



Accenture Innovation Challenge

Reinvent the Future:
Unleash your
innovation potential

Team details

Code-for-Conservation:



Somesh Ghosh (Team Leader)

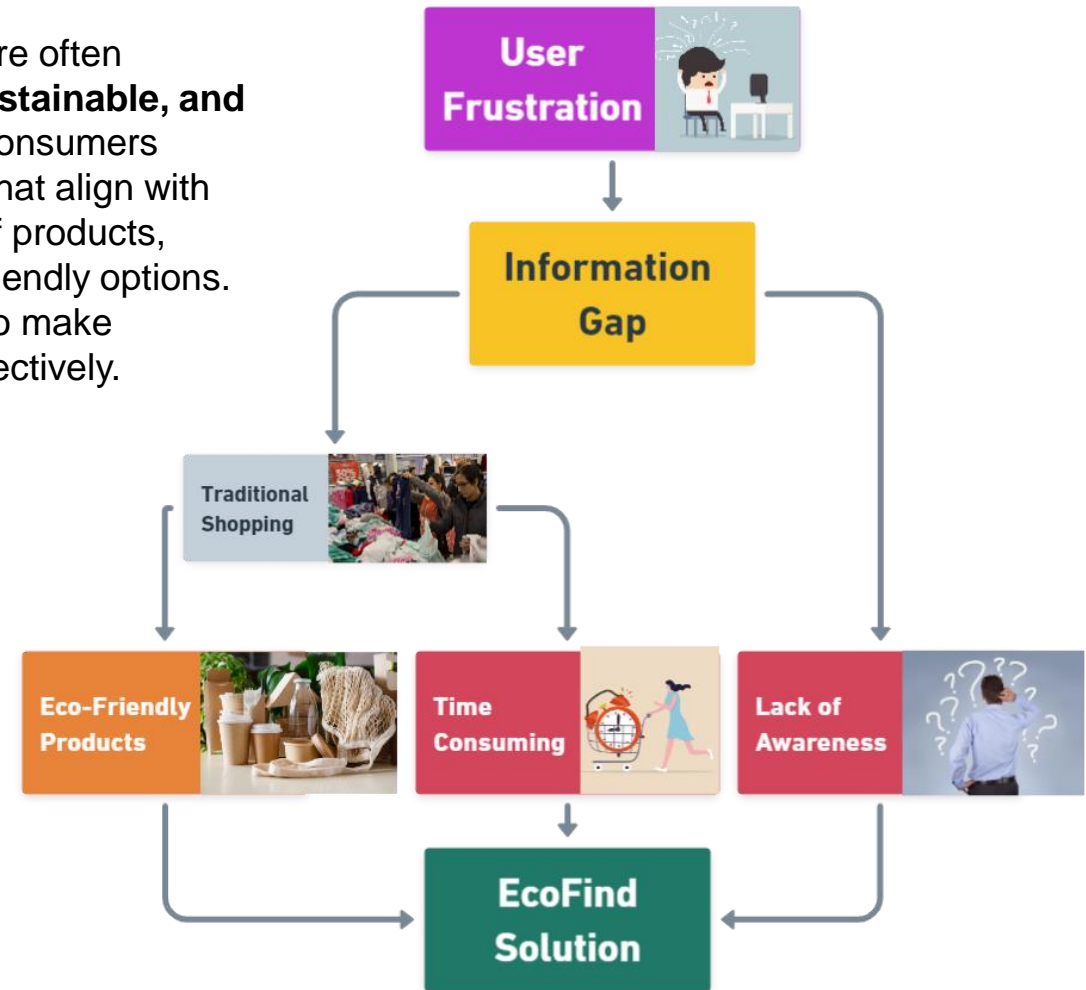
College: National Institute of Technology (NIT) Jamshedpur
Stream: Electronics and Communication Engineering
Year of Graduation: 2026

Describe the problem statement (200 words)

In today's consumer-driven world, environmentally conscious individuals are often overwhelmed by the **lack of easily accessible information on green, sustainable, and eco-friendly products**. As the demand for eco-conscious choices rises, consumers struggle to find trustworthy sources that curate and recommend products that align with their values. Traditional e-commerce platforms are flooded with an array of products, making it time-consuming and challenging for consumers to identify eco-friendly options. This information gap poses a significant obstacle to individuals who wish to make environmentally responsible purchases but lack the resources to do so effectively.

Moreover, the **lack of awareness about eco-friendly alternatives** and their benefits **hinders the broader adoption of sustainable living practices**. Bridging this knowledge gap and simplifying the process of identifying eco-friendly products is essential to encourage more people to embrace sustainable consumerism.

User frustration is caused by an **information gap**, which, in turn, occurs due to **traditional shopping** and **lack of awareness**. Traditional shops do include **eco-friendly products**, but they are **time-consuming** to find, **unreliable**, and provide **no information** to consumers regarding the green product leading to lack of awareness among the consumers.



Proposed solution / your big Idea (200 words)

Our solution, EcoFind is the ultimate destination for environmentally conscious consumers seeking to make sustainable choices effortlessly. Our innovative platform combines cutting-edge technology with a commitment to education and community engagement.

At the heart of EcoFind is our product recommendation feature powered by machine learning algorithms. Users can input their desired product, and our platform curates a daily list of top eco-friendly options. Each recommendation comes with detailed product descriptions, direct purchase links, and regular updates to ensure users have access to the latest sustainable products.

But EcoFind is more than just a recommendation engine. We empower users with knowledge through our blog section, which offers informative articles, sustainable living tips, and insights into eco-conscious trends. Our user community forums foster connections among like-minded individuals, encouraging the exchange of ideas and support for sustainable living.

In addition to these core features, EcoFind offers tools like sustainable ratings and reviews, product comparisons, a carbon footprint calculator, and a green events calendar. We promote local and ethical sourcing, showcase eco-friendly brands, and even provide personalized sustainability reports.

With EcoFind, we're not just simplifying eco-friendly shopping; we're building a community and a movement. We envision a world where conscious consumerism is the norm, and EcoFind plays a pivotal role in making this vision a reality. Join us on this journey towards a greener, more sustainable future.

Technology Used: **Machine Learning, Web Development Technologies**

Proposed solution / your big Idea (200 words)

EcoFind Features

Product Recommendation:

- Machine Learning Algorithms
- User Input
- Curated Eco-Friendly Product List
- Direct Purchase Links
- Detailed Product Descriptions
- Updated Recommendations

Blog Section:

- Informative Articles
- Sustainable Living Tips
- Eco-Conscious Trends
- User Engagement

Sustainable Ratings and Reviews:

- User-Generated Ratings
- Environmental Impact Ratings
- User Reviews
- Product Insights

Product Comparisons:

- Side-by-Side Product Comparison
- Price Comparison
- Environmental Impact Comparison
- Feature Comparison

Local and Ethical Sourcing:

- Highlight Local and Ethically Sourced Products
- Fair Trade and Local Community Support

Carbon Footprint Calculator:

- Calculate Carbon Footprint of Purchases
- Provide Eco-Friendly Alternatives
- Environmental Impact Tracking

User Forums and Community:

- Discussion Forums
- Sustainable Living Tips Exchange
- Like-Minded Community

Green Deals and Discounts:

- Exclusive Eco-Friendly Product Deals
- Discounts on Sustainable Choices
- Promote Affordable Eco-Friendly Shopping

Interactive Sustainability Challenges:

- Monthly/Quarterly Challenges
- Encourage Sustainable Actions
- Rewards and Recognition

Eco-Friendly Brands Directory:

- Curated List of Eco-Conscious Brands
- Brand Values and Certifications
- Support Ethical Businesses

Product Certification Information:

- Detailed Information on Eco-Certifications
- Educate Users on Product Standards

Green Events Calendar:

- Upcoming Environmental Events
- Workshops and Sustainability Activities
- Stay Informed and Engaged

Personalized Sustainability Reports:

- User-Specific Reports
- Tracking Sustainable Shopping Habits
- Suggest Areas for Improvement

Mobile App:

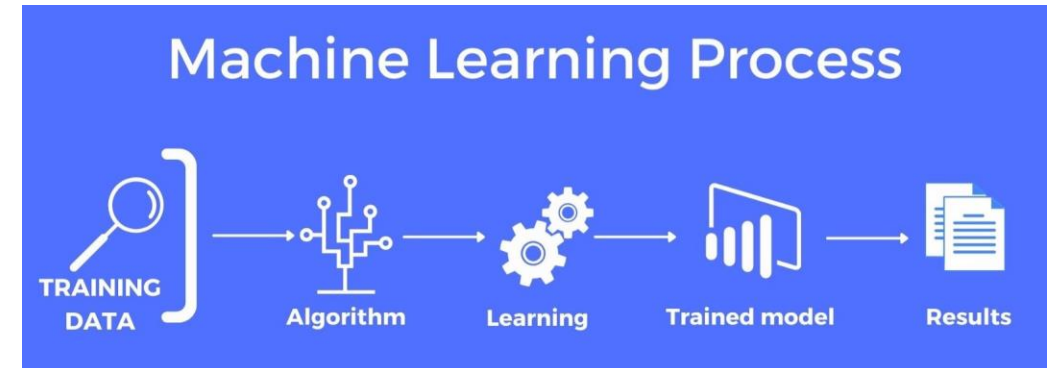
- On-the-Go Access
- Product Scanning for Eco-Friendliness
- Eco-Tips and Shopping Assistance

How does your innovation accelerate change with the power of Technology? (200 words)

EcoFind harnesses the power of cutting-edge technology, specifically machine learning algorithms, to accelerate positive change in the way people shop and consume products. Our innovative platform employs data-driven insights and automation to provide users with a curated selection of green, sustainable, and eco-friendly products. This streamlines the decision-making process for eco-conscious consumers, making it easier than ever to choose sustainable alternatives.

Through advanced data analysis, EcoFind continuously scours the vast landscape of e-commerce websites, considering product attributes, certifications, and user reviews to identify environmentally responsible products. This technology-driven approach not only saves users time but also ensures that the products featured meet stringent eco-friendly criteria. Moreover, our platform's educational content leverages technology to raise awareness about sustainable living, fostering a community of informed and responsible consumers.

By making eco-friendly products more accessible, EcoFind empowers individuals to make eco-conscious choices effortlessly. This technological innovation is a catalyst for change, encouraging a shift towards sustainable consumerism, reduced carbon footprints, and a healthier planet.



How is your solution different/unique from other solutions in market (150 words)

EcoFind stands out in the market due to its unique combination of curated product recommendations and educational content. While there are existing eco-friendly product directories and sustainability-focused websites, EcoFind goes a step further by not only offering a handpicked selection of eco-friendly products but also educating users on why these choices matter.

Most similar platforms primarily provide product listings without comprehensive information or context, leaving users to navigate on their own. In contrast, EcoFind provides detailed product descriptions, direct links to purchase, and captivating images, enhancing the user experience.

Furthermore, EcoFind's machine learning algorithms continuously update product recommendations based on evolving eco-friendly criteria and user feedback, ensuring that users have access to the latest and most relevant sustainable products.

Our dedication to user education through a blog section sets us apart, empowering consumers with knowledge about eco-friendly living practices, certifications, and industry trends. EcoFind's holistic approach makes it a unique and invaluable resource for eco-conscious consumers seeking both products and knowledge to drive positive environmental change.

- **PATENT FILED: No**

Foundation of the solution.	EcoFind Platform:
EcoFind goes beyond simple recommendations.	Comprehensive Product Curation:
Informative articles and sustainable living tips.	User Education:
Fosters an engaged community of users.	Active Community:
Users can provide sustainability-based ratings.	Sustainable Ratings:
Products rated for their environmental impact.	Environmental Impact:
Highlights products with ethical sourcing.	Ethical Sourcing:
Exclusive green deals and discounts.	Green Deals:
Users receive customized sustainability reports.	Personalized Reports:

Do you have a working model/prototype: Yes (With ML recommendation feature and blog section. Other features are in development)

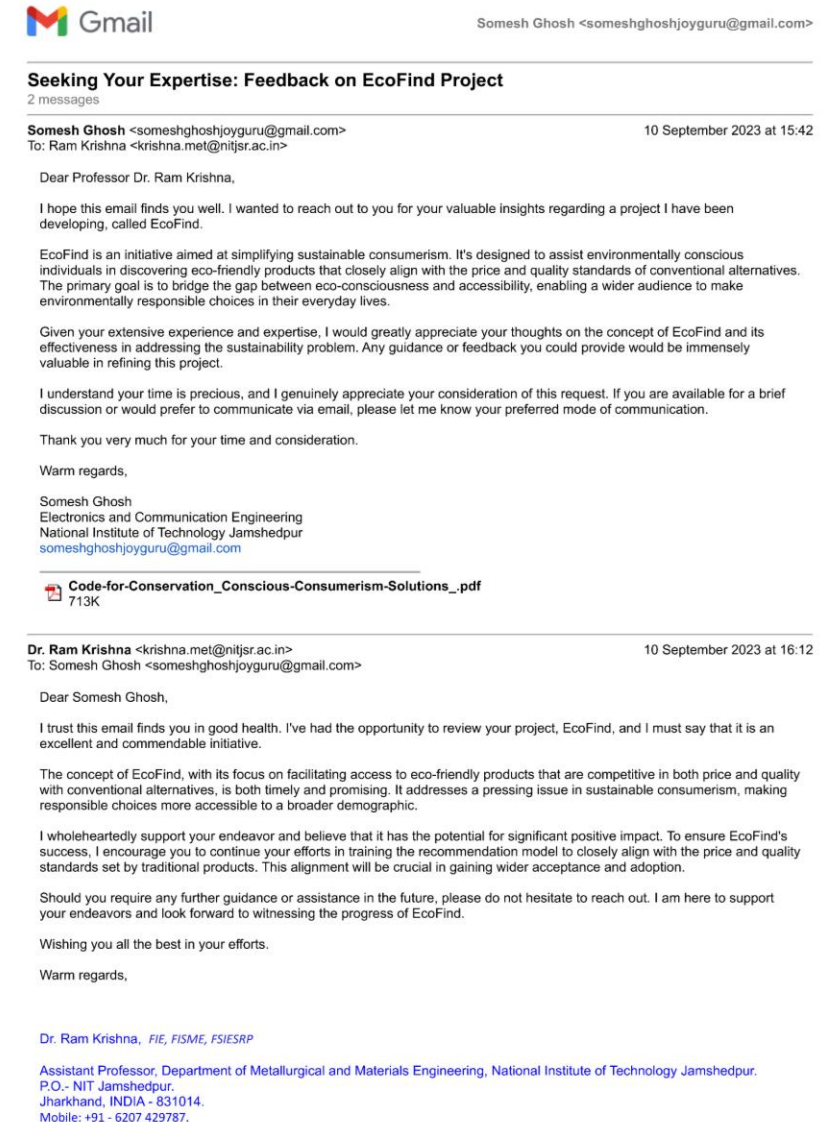
Any testimonials received?

In diligent pursuit of market research, I conducted an extensive search across reputable sources to ascertain the viability, economic feasibility, and cultural acceptability of my eco-conscious idea. Gratefully, numerous esteemed think tanks and organizations have undertaken comprehensive analyses that not only validate the commercial potential but also underscore the socio-economic and cultural relevance of my concept. Some noteworthy references include:

- [The rise of the eco-friendly consumer \(strategy-business.com\)](https://strategy-business.com)
- [Climate explained: Are consumers willing to pay more for climate-friendly products? \(theconversation.com\)](https://theconversation.com)
- [Frontiers | Culture and Green Advertising Preference: A Comparative and Critical Discursive Analysis \(frontiersin.org\)](https://frontiersin.org)
- [Sustainable consumption \(europa.eu\)](https://europa.eu)

Additionally, I sought counsel from **Dr. Ram Krishna**, a well-regarded professor within my academic institution. Furthermore, I conducted informal surveys among acquaintances, encompassing neighbors, uncles, and aunts, with the intention of gauging their perspectives. While the responses exhibited variation, a recurring theme emerged: a collective preference for eco-friendly products that closely align with the price and quality standards set by conventional alternatives.

In response to this valuable feedback, I am earnestly refining my model. The objective is to ensure its recommendations encompass environmentally responsible products that present cost and quality parity with traditional offerings. This approach is intrinsically user-centric, serving as a testament to our unwavering commitment to sustainability and inclusivity, resonating with the discerning and conscientious consumer demographic.





Thank you!