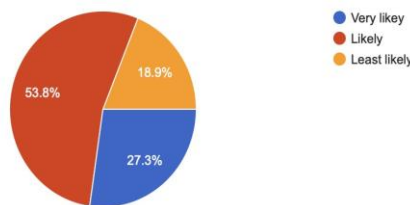


13. The findings of the survey indicate that most of the respondents are willing to buy cleaning products recycled in nature, with the majority saying they are more likely to do this. Nevertheless, only a smaller number is strongly devoted to this option. This implies that sustainability is an important consideration, and yet it is unlikely to be among the major impetuses to behaviour. Strategies to raise awareness of the advantages of recycled cleaning products, along with competitive pricing and availability, may promote wider consumer adoption.
14. The survey finds a consumer bias towards green products, and a majority indicate readiness to buy cleaning products manufactured using food waste. Although most will embrace the move, some with a lower volume are unsure and may have reasons such as ineffectiveness, safety issues, or affordability. This points towards an increased recognition of green substitutes, and if properly promoted with product disclosure, education campaigns, and building trust, the uptake could go higher. Overall, the tone implies a lucrative business for sustainable cleaning products, emphasizing the imperative of innovation and consumer trust establishment.

**How likely are you to buy a cleaning product made of food waste**

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143 responses

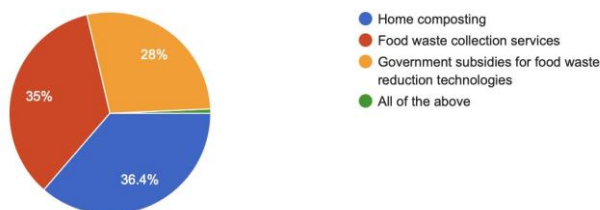


- 15) The survey shows that home composting is perceived to be the best means of minimizing household food waste, followed by food waste collection services. Subsidy from the government on food waste minimization technology is also well supported, demonstrating policy's impact in waste management. The lack of strong support for "All of the above," however, implies that respondents perceive these options as separate rather than complementary. This means that awareness campaigns may target combining various waste

**Which of the following do you believe is the most effective way to reduce food waste in households?**

[Copy chart](#)

143 responses



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## Recommendations :

- Enhance Collection & Segregation: Implement effective mechanisms to segregate food waste at the source.
- Encourage Waste-to-Value Solutions: Encourage initiatives that transform food waste into valuable products, such as ethanol production in conjunction with compost and biogas.
- Promote Public Awareness: Enact campaigns that raise awareness on the necessity of waste reduction and sanitation.
- Improve Sanitation Infrastructure: Improve access to clean water, toilets, and waste disposal facilities.
- Promote Policy Support: Promote policies and incentives to support innovative waste management and collaborative working with stakeholders.

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## Conclusion :

This journey into the heart of India's food waste and sanitation challenges has revealed a story far more complex than mere statistics. It's a narrative woven with the threads of everyday life, where the abundance of our fields stands in stark contrast to the empty plates of our neighbours. It's a tale where the quest for cleanliness, ironically, leaves a trail of environmental and health hazards. We've unearthed a fundamental disconnect: our reverence for food, a cornerstone of our cultural and spiritual heritage, seems to have been overshadowed by modern conveniences and a culture of disposability.

The potential of transforming food waste into ethanol-based cleaning products isn't just a technological marvel; it's a beacon of hope. It's a chance to reclaim our lost connection with the environment, to honour the resources we've been given, and to build a sustainable legacy for future generations. This isn't about finding a quick fix; it's about fostering a paradigm shift, a collective awakening to the interconnectedness of our actions and their consequences. We've seen how nations across the globe have navigated similar challenges, demonstrating that change is not only possible but transformative. The key lies in our ability to adapt, innovate, and collaborate. It's about recognizing that the solutions we seek are not just technical or policy-driven but deeply rooted in our values and our willingness to embrace change.

India's path towards sustainability is not just about cleaning up our streets or reducing our carbon footprint. It's about building a society where prosperity and well-being are accessible to all, where our actions reflect our respect for the environment, and where innovation serves the greater good. It's about creating communities where children can play in clean environments, where farmers can thrive, and where every citizen has access to safe and nutritious food.

In essence, this research is a call to action. It's an invitation to join hands, to share knowledge, and to embark on a journey towards a more sustainable and equitable future. Let us transform our challenges into opportunities, our waste into resources, and our aspirations into reality.

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