# Comparative Study of Traditional Business Model with Sustainable Business in India

# by

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**EXECUTIVE SUMMARY**

A sustainable business, often known as a green business, is one that has a low negative impact on the environment, community, society, or economy on a global or local scale—one that aims to satisfy the triple bottom line. The Businesses cannot continue in the traditional way. The climatic emergency, rising social inequality, mass extinction of animals, and environmental disturbance are all clear and present dangers to our survival. The only approach to solve these difficulties and achieve net-zero greenhouse gas (GHG) emissions is to transform the systems that govern our environment. This shift is taking place in India. The benefit of incorporated sustainability efforts on business performance is undeniable. Sustainable development has the potential to generate sustainable economy, which will help Indian firms achieve their objectives. With the increased awareness of adapting the sustainable practices in different businesses in India, it is becoming vital to compare and reflect that sustainability in business is not only environment friendly approach, but it is also beneficial compared to the traditional business practices. Sustainable business practices are still far from being fully accepted and implemented by companies in India. This is due to a number of factors, one of which being that "greening" business is still viewed as an additional cost in terms of increased costs or revenue loss. This paper provides a comparative study of the performance of Sustainable business with the Traditional Business Model and highlights the benefits of Sustainable Business by analysing the collected dataset of different industries.

**CHAPTER 1**

**INTRODUCTION**

**1.1 GENERAL INTRODUCTION**

One of the vital changes required to adopt in the recent years is adapting the green business practices in Indian Grocery retail business to reduce the usage of amount of plastic used in food and grocery items because the Indian F&G shares highest contribution in India’s overall retail market. We have made plastic products an essential part of our daily lives. Some of the reasons for the extensive usage of plastic is to carry items like food and day to day groceries in plastic bags and using plastic packaging for such items. As a result of this the plastic is consumed at a huge scale in India. With the culture of ‘Use and Throw,' which means that the plastic will be discarded after a single consumption, the demand for and use of plastic has increased.[1] This type of plastics is known as single use plastic. This extensive use of plastic has created a huge environmental challenge which is due to its long life i.e., taking years to get decomposed. This has negatively impacted the environment by imposing several environmental issues i.e., air pollution, stream blockage, landscape damage and animal choking. If the plastic waste is not disposed properly, it can impose environmental danger to human and animal health. [2]FICCI Average per capita consumption of plastic in India is about 11kgs per year. An estimate by the Ministry of Petroleum and Natural gas suggests that the annual per capita consumption in India would be 20 kgs by 2022.[3] Due to the substantial use of plastic, it is now becoming necessary to take actions against reducing the usage of plastic.

A study was conducted by PlastIndia Foundation – which is a leading plastic industry body in India during June 2018 has stated that India consumed around 16.5 million tons of plastics in 2018.[4] In the year 2018 the percentage of plastic consumed for packaging was 52% in total. Out of which 42% consumption was for flexible packaging and 17 % consumption was for rigid packaging. Flexible packaging includes bags, envelopes, pouches, sample packets, plastic wraps, and other items constructed of easily releasing materials like film, foil, or paper sheeting that become flexible when packed and sealed.[5] On the other hand, Rigid plastic packaging is defined by its use in products like water and soda bottles, which are constructed from the most extensively used plastic, polyethylene terephthalate (PET), and to a lesser extent in containers, clamshells, tubs, and platters. These types of plastics are used to package a huge portion of the items that Indian households purchase on a regular basis such as grocery items and food.[5] Looking at the increasing usage of single use plastic and plastic packaging materials used in the food and grocery items it is necessary to use the environment friendly – green packaging to reduce the amount of plastic consumption and make the future of F&G Retail business Sustainable.

One more point to highlight the need of reduced usage of plastic in grocery retail business is the highest share of food and grocery retail businesses in India while comparing it with the share of other business sectors in Indian retail market.[6] A study by IMRG, UK’s Online Retail Association stated by doing the category split of the overall Indian retail that there is a 60% share of food and grocery retail business with the highest amongst all other categories of Indian retail business. This is the percentage of unorganized sector. In the study of organized retail business sector in India the food and grocery retail were on the second highest position with the market share of 19% amongst all other categories of retail business in India.[7] The unorganized sector, which primarily consists of tiny stores known as Kirana’s, accounts for most of the India's grocery business.

The grocery market in India is unusual in many aspects, particularly to the variety of consumers and the retail sector's unique distribution structures. A study done by Indian Retailers in 2018 suggest that Over 12 million retail shops exist in India, accounting for over 90% of the country's food and beverage market, which is expected to reach USD 810 billion by 2020.[8] The Indian grocery business makes up 69% of the country's entire retail market and is booming as time is passing by. The Traditional grocery business stores known as the local Kirana stores are the epicenter of the grocery business in India with 90% distribution across India.[9] This comes under the unorganized category of business sector in India. In the traditional grocery stores, everything comes under the plastic packaging and customers carries their shopping of day-to-day grocery items in single usage plastic bags which becomes an immediate waste after using it. There are also some supermarket chains operating in India which is using the same way of packaging and selling the grocery items in plastic bags. Having the huge contribution of 69% of India’s overall retail it is vital to change the way traditional grocery businesses works in the way of using plastic and plastic packaging for grocery items to make the future of retail grocery business sustainable There has been a shift that has taken place in the way the traditional grocery businesses works in India nowadays to make grocery retail business sustainable and help the environment turning green. The businesses use the terminology of Refill, Reduce and Reuse in which the customers are supposed to bring their own containers, fill the grocery items from the big glass jars placed in the shop and weigh them.[10] By using their home brought containers to fill the grocery items this will reduce the usage of plastic at a high scale. Apart from that the stores have also adapted plastic free packaging and uses the paper bags to pack and carry the grocery items. These grocery stores are making a small effort to reduce the plastic usage overall in the country by making the grocery retail business sustainable and plastic free which will in-turn a huge change in the coming years.[11]

**1.2 BACK GROUND OF THE STUDY**

For the past decades, environmental concerns have received much attention wherein it replicates the rising public concern and the awareness of people on environmental problems. Government institutions and several pressure groups all around the world have been campaigning vigorously for the environment; in addition, the media reporting on environmental issues has increased dramatically. These campaigns have pushed towards plans developed within political decision making such as several laws and regulations to protect the environment. For instance, through the Earth Summit in Rio de Janeiro in 1992 and the follow-up summits in Berlin in 1995 and in New York in 1997, objectives for international collaboration and action has been identified (Keating, 1993), thereby adding to the level of awareness raised towards environmental issues. Due to this increased level of environmental awareness, a positive change within the behaviour of consumers towards environmental products is prevalent nowadays. These changes contribute to the start of a green revolution that aims to thwart further harm to the environment. Despite such advances towards environmental concerns and the rise of green marketing, the construct of green marketing has been misinterpreted and misunderstood in its history.

**According to Polonsky (1994):**

“Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "eco-tourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact.” (p.1) As such, it is important to note whether or not a certain population has understood green marketing and has viewed in it proper parameters to therefore determine its success and sustainability within any given location. Green marketing, in general, is the promotion of different types of goods and services that are considered to be environmentally harmless. These products, are generally designed using natural or recycled resources, and are said to have little to zero negative effect on the ecosystem of the planet. Goods that meet these criteria are often referred to as biodegradable, meaning they help replenish the planet. In addition, eco-brands, eco-labels, and environmental advertisements are added green marketing gears that will allow the easier perception and awareness of green products features and attributes that will consequently guide buyers to products that are environmentally friendly. Innumerable businesses that promotes their products as green has continually grew.

**SUSTAINABLE BUSINESS**

A sustainable business or a green business is an enterprise that has minimal negative impact or potentially a positive effect on the global or local environment, community, society or economy. This is the business that strives to meet the triple bottom line (accounting framework with three parts: social, environmental and financial). Often, sustainable businesses have progressive environmental and human rights policies.

In other words, a sustainable business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products and manufacturing activities adequately address current environmental concerns while maintaining a profit. Also, it is a business that meets the needs of the present without compromising the ability of future generations to meet their own needs.

A major initiative of sustainable businesses is to eliminate or decrease the environmental harm caused by the production and consumption of their goods. the impact of such human activities in terms of the number of greenhouse gases produced can be measured in units of carbon dioxide and is referred to as the carbon footprint. The carbon footprint concept is derived from the ecological footprint analysis, which examines the ecological capacity required to support the consumption of products.

Businesses take a wide range of open initiatives. One of the most common examples is the act of “going paperless” or sending electronic correspondence in lieu of paper when possible. Another example is reducing the usage of single use plastic. Sustainable business leaders also take into account the life cycle costs for the items they products. Input costs must be considered regarding regulations, energy use, storage and disposal. Designing for the environment is also an element of sustainE.

**1.3 PROBLEM DISCUSSION**

Sustainable Business and strategies could possibly be successful, especially if the potential of the construct is fully researched and understood within the country. As such, to therefore instigate green marketing to develop within the country, this study is aimed at determining the purchasing behaviour of target Markets with reference to green marketing, to fully understand the green market potential of the country. To meet such objectives, the specific questions that follow were raised:

1. What are the underlying perspectives of consumers in sustainable packaging, green brands and green products—and in relation to current environmental issues and concerns?
2. Would the awareness of consumers in India on environmental issues and concerns affect their perception of the need for a full circulation of environmental friendly products in their country?
3. Is the target market amenable to the use of Sustainable packaging of goods and services once made available within the country?
4. What certain green packaging of goods and services have the greatest potential for profitability and return of sustainability within the country?
5. Is there a potential market for green packaging of goods and services in the country based on the gathered perceptions of consumers in the country?

**1.4 DE-LIMITATIONS**

The Dataset of Plastic consumption in India is collected from DowntoEarth’s Website. The website has published the dataset reported by PlastIndia Foundation. In the dataset used the plastic consumption is mentioned in kilotons per Annum. The dataset is collected to analyse the yearly trend of plastic consumption in India.

The state wise Plastic consumption dataset for the year 2018-2019 is collected by the report published by Central Pollution Control Board (CPCB) in India. Although it has been stated that the plastic consumption figures reported by CPCB are an underestimate. India consumes much more plastic than it actually reports. The data submitted by PlastIndia Foundation has much more realistic figures than the data reported by CPCB Indian government board. The plastic consumption is mentioned in tons per Annum. The dataset is collected to analyse the plastic consumption by different states and to analyse the list of states with higher consumption India.

The dataset of retail market share by different industries is collected from IMRG’s online portal. IMRG is one of the UK’s leading online retail associations. It is a community that offers neutral and unique resources for online retailers. The dataset is collected to analyse the What is the total share of food and grocery retail market in India. As this paper focuses on reducing the plastic consumption specifically in F&G retail market.

The dataset of Plastic consumption by different types of plastic in India is collected from Statista. Statista is a leading provider of market and consumer data. The dataset is collected to analyse which type of plastic is used/consumed the most and to check that the most consumed type of plastic also the most used in packaging.

The dataset of Plastic consumption by different industries is also collected by Statista. The Dataset was collected to analyse the industry in which the highest amount of plastic is consumed with highest demand.

**1.5 THESIS STRUCTURE**

The whole thesis is patterned after the format recommended in the Masters in Business Administration Course Guide. The sections of the thesis are therefore reflective of the following chapters:

Chapter 1 presents an introduction of the chief subject matter of this study. The main problem of this research is to study is to examine consumers' purchase behaviour towards green packaging of products and the potential that exist from the perspective of corporate bodies and consumers point in India. Other areas discussed within this chapter includes the background of the study, the problem discussion, the delimitations of the study, and the structure of the thesis. Chapter 2 presents an outline of relevant literature that is discussed within this research. Also in this chapter, information and justifications are given in conclusion to the study made. It starts with a review of literature review of sustainable business and green packaging. Chapter 3 presents the research methodologies that were used to carry out the research processes, thereby, meeting the objectives of the study. The chapter justifies the correctness of the method chosen for the study and also presents discussions on the research design and the data collection procedures. Chapter 4 presents the results and findings of the study with their corresponding discussions. The results are presented in logical manners with the help of tabular and graphical presentations. Statistical analyses also used to measure the results of the study were noted as well as with their corresponding results. Finally, chapter 5 presents an overall summary of the study 14 Green Marketing Potential as Assessed from Consumer's Purchasing Behaviour’s. The chapter also discusses some of the limitations of the study, some threats to validity and reliability and also some recommendations for future and further researches. Below is an outline form of the thesis structure.

1. CHAPTER ONE: Introduction
   1. General Introduction.
   2. Background of the study
   3. Problem Discussion
   4. Scope and Delimitations of the study
   5. Thesis Structure
2. CHAPTER TWO: Review of Related Literature
3. CHAPTER THREE: Methodology
   1. Introduction
   2. Research Design
   3. Sources of Data
   4. Data Gathering Tool
4. CHAPTER FOUR: Results and Discussion of Results
5. CHAPTER FIVE: Conclusion

**CHAPTER TWO**

**LITERATURE REVIEW**

Every day we are bombarded by news of our deteriorating natural world and damaged out of our own doing with such a massive problem finding solutions can feel overwhelming but this simple and humble approach can make a big difference, we often hear the words bring your own bottle bring your own straw, bring your own eco bag this can be a drop in a bucket but can bring and can create a ripple effect to help people to live more sustainable. Zero Waste Shops have come a long way since they were formerly considered elitist and connected with privilege. Newer generations of entrepreneurs have made it their mission to answer the widespread criticism that Zero Waste stores are "too specialized" by making them more widely accessible. But, more importantly, these retailers demonstrate a variety of environmentally friendly ways to deliver food. As per Heather Ben Zvi, the owner of Refill Room, a zero-waste boutique in Westchester, New York, for a more thorough response. Refill Room is committed to decreasing and eventually eliminating the use of plastic by providing genuine sustainable items as well as refills for reusable containers. Ben Zvi informs Green Matters through email in April 2021, 10 months after launching, "I wish there was an easy response to your concern [about our profitability]." “We're ecstatic because we've surpassed our targets. We are not yet profitable, but we will be within the next few months. To be honest, I believe it has the potential to be lucrative, but we will need to scale the company.” Consumers are shifting their perspectives. More and more individuals are realizing the value of environmentally friendly shopping and reducing waste. The true issue, according to The Guardian, is with larger corporations such as supermarkets. While many markets are shifting to a more sustainable, plastic-free approach for packaging and selling their products, the majority are unwilling to make the switch to what is effectively a more expensive method of doing business.

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A major initiative of sustainable businesses is to eliminate or decrease the environmental harm caused by the production and consumption of their goods. the impact of such human activities in terms of the number of greenhouse gases produced can be measured in units of carbon dioxide and is referred to as the carbon footprint. The carbon footprint concept is derived from the ecological footprint analysis, which examines the ecological capacity required to support the consumption of products.

Businesses take a wide range of open initiatives. One of the most common examples is the act of “going paperless” or sending electronic correspondence in lieu of paper when possible. Another example is reducing the usage of single use plastic. Sustainable business leaders also take into account the life cycle costs for the items they products. Input costs must be considered regarding regulations, energy use, storage and disposal. Designing for the environment is also an element of sustainE.

**CHAPTER THREE**

**METHODOLGY**

**3.1 INTRODUCTION**

This paper examines the overall plastic usage in India, trend of plastic usage in India, the plastic usage in the future in India, the total market share of retail grocery business in India within Un-organized and organized business sector, plastic consumed by different industries, the comparative analysis of plastic usage in Traditional retail grocery stores with the green grocery stores across India and how much impact it is going to make to ultimately contribute to reduced plastic consumption in India. The Dataset for examining different scenarios have been collected from different sources.

**3.2 RESEARCH DESIGN**

With reference to the nature of the study, as well as the objectives and goals sought after. A survey was chosen since the study is concerned with consumer perception of sustainable packaging. This type of data gathering method is more accurate and we will be able to study and analyse the data gathered with statistical tools. This will help us come up with well-rounded conclusions that are based on the results of treatment of the data.

**3.3 RESEARCH METHOD**

The Dataset of Plastic consumption in India is collected from DowntoEarth’s Website. The website has published the dataset reported by PlastIndia Foundation. In the dataset used the plastic consumption is mentioned in kilotons per Annum. The dataset is collected to analyze the yearly trend of plastic consumption in India.

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The dataset of Plastic consumption by different industries is also collected by Statista. The Dataset was collected to analyze the industry in which the highest amount of plastic is consumed with highest demand.

The Figures of plastic consumption in grocery store is collected from PlastIndia’s recent study on Consumption of Plastic and its report on various scenarios. The figures are collected and analyzed to highlight the high amount of plastic consumption in Tradition Retail business in India. These figures are then being compared by Amount of Plastic saved by Sustainable/Green Zero waste Grocery Businesses in India. The Exact figures of plastic waste saved was given by only two stores: “7 to 9 Green Store” operating in Kerala, India and “Adrish zero Waste Store” which was operating in Pune and now expanded their store in many other cities.

**3.4 SOURCES OF DATA**

Primary sources of data are reflective of the answers of the owners of the green store used from the data collection process. Responses gathered through the use of questionnaire (oral) are able to address the objectives of the study and the questions that were raised from the onset of this research. As such, they are considered as the main data to be processed and evaluated. Some sources of data, those that are considered as secondary, were also gathered from the literature that was reviewed within this study. The literature presents significant information with regards to the objectives of the study and is also particularly helpful in the interpretation of findings and results.

**3.5 DATA GATHERING TOOL**

Data used within the study are to be gathered from chosen respondents using a questionnaire in the form of an online survey (Oral). It is an essential tool to gather data, a tool to compare data open to different techniques of analysis, a tool to gather unbiased information often reflected within telephonic interview, and a tool used to engage respondents’ attention to the study.

**CHAPTER FOUR**

**ANALYSIS AND DISCUSSION**

To begin with, we collected the required data as per the requirement from different sources. All the collected dataset and information was collected and then transformed in the structured excel spreadsheet formats. I have used the BI tool Tableau to analyse and visualize the collected fact and figures in that tool. I have created two Dashboards in Tableau and also created some individual graphs for the purpose of analysing the data and making the interpretation out of it. Following are some approaches I have adapted to analyse the data of Plastic Consumption in different years and in different aspects.

Yearly Plastic Consumption in India from the year 2013 to 2018: We have collected the yearly plastic consumption data from PlastIndia’s reported dataset. The CPCB board of India has also collected the year-on-year plastic consumption data and reported it every year. But apart from the year 2018-19 in all the other years many of the Indian states have not submitted their actual figure of plastic consumption to the board. And also, the figure which CPCB states is said to an underestimate of the true plastic consumption India.

Chart

Description automatically generated

The graph above depicts the yearly trend of Plastic consumption in India. The information in the graph about the plastic consumption is from the year 2013 to 2018. The numbers of plastic consumption are in the unit of Kilotons (Kt). The Line graph above clearly shows an upward trend of growth in Plastic Consumption. Every year the amount of plastic being used by India is Constantly increasing. Starting from 10,016 Kt per annum in the year 2013 India has reached up to 16,050 Kt per annum of Plastic Consumption. This is a huge number and a big worry for environment and this required some strict actions.

1. Top – 20 List of States in-terms Plastic Consumption (tons per annum) in India from the year 2018 to 2019: In the year 2018 – 2019 CPCB has published a report of Plastic Consumption in India with all the states reported its plastic consumption in it.

Chart, treemap chart

Description automatically generated

The Above Heatmap shows the Top-20 states with plastic consumption in the year 2018-19. In the heatmap its clearly visible that Maharashtra has reported the highest plastic consumption that is 409,630 tons followed by Tamilnadu 401,091 tons and Gujarat being of the top 3rd place with plastic consumption reported 356,873 tons of Plastic. The chart is indicating that Goa is on the 20th place in the list of top – 20 states contributing to highest plastic consumption with 32, 580.52 tons of plastic. The reason behind highlighting the top – 20 states is to take some actions and implement some changes in the states where they have reported high plastic consumption. One of the reasons being these states contributing to the high plastic consumption is, the list of states has high population. So, it is very important to implement the changes in these states where there is more potential of having the harmful consequences to the residents living in the list of states and the environment will also get highly affected. The heatmap is color coded with having the highest consumption of plastic with darkest blue color to the least consumption state in top-20 list with light blue color.

1. Dashboard of Share of Overall Retail Market with category breakdown Vs. Organized retail Market share in India: The dataset is collected from IMRG’s Online Retail association.

Chart, treemap chart

Description automatically generated

The Above Dashboard depicts two Heatmaps.

* The First heatmap shows one the retail market share of different categories of businesses in India in organized sector and the second heatmap shows the overall retail market share of different category of businesses in India. India has a huge incoming business through its retail sector.
* According to IMRG’s study on retail market share it has been stated that India retailing is dominated by small stores and street stands, known as the “unorganized” sector: 92% of all retailing by value falls into this sector. So here we have highlighted both the overall retail market share of different category of businesses and also the retail market share of Organized sectors.
* In the overall retail market share Food and Grocery retail has the highest share of 60%. In the Heatmap of retail market share in the organized sector the Apparel and Fashion category comes at the top with highest contribution of 28% followed by the Food and Grocery retail market share with 19%. This figures of high contribution of Food and Grocery retail business in India is the major reason of analyzing plastic consumption of traditional grocery retail business in India. There is a required change which needs to get implemented in the traditional Indian retail grocery business to reduce the plastic consumption and adapt the sustainable business practices. By using the paper bags in place of plastic bags and using the recently developed sustainable grocery business trend of Refill, Reduce and Reuse – which means bring your own containers at the grocery shop, fill it with the item you need, reduce the usage of plastic and reuse it the next time you want to buy the grocery. This will help in reduction of Plastic usage and demand in the F&G retail Market in India.
* The heatmap of Organized Retail market share in India is color coded with Darkest red color i.e., Fashion and Apparel with highest contribution in the retail market share and the least business category with lowest market share i.e., Food Services and Entertainment highlighted with light red color. The second heatmap in the dashboard of overall retail market share is color coded with Red to golden color quadrant, having the dark red color for the highest consumption of plastic i.e., Food and Grocery and the light golden color for the least consumption of plastic i.e., Pharmacy.

1. Dashboard of Plastic Consumption by different types of plastic, the time it takes to decompose and Overall plastic demand in different sectors in India: The Datasets are collected from Statista a leading online portal which provides the dataset of different markets and consumers.

Chart, bar chart

Description automatically generated

* The Dashboard above depicts three different charts to give an overall idea of Plastic Demand in different industries, Consumption with Different types of Plastics and how long does each type of plastic takes to get decomposed with the added details of its abbreviation, symbols and whether the type of plastic is recyclable or not.
* The bar chart shows the different types of Plastic with its consumption in million metric tons in the year 2019. The bar graph shows that Polyethylene is the highly consumed plastic type with the consumption of 5.3 million metric tons followed by Polypropylene and Poly vinyl chloride with the consumption of 5.080 and 3.310 million metric tons of plastic consumption. These three types of plastics are the most used type of plastics in making single usage plastics used in packaging the food and grocery items, plastic containers, plastic bottles and Plastic carry bags. This proves that Plastic Packaging is a serious concern especially in Food & Retail Sector in India.
* There is a summary table below the bar chart highlights the different types of Plastics, its abbreviation, the time of decomposition and the symbol. The table shows that Most of the types of Plastics takes up to 5 to 1000 years to get it decomposed. Poly Vinyl Chloride and some other types of Plastics which are not mentioned in the list does not get decomposed.
* The second table in the dashboard besides the bar chart highlights Plastic demand by different Industries in India in the year 2018. The table shows the Highest demand of plastic is in the Packaging Industry. The demand share of Flexible packaging is 49% and 17% for Rigid packaging. In there is a huge demand of plastic in packaging industry with 59%.

1. Plastic Saved by Sustainable Grocery Business Stores in India: In India there are some retail grocery stores which now have started the Sustainable green grocery business practice and ditching the traditional approach of running the grocery stores. There are nearly 8 to 10 number of such green grocery stores in India operating in different part of the country. The number of stores is really less. There is a need of spreading awareness to adapt this shift of green grocery business world-wide to help turning the grocery retail business Sustainable and Environment Friendly. Although not all the stores have reported how much plastic consumption they have saved till now since opening the store. We have collected the data of Plastic consumption saved is collected from two different green grocery stores – “7 to 9 green store” and “Adrish – Zero waste Store. Both the stores constantly update the figure of Plastic Consumption by reducing the use of Plastics bags and packaging.

* 7 to 9 green store is operating in Kerala, India and the store started operating in the year 2019. Since the opening the store was able to save 2,52,000 kg of plastic which is equivalent to 252 tons of Plastic.
* Adrish Zero waste store started operating first in Pune in the year 2018. The store has also recently opened their branches in Delhi, Mumbai, Hyderabad, Bangalore and Gurugram. Since the opening the store was able to save 2,95,810 kg of plastic consumption which is equivalent to almost 295 tons of Plastic.
* Both the stores together have saved around 547 tons of Plastic within Last 2 or 3 years.
* According to the study conducted by PlastIndia Foundation almost 50% of the plastic is being used in F&G retail market for the purpose of packaging and carrying the food and grocery items. The total consumption that India has reported in the year 2019 is 16.5 million tons per annum. The 50% of this is amount that is 8.25 million tons per annum is used in packaging industry. This is a very big number.
* Looking at the tons of plastic saved by just two sustainable green grocery stores within two-three years if we decide to reach up to the goal of reducing 2% of the plastic consumption used in plastic packaging then the amount of plastic saved across PAN India will make a huge difference to the overall plastic consumption and to the environment as well.
* Considering the amount of plastic used in packaging which we calculated from the overall plastic consumption in 2019 which is 8.25 million tons. If we save 2% of the plastic by adapting the sustainable practices in F&G retail, we will be able to save 0.17 million tons of plastic annually. Although the number is very small, but it makes a huge impact on the overall consumption in the coming years. By increasing awareness of this India can also achieve higher amount of saved plastic consumption.

**CHAPTER FIVE**

**CONCLUSION**

# According to Forrester Research, India's retail sector would be worth $883 billion in 2020, with retail Food Grocery accounting for $608 billion of that. The contribution of F&G retail sector is very high. India has huge F&G retail market share in unorganized business sector. In India the F&G retail market is highly dominated by the traditional grocery business stores also known as Kirana stores. This type of stores uses huge amount of plastic for packaging F&G items. Looking at the increasing consumption of plastic every year there is a high demand of change in the Indian Traditional Grocery business stores. The change in Traditional Grocery stores has already taken place and there few grocery stores in India, who have taken this initiative of running the zero waste grocery stores and reducing the amount of plastic usage by not using plastic carry bags and packaging material. According to the dataset available of the plastic consumption saved by two different stores we have observed that in total 547 tons of plastic was saved within just three years of the opening. If we adapt this approach across India this is going to make a huge difference in-terms of plastic consumption in Indian F&G retail stores.

# The limitation of this research is the dataset of Plastic consumption across different sates in India. There are some states which have not reported the plastic consumption in some years. Also, while doing the comparative study, it was a challenge to collect the dataset of plastic consumption saved by green grocery businesses. As in India there are very limited number of green grocery stores, and from those stores only a few of them have reported the total consumption saved.

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