

# DUNZO

## PRODUCT CASE



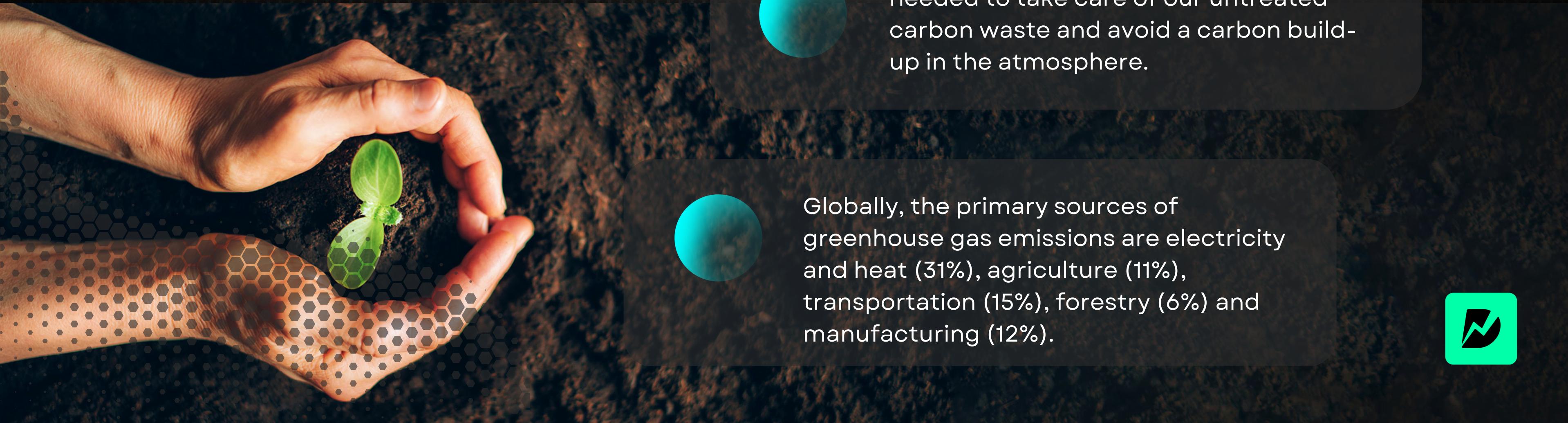


# About Us

Dunzo Daily is the grocery delivery business of Dunzo. With Dunzo Daily, you can get all your grocery items delivered to your doorstep in under 19 mins! From shopping for daily groceries to fresh Fruits & Vegetables, Meat & more, Dunzo is the only online grocery delivery app you'll ever need.

Dunzo also delivers groceries, medicines etc from other stores in your city via their marketplace option and has a separate service to pick up and deliver packages within the same city. For the scope of this product case, we will only be looking at the Dunzo Daily grocery delivery business.

# The Carbon Footprint



The total amount of greenhouse gas emissions of a company that results from its various activities (like transportation, delivery, factory etc.) is called its Carbon Footprint.

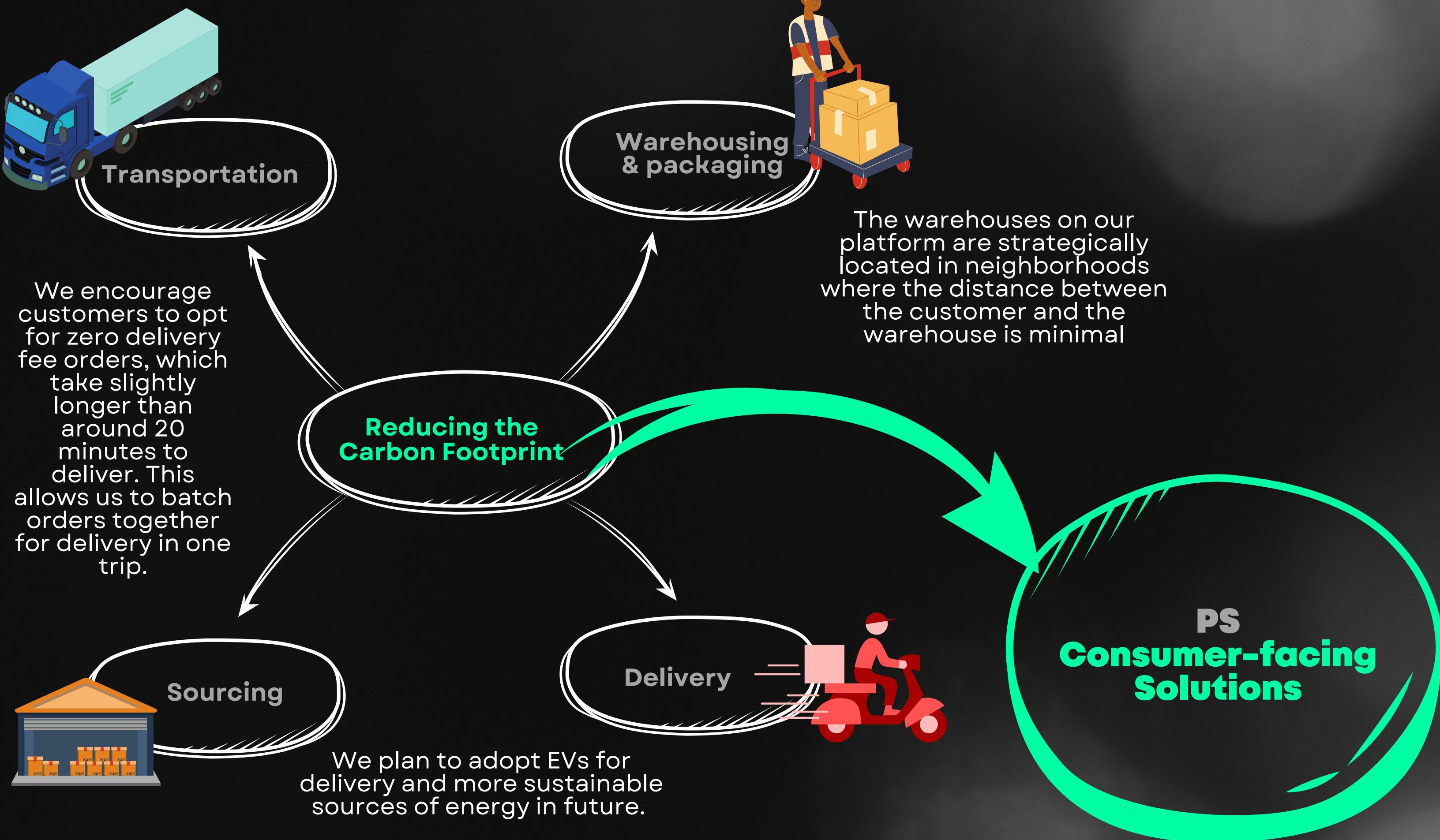
It just shows how much biocapacity is needed to take care of our untreated carbon waste and avoid a carbon build-up in the atmosphere.

Globally, the primary sources of greenhouse gas emissions are electricity and heat (31%), agriculture (11%), transportation (15%), forestry (6%) and manufacturing (12%).





# Problem Statement



# The **WHY** of Reducing the CCF



1

Shifting to environment friendly aliters would help us keep the **operating costs** down (due to subsidies govt. policies etc)

2

It'd make the customers feel good about our business thus reinforcing the **brand repo.**

3

It'd get us ahead of the existing **laws** of climate change and the upcoming ones for sustainable future.

4

It'd increase our access to **capital** as the investors would prefer investing in a company having less Carbon Footprint.



1

## Direct Contribution from Users

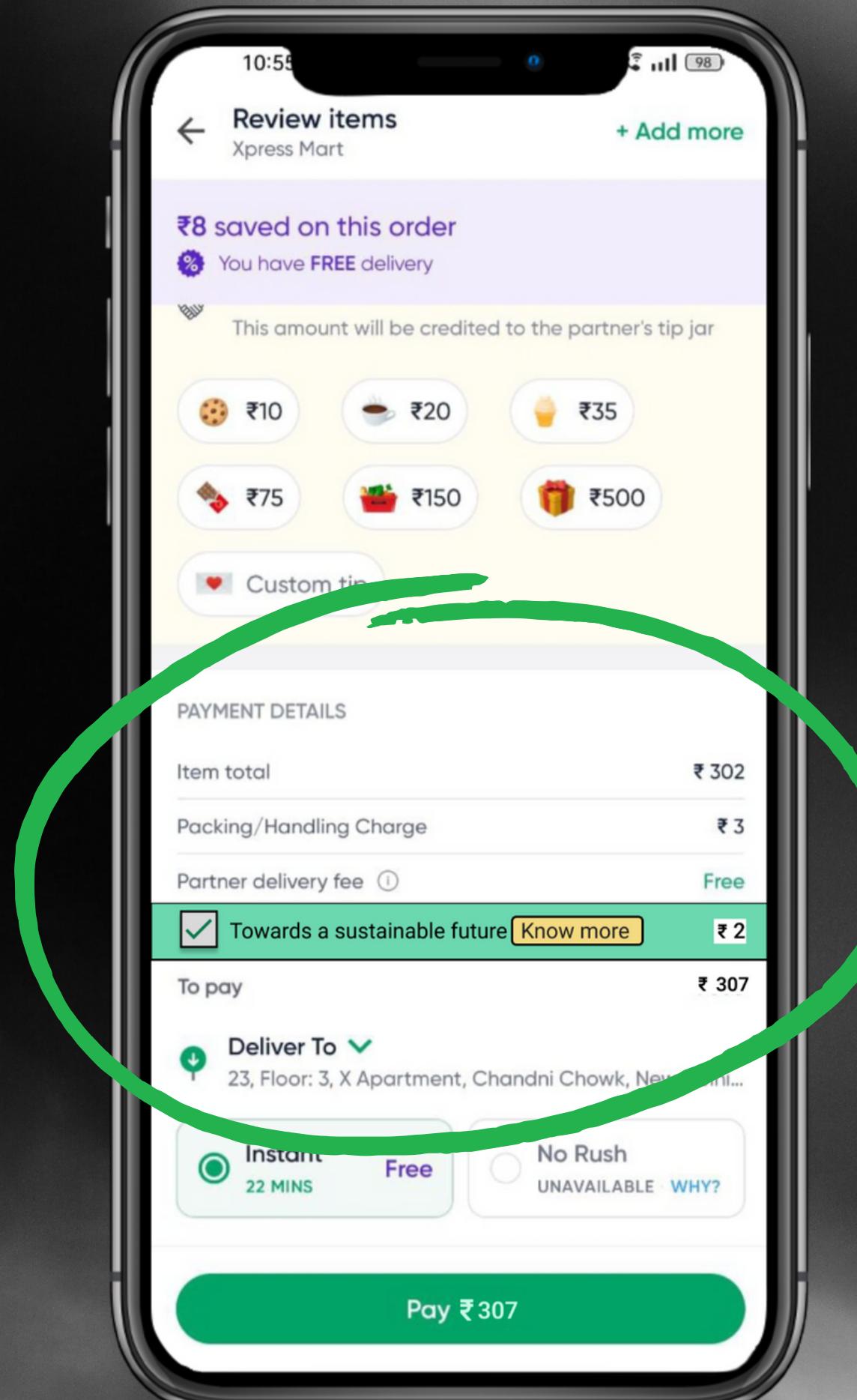


Adding a section to prompt users to donate Rs 1 or 2 to Dunzo.

### Implementation:

- On the place order page right above the payment section, an option of donation can be added to contribute Re 1 or 2.
- This would be checked by default and users can opt to uncheck it.
- If they uncheck, they'll be prompted a message where we'll tell them how Dunzo would use it to help us progress towards a sustainable future.

Features & Improvements



2

## Recycling Dunzo-waste



We could collect recyclable Dunzo waste from previous deliveries (like cardboard boxes, paper bags and polythene bags)

### Implementation:

- The delivery partners can be directed to ask their employees for the same.
- This not in use waste can be recycled thus reducing our packaging costs too.
- We could keep a track of this donation and depending on the contribution per person we could give them coupon codes for free delivery or offers (eg. discounts and free small items)

## Features & Improvements



3

## Delivering Seeds

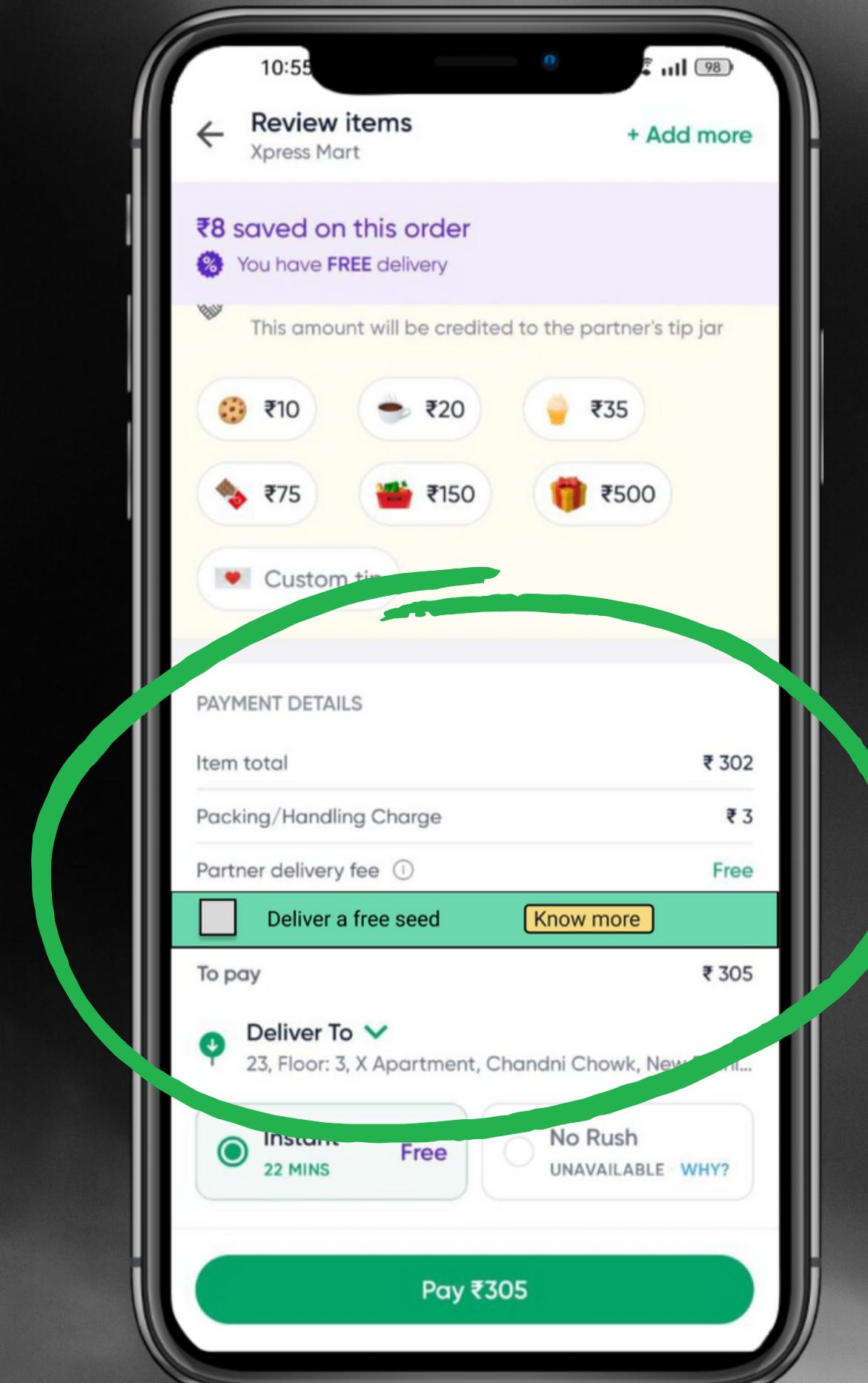


We can deliver free seeds to the customers who are willing to contribute by nurturing them.

### Implementation:

- On the place order page, we can add an option -  
 Deliver a free seed!
- This would be unchecked by default.
- Customers can be made aware of this initiative by prompting them with in app banners and notifications.

Features & Improvements



# 4

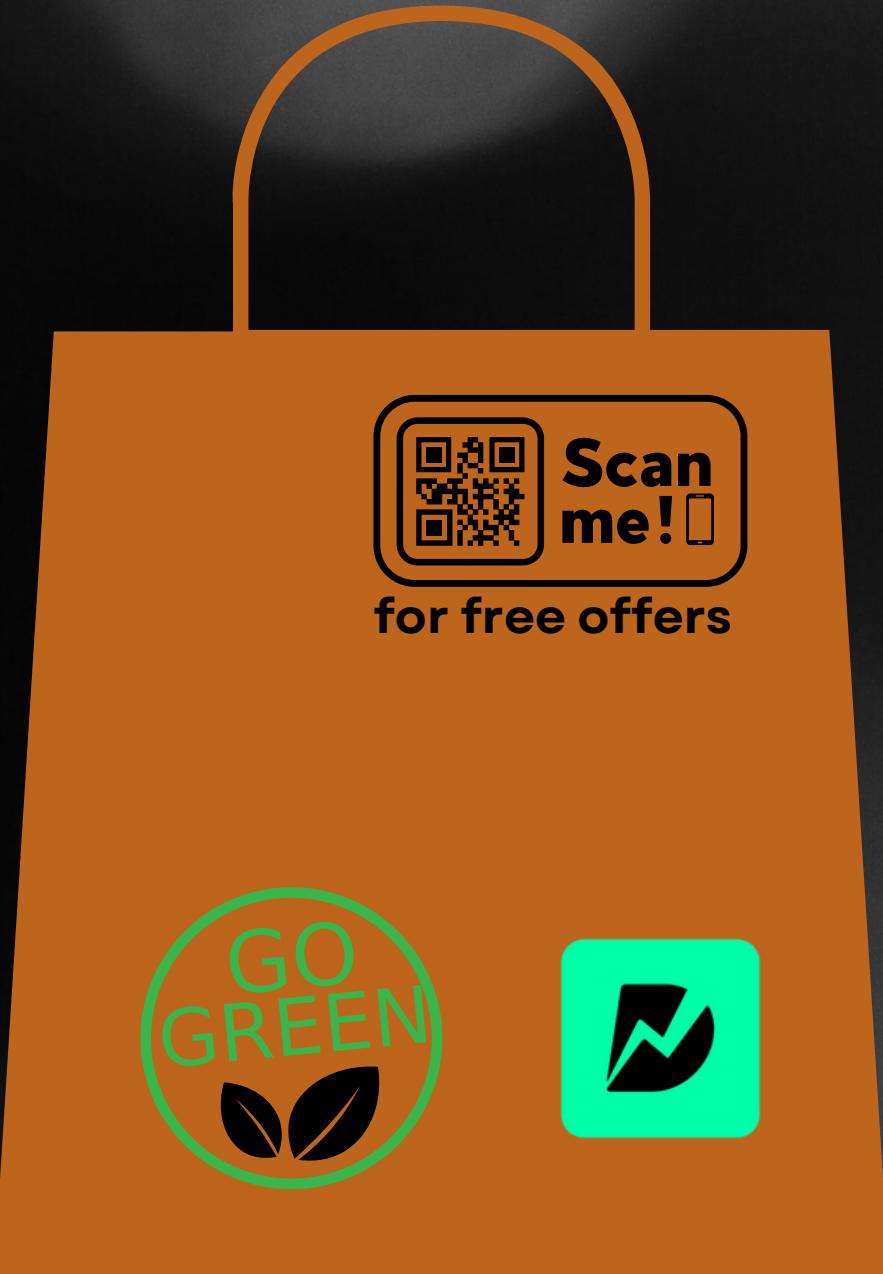
## Awareness on Packaging



The shipping bag which reaches the customer could have awareness instructions written on it.

### Implementation:

- "Go green", "Reduce, reuse, recycle" & many such kinds of slogans can be printed on the bag.
- It could have a QR code which would direct the customers to answer a few questions regarding awareness.
- In exchange we could give them discount coupons, partner offers etc.
- This would not only make them more aware but we, as a company would get to know more about the consumer behaviour.



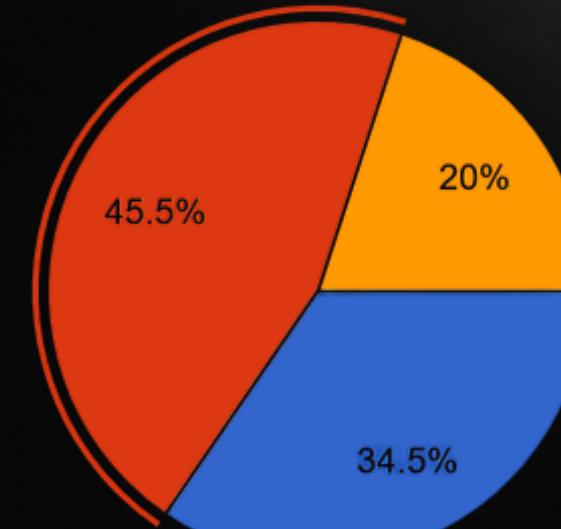
## Features & Improvements



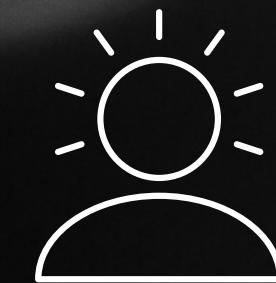
1

Do you have any idea about carbon footprint and its relationship with sustainable future?

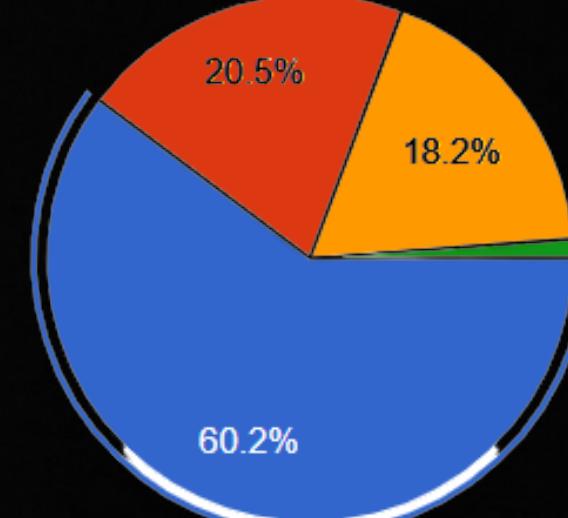
- Yes
- No
- Maybe



Awareness  
Needed



## Individual Contribution



- Yes
- No
- Maybe

Are you willing to pay a little amount (maybe a rupee or two with each order) so that the company uses them towards sustainable practices (like recycling, planting trees etc.)

2



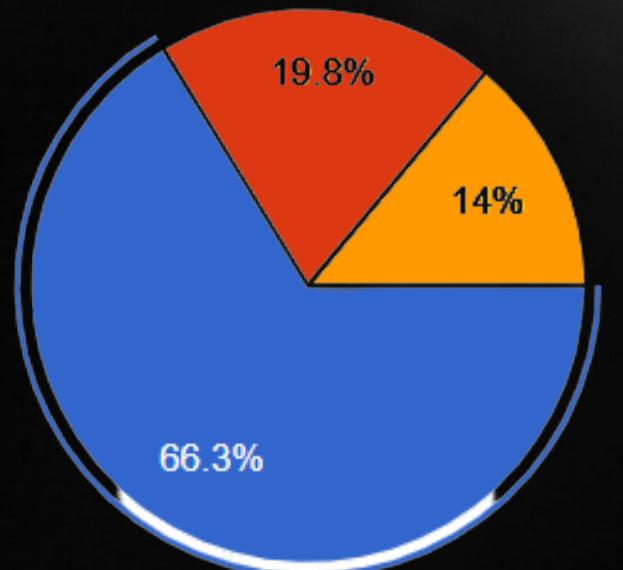
Data comprises of around 100 responses\*

## The Metrics

**3**

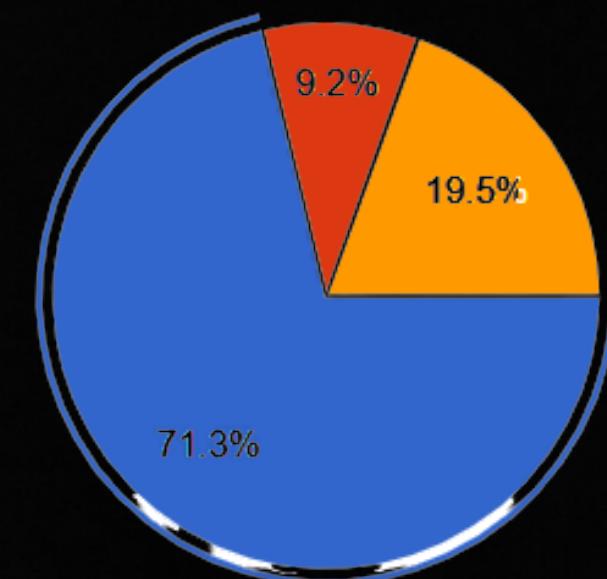
Do you wish to give back the old packaging materials at home (like cardboard boxes, polybags) in exchange of discount coupons & shopping offers?

- Yes
- No
- Maybe



**Recycling & Collecting Waste on Delivery**

**Individual Contribution**



- Yes
- No
- Maybe

Would you nurture a plant if you are given free seeds (one seed a year maybe)?

**4**

**The Metrics**



Data comprises of around 100 responses\*

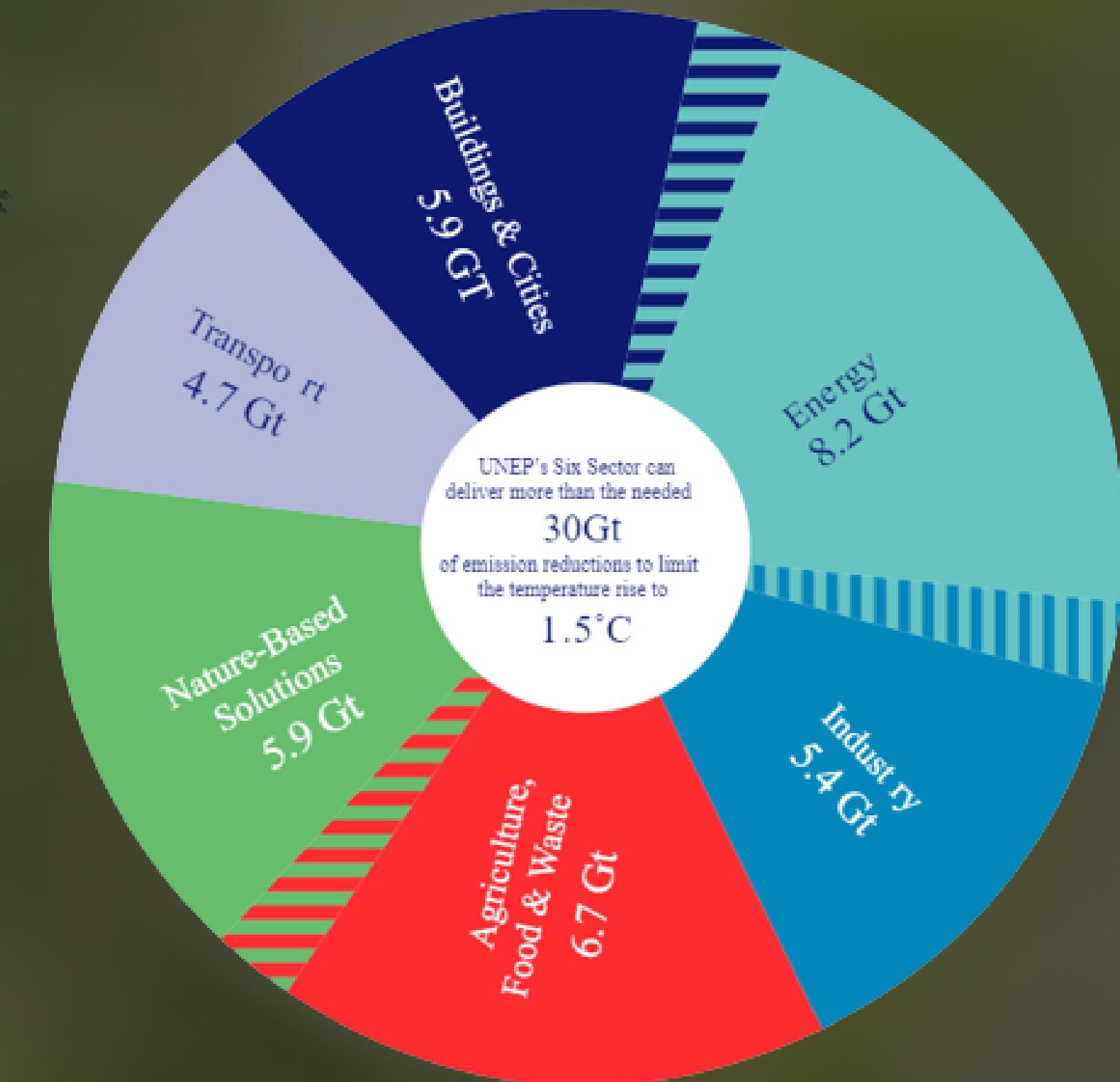
**According to UNEP,**

“Together, humanity can avoid the worst of these effects. To do it, we must limit the spike in temperatures to an average of 1.5°C above pre-industrial levels. Human-induced warming reached the 1°C mark around 2017.

Ensuring a safe future below the 1.5°C mark requires the world to cut 30 gigatonnes of greenhouse gas emissions annually by 2030. Transport and industry are not enough.

We need to cut carbon emissions by managing our land and resources more efficiently, including building smart cities and curbing deforestation and food waste.”

**It's now Duzo's turn.  
Let's take a leap forward!**



*Thank  
You*

**Team Pranathi Jindabad ;)**

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