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FUTURE AFFABLE PRODUCTS: A BOON FOR NEW AGE START-UPS

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ABSTRACT

This study is aimed to reveal that in this new age, the consumer is more environment conscious. Modern consumer prefers those products which are having less environmental harm or tend to protect the environment for future generations as well. This changed consumption pattern has made the opportunity for Indian start-ups to jump into the market with the future affable products or future friendly products. The new age start- ups discussed in this study were founded on or after the year 2010. These start-ups can also be termed as green start – ups. In this study, various Indian start-ups that are offering future affable products has been covered. These start-ups are working as eco advocates or eco warriors.

KEYWORDS: *Climate change, Entrepreneurship, Environment Degradation, Future affable products, Green start – ups.*

1. INTRODUCTION

Environmental degradation and climate change are two pressing issues that affects not only our planet's ecosystem but also poses a serious threat to not only current but for the future generations as well. This is one of the reasons that modern consumers prefer future affable products or green products. Future affable products which are also termed as green, sustainable or environmentally conscious items, are defined as those products that do not harm the planet, lead to the depletion of natural resources, and can be recycled or maintained (Zencir & Korkmaz, 2024). Industrial sector is often treated as primary villain for contributing to various environmental harm and the depletion of natural resources (Basuki, 2015). On this basis 89% of Indian Gen Z's and 92 % of Indian millennials believe that companies should do more to enable customers to make more eco-conscious buying decisions (Deloitte, 2024). Due to hike in consumer awareness regarding the absence of environmental conservation and social injustices the demand for sustainable business practices by companies has gained importance (Cherian & Jacob, 2012). Increased awareness of future affable products in society has given rise to concept of future concern growth in which future generations do not fall victim to, or inherit, the mistakes this generation make today due to their lack of wisdom in managing the environment (Basuki, 2015). Mostly, the topic of green or environment friendly consumer culture is being discussed in modern or developed nations or economies (Cherian & Jacob, 2012). Currently, India is at fifth rank in terms of world largest economies and it is the prediction that India will be at the third rank by 2030 (27th Annual Global CEO Survey: India perspective- Thriving in an age of continuous reinvention, 2024). So, the increased demand for green start- ups or entrepreneurship and responsibility of being one of the largest economies in world have created an opportunity for the new age Indian start- ups to jump into the production of future affable products. Post-2010, the expansion of the green start-up ecosystem became evident through the swift rise of renewable energy start-ups in India, along with the 2010 Jawaharlal Nehru National Solar Mission which aimed at boosting solar energy generation, waste management, and recycling efforts (Meera , 2024).This research paper is having a key focus on the Indian new age start – ups which are offering future affable products.

2. LITERATURE REVIEW

2.1 Consumers are Environment Conscious

As consumer interest in health and the environment has surged, companies have been prioritizing environmental concerns throughout all management prospects, from conceptualizing and creating eco-friendly products to manufacturing and marketing them to customers (Ma, Choi, & Ahn, 2017). Not only this, it is essential for brands or start -ups to adopt sustainable practices, take climate action to reduce carbon footprints, promote education and awareness to protect the planet for future generations. It is found in the studies that people in India are having concern about environmental issues like 31% of Indian Gen Z' s and 35% of Indian millennials have tendency to end or reduce the usage of those products/services which harm the environment (Deloitte, 2024). So, this data is depicting that Indian Gen Z and Indian Millennials who are 377 Million and 356 Million respectively in strength of total Indian population (BCG & Snapchat, 2024) prefer those start-ups which produces green or future affable products.

2.2 Green start-ups and innovation

Start-up means such corporation which is having an objective to introduce novel or advanced products and services in the market (Meera , 2024). Innovation and entrepreneurship are closely related to each other. As per the findings of (Neumann,

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2023) greener start-ups are of higher quality in terms of creativity, growth focus, and global outlook. Eco-friendly innovation, in the context of green start-ups, is a transformative process marked by the debut and advancement of concepts, goods, and methods that aimed to reduce negative burden on environment (Phani, Bhaskar, Bigliardi, & Venturini, 2024). And India is the third largest start-ups hotspot with possession of robust start- up environment across the globe (Kumar, Meena, & Aggarwal, 2024). This dominant position of India in the world creates the expectation of green start- ups from India that offers future affable products that is one of the reasons that young Indian entrepreneurs have move toward the green entrepreneurship.

2.3 Rising popularity of future affable products

Today's generation is more environment conscious as they prefer eco – friendly products over all other products available in the market even if it costs more. As it was found in the research studies that 84% of Indian Gen Z are willing to pay more to buy environmentally friendly products or services comparative to 64% global Gen Z (Deloitte, 2024). This concern regarding environment has led start-ups to establish their brand as green brand to win trust of public and build their brand reputation in this competitive market. Moreover, it was also noted in the studies of (Alamsyah, Othman, & Mohammed, 2020) that eco- friendly buying behaviour is dominated by eco- friendly brand image. The growing urban sprawl in India leads to a rise in waste production in Indian cities, which has also created opportunities for start- ups focusing on waste management and recycling practices (Meera , 2024). This need of waste management is also one of the reasons for rising popularity of future affable products.

3. OBJECTIVES OF THIS STUDY

3.1 To understand that whether future affable products are preference for young Indian start- ups.
3.2 To understand that young Indian entrepreneurs are catering to the needs of environment conscious consumers.

4. FEW INDIAN START-UPS THAT OFFERS FUTURE AFFABLE PRODUCTS

4.1 Saathi: Saathi is an Ahmedabad based manufacturing company founded in year 2015.The founders are innovators in using nature friendly materials and zero-waste production. They make eco-friendly female hygiene products. Their mission is to create hygiene products that are not only good for the female health but also for environment and community. The startup vision is to provide one million budget friendly organic and nontoxic , sanitary pads made of banana fiber to women across India especially rural areas. (Behal, 2016) The philosophy of this new age startup revolves around future affable products which aims to create a sustainable and responsible manufacturing not just for present but for future generations as well (Rodriguez, 2022).The founders' focus on sustainability is evident in their production process, which eliminates plastic waste and reduces carbon dioxide emissions.

4.2 Bamboo Bae: Bamboo Bae is a sustainable venture founded by Anuj Sagar and Sanchit Goyal in 2020 (Agrawal, 2022). Bamboo Bae is a company that's truly passionate about environmental stewardship and ecological development. They specialize in strengthening and growing footprint globally promoting a greener and sustainable future, their goal is to connect with the nature by eliminating single-use plastic with nature friendly, bamboo alternatives. As per (Agrawal, 2022) Bamboo Bae is specialized in creating eco-friendly products made from bamboo, which is a highly sustainable material. They focus on emphasizing reducing waste, reusing resources, and promoting recycling. Their product range includes toiletries to domestic use like toothbrushes, hair brushes, combs, bamboo tongue cleaners, bamboo mobile holders and so on. Their product range is designed to replace plastic products and reduce waste.

4.3 My ONEarth: My ONEarth is a pioneering Direct to Consumer startup founded in 2020 that revolves around promoting environmental sustainability and holistic well-being. Today's world which is flooded with plastic waste, there is a green ambassador, Nitika Sonkhiya along with her new age startup MyONEarth has taken the initiative towards a sustainable, eco-friendly future. (Bhama, 2023). This visionary platform provides eco-friendly lifestyle products made out of bamboo, coconut shells and cork.(Biswas, 2021).The organic products are designed to be cost effective replacements for single-use plastic products that we use on a regular basis in our lives (Sinha, 2021). My ONEarth offers a range of eco-friendly products, such as reusable bags, beeswax wraps, and refillable water bottles. They believe in raising awareness about the adverse effects of single-use plastic and climate change. MyONEarth serves as a constant reminder that it is our moral responsibility to take every possible measure to preserve our Mother Earth (Bhama, 2023).

4.4 Clan Earth: Clan Earth is an Eco sustainable Direct to Consumer new age startup founded by Priyanka Mandal and Broteen Biswas in 2019 that crafts 100% plastic free bags (Bhat, 2020). They are driven towards green growth and environmental conservation. Their vision is to inspire individuals to become "Earth Ambassadors" who prioritize the well-being of the planet. Clan Earth offers a wide range of sustainable products, such as reusable bags, bamboo toothbrushes, and coconut shell candles. They are crafting eco-friendly bags and travel accessories made out of sustainable fabrics. are tackling the climate change issue creatively by making sustainable backpacks, wallets, and pouches from water-resistant cotton canvas through their eco-friendly startup. Clan Earth collaborated with Eden Reforestation Projects, one of the oldest non-profit organisations devoted on rebuilding deforested areas across the globe. At the end of every quarter, Clan Earth dedicates a part of their earnings to plant trees (Norzom, 2021)**.** Their mission is to plant a million trees by 2025 and this green initiative is an Intrinsic part of their philosophy and existence (Chauhan, 2019)**.**

4.5 EcoSaathi: It is a new age sustainable and renewable startup founded by Ajit Kumar Pallai. Their motto is to reduce plastic pollution to tackle the growing issue of climate change. Eco Saathi deals with making all kinds of climate friendly products such as Bamboo products, Neem products, Sabai grass products, Crop residue products and so on**.** (Tripathy, 2024)

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Eco Saathi strives to conserve natural resources by reducing energy consumption and promoting eco-friendly products. Eco Saathi's founding principle is to make sustainability an everyday choice for everyone. They are a value-based venture committed to reducing plastic and air pollution through their diverse range of non-toxic products. Eco Saathi's sustainable products and practices have helped to reduce carbon footprints and promote eco-friendly living. Eco Saathi promotes reusable products, such as cloth bags, stainless steel water bottles, and beeswax wraps.

4.6 Pappco Greenware: To combat the plastic menace and provide sustainable alternatives, Anil Aadesh and Abhishek Agarwal started Pappco Greenware – a new age startup that produces eco-friendly food packaging products in 2011. They have launched an entire range of 100% plastic-free food packaging products (including cutlery and utensils) (Tenzin, 2019). Pappco Greenware's products are designed to be biodegradable, compostable, and non-toxic, making them a popular choice among environmentally conscious consumers and businesses. The company has gained recognition for its efforts in promoting sustainability and reducing plastic waste. One Less Piece of Plastic (OLPP) is an initiative launched by this green startup to tackle the mounting problem of white plastic pollution in the country (Sachdeva, 2021). As of now Pappco has more than 200 food and beverage clients who are leaving no stone unturned to reduce the usage of plastic. Some of these notable brands are Curefit, Marriott Hotels, Taj Hotels, Sprout Gourmet, Reliance Retail, Future Group Retail (Vaishnavi, 2018).

4.7 PackMate: PackMate is a new age ecofriendly stationary startup launched by Shradha Pasari and Naynesh in the year 2023 for promoting environment conscious living (SD Khan, 2024). The new age startup began with the idea of solving two pressing issues: paper waste and deforestation. They use 100% recycled paper pulp, cardboard and used office paper with the goal of protecting the environment for future generations. This start-up is on the mission to reduce the cutting down of trees and the carbon footprint of paper production to conserve the mother earth. They make ecofriendly notebooks, pencils, gift wrapping paper, notepads and so on.

5. DISCUSSION

Modern Indian consumer is more attracted toward future affable or sustainable products. By looking at the needs of environment conscious consumers the new age start-ups want to produce such products which do not harm the environment for future generations. Emerging concentration of environmentalism among the entrepreneurs has led to boom in eco-friendly start-ups in the past few years (Meera , 2024).
India is tacking hard with the issue of changing environmental issues. This scenario is a threat for the survival of human generations, making it the need of the era to find new solutions (Zencir & Korkmaz, 2024). Young generation is concerned about the plastic litter in the environment. One of the solutions for environment degradation can be found in new age start-ups that are offering future affable products based on nature gifted raw – materials. So, basically young Indian entrepreneurs are catering to the needs of environment conscious consumers and Saathi, Bamboo Bae, Pappco Greenware, PackMate and EcoSaathi are some examples of this.

6. CONCLUSION

As discussed above, the environmental issues in India is at alarming stage. The new age Indian start-ups have converted this concern into opportunity by offering future affable products for the betterment of the environment. In this way, future affable products are a boon for new age start-ups. Such products offer a solution to various environmental issues by reducing plastic litter and promoting sustainability in nation. Such start-ups should be promoted more to improve environment condition in India.

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