

What went well?

What should we keep doing?  
What should we celebrate?  
Where did we make progress?

A DATA DRIVEN  
EXPLORATION OF  
APPLE'S IPHONE IMPACT  
IN INDIA

What went poorly?

Where did we have problems?  
What was frustrating to us or others?  
What held us back?

How apple  
iphone  
affects the  
indian  
market?

Apple was the second biggest revenue generating brand in india in 2022second only to samsung as it gained 18%of the total valu.

Apple's increased focus on distribution and marketing in india has resu lted in a 50% YoY growth in sales and a rise in market share to 5.1%.

What are the  
negative  
envioronmental  
impacts of apple  
iphone?

Apple says that 70% of its carbon emissions come from manufacturing alone

Smartphone are responsibleb for the most GHG emissions when compared to all other eletronic products and devices.



What are  
negative  
effects of the  
apple  
iphone?

negative effects of screen time on kids, including higher risk of OCD.

They may cause headaches, decreased attention, shortness of temper.sleep disorders and depression mostly among teenagers.

What are the  
ethical faced  
by apple  
iphone?

poor working conditions such as healthy and safety risks, child labour, poor environmental reporting, contribution to e-waste and tax avoidance.

Although apple is ethical overall there are certain ethical issues that still remain

What ideas do you have?

What ideas do you have for future work together?  
Where do you see opportunities to improve?  
What has untapped potential?

How should we take action?

What do you believe we should do next?  
What specific things should we change?  
What should extend beyond this meeting?