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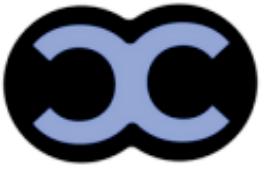


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Theme: Green Tech

Problem Statement Title:

Lack of accessible, transparent, and scalable sustainable shopping solutions limits eco-conscious consumer action, worsens waste management, and disconnects responsible farming from end-users.

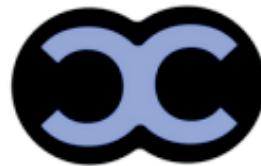
Team Id :

Team Name: Loopify

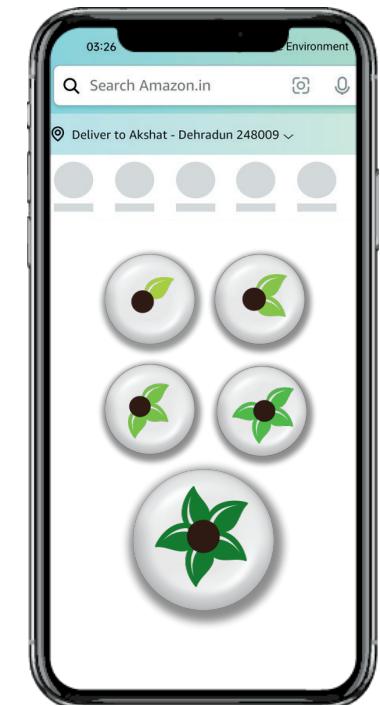
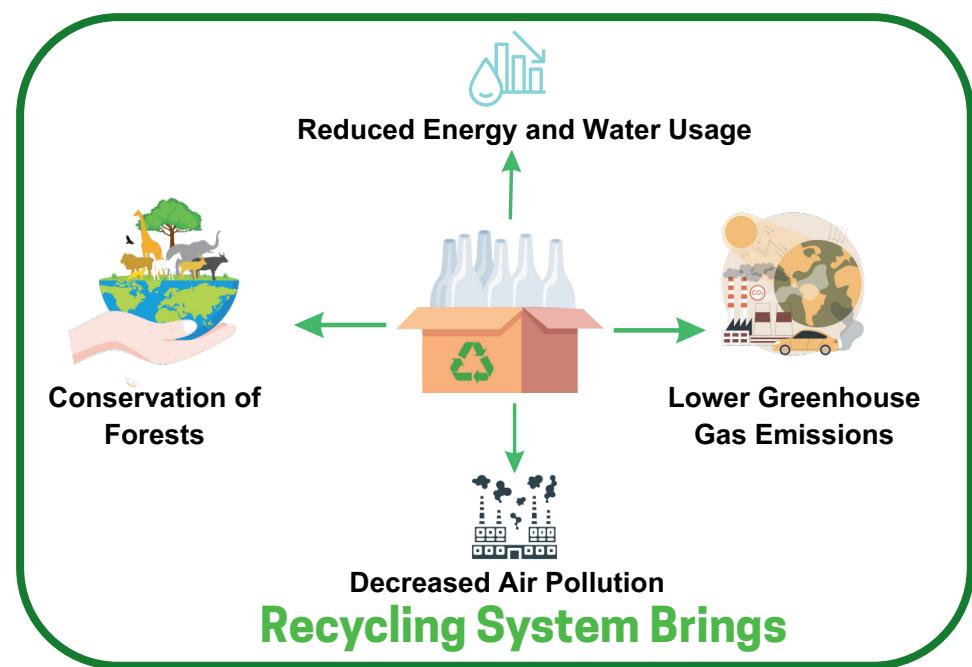
Idea submission-

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The solution integrates sustainability into e-commerce via a Greenovation Zone, where products are rated on verified eco-metrics. Blockchain traceability ensures transparent product journeys, enabling informed, eco-friendly shopping.



Recycling Rewards & Green Production: Users earn GreenBits for returning recyclable boxes, promoting low-cost, energy-efficient recycling.

Zero-Waste Packaging Pickup: Customers return boxes via a smart, demand-based pickup system that optimizes collection routes.

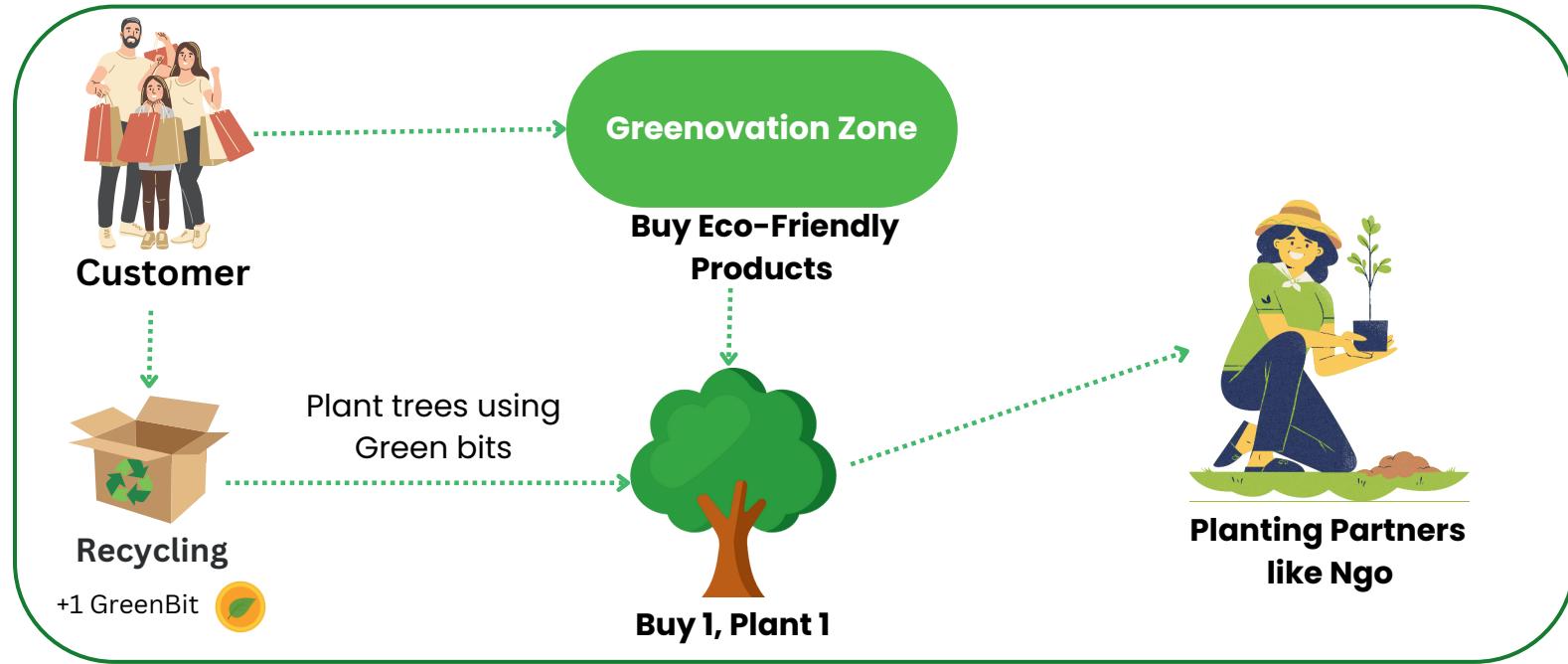
CSA-Based Local Produce: Users subscribe to seasonal produce from nearby farms, cutting waste and supporting farmer incomes.

Blockchain Traceability: QR-coded blockchain tracks product journeys from farm to consumer, ensuring full supply chain transparency.

Technical Approach



CUSTOMER USERFLOW



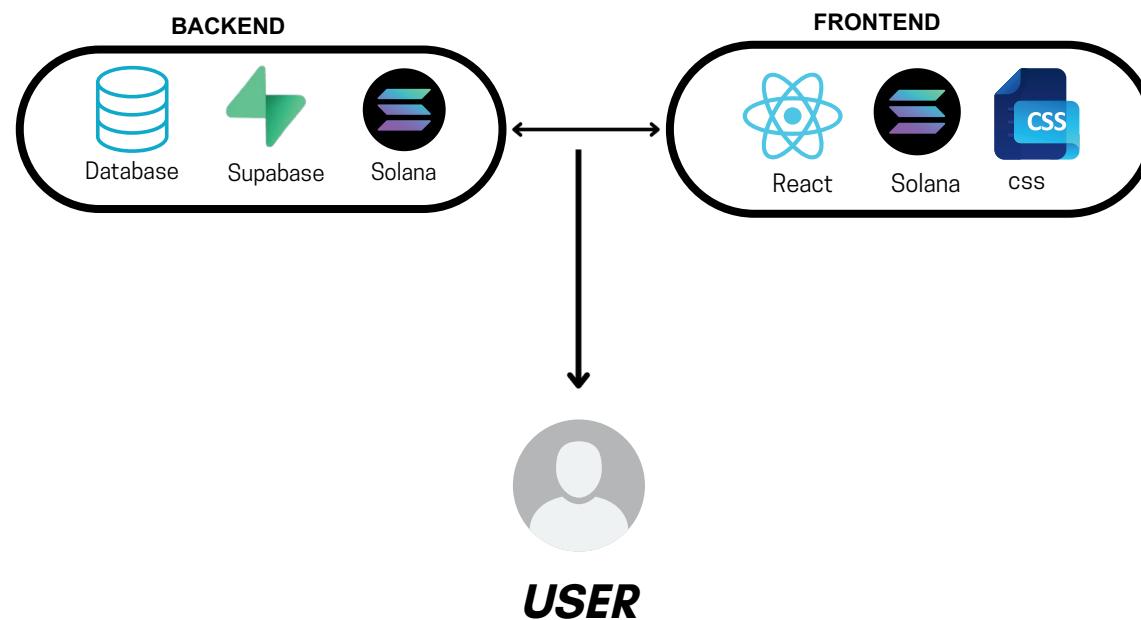
RECYCLING USERFLOW



Key Features

- Eco-Friendly Badges:** Third-party verified sustainability badges help identify green products.
- Product Recommendations:** Suggests eco-friendly alternatives using the platform's recommendation engine.
- Educational Section:** Offers learning resources and sustainability reports to raise awareness.
- User Dashboard:** Tracks users' carbon footprint reduction, energy savings, and eco-friendly purchases.

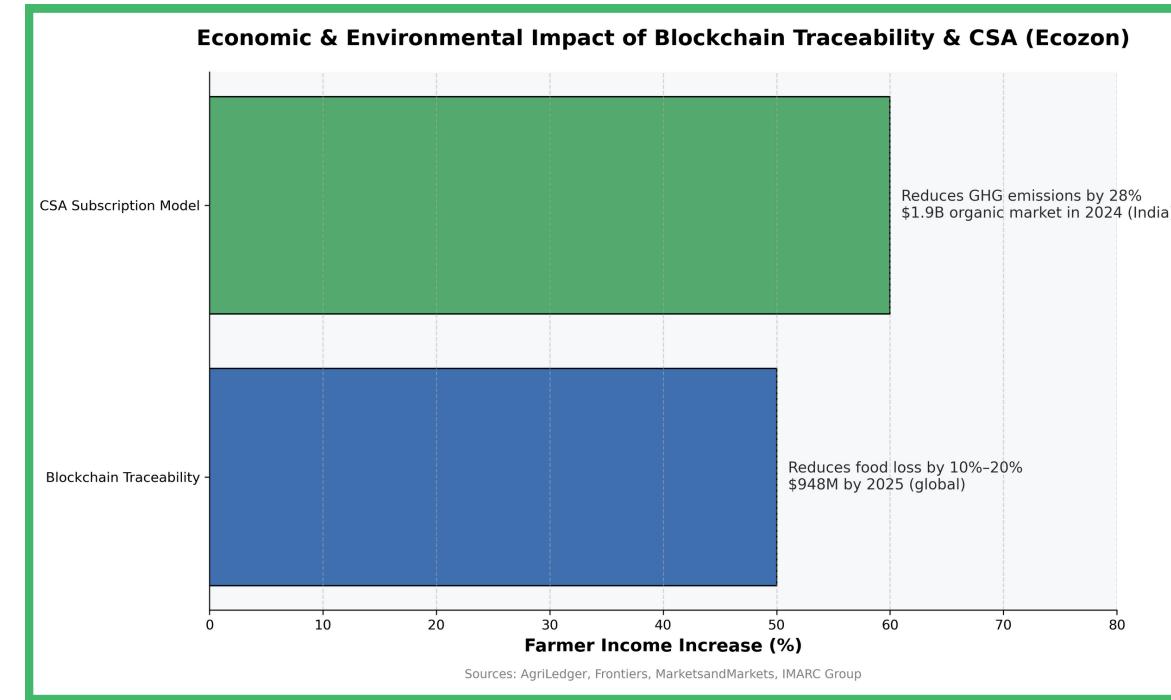
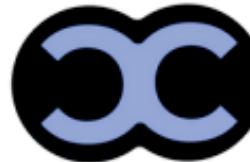
METHODOLOGIES



Idea submission-

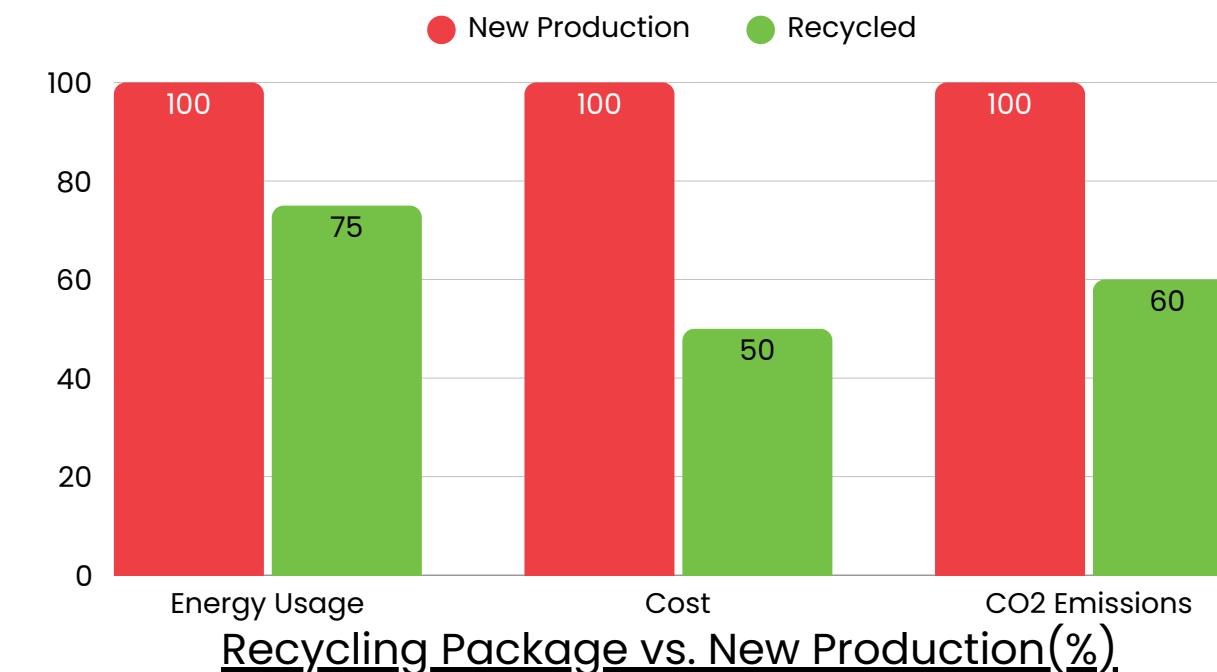
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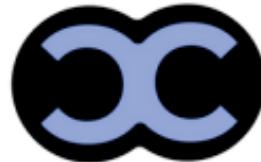
Can We Build It?

- Building it on widely used technologies (React, Solana, Supabase), ensures ease of implementation.
- We leverage existing logistics models for efficient packaging pickup based on demand and location.
- Integrates readily API'S for real-time farm data and Sensor Data Collection.
- Partnerships with local recyclers and NGOs are easily scalable and cost-effective for pilot and expansion phases.



Will it Thrive?

- Addresses a clear market gap—high eco-conscious intent but low adoption due to lack of clarity and accessibility.
- Encourages user participation through rewards (GreenBits), driving repeat usage and engagement.
- Offers cost savings to platforms and environmental impact reduction, aligning with ESG goals and attracting eco-conscious investors.



Impact on Target Audience

- Consumers – Gain access to eco-friendly products, rewards, and transparent choices.
- Farmers – Receive stable income and support through CSA and smart farming tools..
- Recyclers/NGOs – Get integrated into a scalable system that boosts engagement and impact.

Long-Term Value:

- Scalable Tech Stack – Built for easy expansion across regions and platforms.
- Global Relevance – Aligns with SDGs, making it adaptable for international sustainability efforts
- Ecosystem Growth – Encourages participation from sellers, NGOs, and local suppliers.

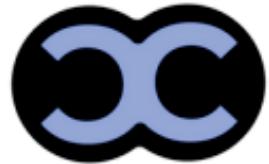
Key Benefits:

- Social – Promotes awareness and responsible consumption habits among the public.
- Economic – Reduces operational costs and opens new revenue streams via sustainable products.
- Environmental – Cuts down waste, pollution, and emissions through recycling and green logistics.

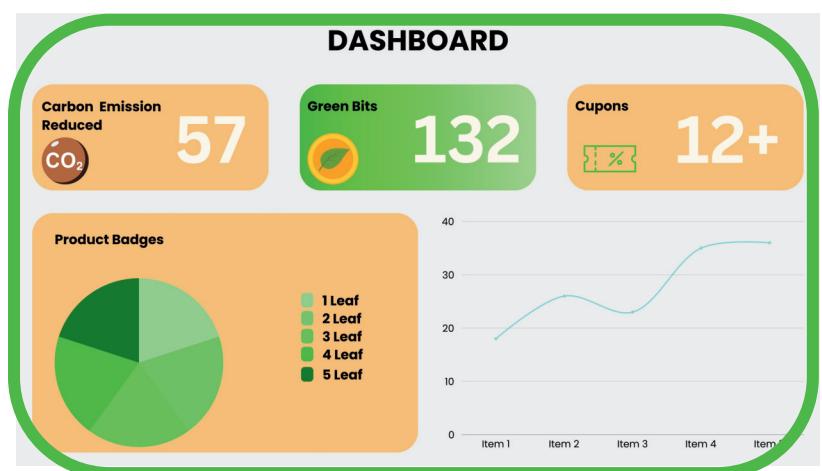
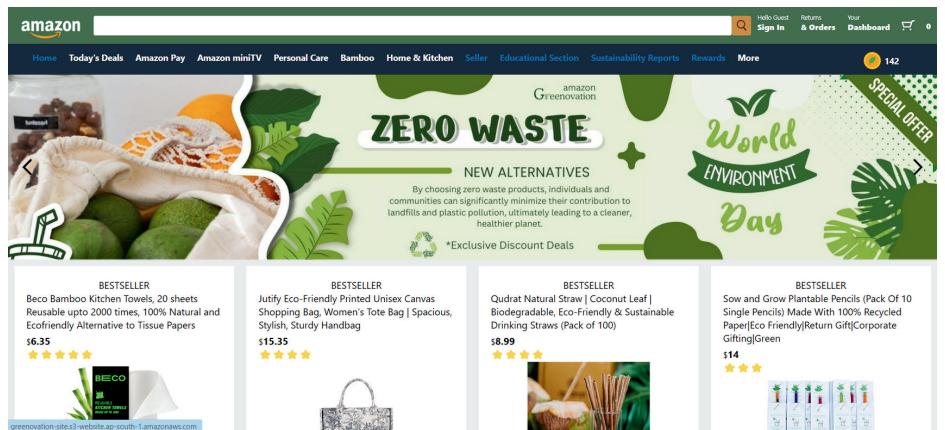
Future Integration

- Ready for expansion into carbon credits, AI-driven recommendations, and EV-based delivery.
- Integrating the zero-waste initiative into the supply chain at a deeper level, optimising packaging at source and reducing waste generation throughout the entire process

REFERENCES



UI Shots



Research Links

[Addressing the Environmental Footprint of E-Commerce - iisd.org](#)

[Roadmap to sustainable Ecommerce](#)

[Potential of bloackchaing technology in E-commerce](#)

[Integration of Blockchain in Supply chain](#)