# Enrich your shopping list sustainably

Our aim is to build an ecommerce site, a sustainable business model which will strive to achieve zero waste energy right from purchasing to shipping. We have created a React based ecommerce website which will sell and promote solely sustainable products.This platform will be a go to platform for sellers and buyers where they can buy and sell eco friendly products. The platform will not only just be a sell- buy platform but also provide various incentives to cultivate the sustainability practice among people.

Why the idea?

Covid 19 has brought disruption in our lives. Amidst this ecommerce has witnessed exponential growth. It's been anticipated that **Indian e-commerce** will grow 84% in 4 years to $111 billion by 2024, by **Covid**-19 impact. Therefore with such a surge , it will have a huge impact on our lives in coming years. However, due to the relative ease of shopping online, we have seen a huge surge in online shopping, due to which the sales of all kinds of products from all kinds of companies have increased rapidly.This has an unprecedented environmental impact.To put this into a perspective, more than 2 billion tons of waste end up in landfills worldwide annually. It is observed that most of the companies do not follow sustainable ethics of operation and their products are mostly harmful to the environment. Hence, the increase in e-commerce in the way it is operating currently will only amplify the current environmental problems arising due to the manufacturing and selling businesses.
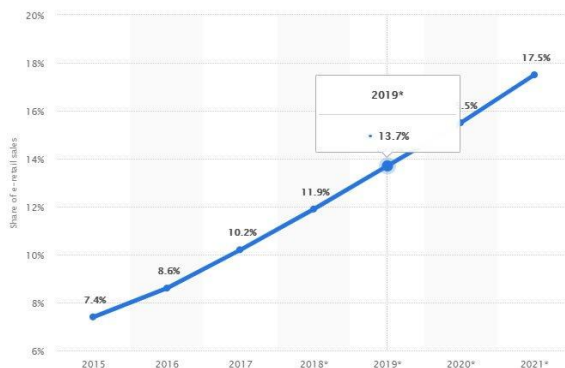
Sustainable development encourages us to conserve and enhance our resource base, by gradually changing the ways in which we develop and use technologies.
Many of us grew up with the terms "reduce, reuse, recycle" in our vocabulary.Reflecting the same values to business is very important these days. Not only to help the environment but also to increase brand loyalty among environmentally conscious customers.

 In **e-commerce**, the concept of **sustainability** can have a huge scope of innovation and collaboration of ideas which range from sustainable business models to eco-friendly packaging of products and its role will become increasingly important in the coming years.

The significance of Sustainability in online shopping will have a huge impact, we will need to focus on the parameters to which the consumers pay attention and will be motivated to adopt sustainable choices of buying products.
The companies should try to inculcate sustainability in their core values and ethics, encouraging the consumers to do the same.

In addition to this,E-commerce and digital trade can support productive activities, decent job creation, entrepreneurship, creativity and innovation.
Hence this idea can sustain in the long run.

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