



WELCOME TO
ON THE BLOG
E-NEWSLETTER



1. CIRCULAR ECONOMY MODELS IN STARTUPS

By Deepika
(B.com 3rd Year)

By definition, the circular economy is a business model that reduces wastages, increases the reuse of materials and recycles resources to make the most of it. Lately, this has gotten quite popular and that's why nowadays startups are more focused towards the Circular Economy. They deal with waste to generate some out-of-the-box concepts and speedy steps that support circular economy design philosophies. Startups are leading the way! With their clever ideas and quick moves, they're finding new ways to use circular economy models. These small businesses create smart solutions to tackle big environmental problems, cut down on resource usage, & build sustainable business plans. A great method that startups have been employing is creating products for circularity. Their goal is to strengthen the product, make it easier to fix, and recyclable for a better use. Their goal is to strengthen the product, make it easier to fix, and recyclable for a better

use. This way it helps products to last longer in the market and offer less wastage. More often than not, they opt for renewable or at least truly sustainable materials and pay as much attention to whether their packaging isn't wasteful for the environment. Some of them even consider those designs which are modular and can be repaired or upgraded. Another integral part of these circular economy models are closed-loop systems. This seems intuitive. The idea is simple, keep materials & products circulating as long as possible. It helps us not have to constantly go out and take more resources from the Earth. Lately, startups are innovating around this! Product take-back programs, remanufacturing items and launching recycling programs. We should be thankful for technology, as well! A few startups use Internet of Things (IoT) sensors to watch how products are used. They can then repair the items more easily, or they can efficiently

recycle them. However, blockchain technology adds another layer by ensuring the materials or products are traceable so that all parties know where exactly their ingredients come from. And let's not forget artificial intelligence; AI is great for improving how we use resources & manage waste. However, blockchain technology adds another layer by ensuring the materials or products are traceable so that all parties know where exactly their ingredients come from. And let's not forget artificial intelligence; AI is great for improving how we use resources & manage waste. When startups stick to circular economy ideas, they not only help the planet but also enjoy new advantages in business. Many customers these days want to buy products that are good for the environment & come from responsible companies. So, if a startup shows it cares about these circular practices, it can get a loyal crowd of supporters & stand out from the competition.

CASE STUDY:

Saahas Zero Waste: A Great Solution for Circular Economy

India has a big problem with managing waste. It's serious! Lots of waste gets dumped or burned in the wrong way. But here comes Saahas to help out and tackle this issue through resource recovery. They care about making things better.

Saahas Zero Waste(SZW) has a cool business model that focuses on decentralized waste management. What does this mean? Well, they make sure to sort waste at the source and process it close to where it comes from. Because of this, they can recover as much as 98% of all recyclable materials. That's huge!

Here are some important parts of SZW's business model:

- **Decentralized Waste Management:** They set up on-site facilities that make sorting and processing waste easy & efficient.
- **Revenue Streams:** They earn money from waste and service fees, which helps them recycle even low-value waste.
- **Social Impact:** SZW gives jobs to women from low-income families. Plus, they make sure these jobs have fair wages and good working conditions.
- **Technology-driven Solutions:** Using advanced tech and smart processes helps with effective waste management.
- **Pan-India Expansion:** They're working all over the country. This way, they're tackling the national waste management challenge head-on!

By using these smart strategies, SZW is helping to build a more sustainable & circular economy in India. Isn't that great?

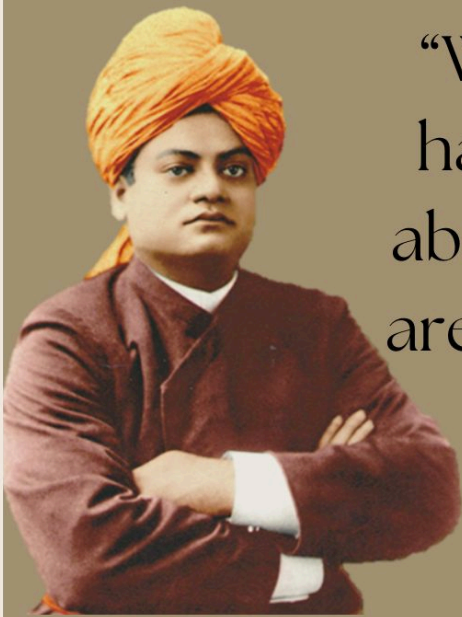
2. SPORTS IN THE REALM OF BUSINESS

By Tina (2nd year)
Ba.prog. (History+political science)

In today's world, when people are moving away from a sedentary lifestyle and becoming more fitness-conscious, there is huge potential for marketing and branding in the sports industry. But today's world is very competitive; that's why effective marketing and branding are crucial for standing out and achieving success. Almost every day, a new fitness product is launched in the market, so it's important to differentiate your brand by highlighting its uniqueness. The range of products in physical education is diverse; it could be innovative fitness gadgets, nutrient supplements, sports gear, educational materials, fitness trackers, building stadiums for recreational and fitness games or setting up personal training /coaching programs, could turn into a full-pledged business when necessary steps are taken. It is easier to have such a business to flourish as everyone wants to live a fit and healthy life so your original and innovative idea for the same could attract a huge crowd. Pinpointing what makes your product unique helps to draw in customers. In marketing, it is also very important to know who the target customers are—whether they are male or female, their age group, etc.—as this helps to understand the needs and requirements essential for higher sales. That's why it's essential to tailor your marketing efforts to meet their specific needs. It's well said by Seth Godin,

“Don't find customers for your product. Find products for your customers.” Today's era is dominated by the digital age, so online presence is vital. It's beneficial to utilize digital platforms for marketing your product to reach your audience. Platforms could include websites, online advertisements, blogs, and using social media to widen the coverage of potential audiences.

To gain stability in the market, it's crucial to build a loyal customer base, which can be achieved by addressing their concerns and helping them understand the main benefits of your product and how it is different and better than other market products. As your product is related to sports, it would be great to sign a partnership with influencers and athletes who align well with your product. You can also pitch your product to potential businessmen who align with your brand values and target audience. It's also vital to analyze your performance through statistics and analytical tools to understand what works and what needs adjustment, allowing you to mold your efforts for better results. The sports industry is dynamic which makes it crucial to keep yourself in line with it through adaptations and giving rise to new innovative ideas or changes in your product. So, keep your eyes on the recent trends taking place in the market and gear up to face the challenges by diving in the realm of business.



“We are what our thoughts
have made us; so take care
about what you think. Words
are secondary. Thoughts live;
they travel far.”

- *Swami Vivekananda*