

Sustainable Practices and Biodegradable Packaging in Export Firms: A Case Study of Koshambh Multitred Pvt. Ltd.

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Abstract

Sustainability has become a crucial priority for businesses operating in the global export sector. Increasing environmental concerns and regulatory pressures have encouraged companies to adopt eco-friendly practices, particularly in packaging. This research paper examines the implementation of sustainable practices and biodegradable packaging in export firms, with a specific focus on Koshambh Multitred Pvt. Ltd., an Indian export company based in Vadodara, Gujarat.

The study uses a descriptive research design and collects primary data through a structured online survey of more than sixty respondents from diverse backgrounds. The findings reveal high awareness of biodegradable packaging among stakeholders and a strong preference for environmentally friendly packaging solutions. The results indicate that sustainable packaging positively influences consumer perception, brand reputation, and purchasing decisions.

Despite the benefits, export firms face challenges such as higher production costs, supply chain adaptation, and limited consumer awareness. The study concludes that biodegradable packaging can enhance environmental sustainability and competitive advantage in international markets. The research also suggests strategic recommendations for exporters and policymakers to promote sustainable packaging practices in global trade.

Keywords

Sustainability, Biodegradable Packaging, Export Firms, Green Logistics, Sustainable Supply Chain

Introduction

Globalization and increasing environmental awareness have significantly influenced business practices across industries. Export firms, which operate in highly competitive international markets, are under growing pressure to adopt environmentally responsible practices. One of the most significant areas where sustainability can be implemented is packaging.

Traditional packaging materials, particularly plastics, contribute significantly to environmental pollution due to their non-biodegradable nature. As a result, governments, international regulatory bodies, and consumers are increasingly encouraging companies to adopt biodegradable packaging solutions.

Biodegradable packaging materials decompose naturally and reduce environmental impact. These materials include plant-based plastics, paper-based packaging, and compostable polymers. Their adoption not only helps companies comply with environmental regulations but also enhances their brand reputation and competitiveness.

Koshambh Multitred Pvt. Ltd., an export company headquartered in Vadodara, Gujarat, has taken notable steps toward sustainable operations by introducing biodegradable packaging solutions. This study analyses how such practices influence sustainability, business performance, and consumer perception in export firms.

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Literature Review

Sustainability has emerged as a key factor in modern business strategy. According to research on sustainable packaging, businesses adopting eco-friendly materials reduce environmental impact and strengthen brand credibility.

Studies indicate that biodegradable packaging can significantly reduce plastic waste and support circular economy models. Research also highlights that consumers increasingly prefer environmentally responsible brands and are willing to pay a premium for sustainable products.

However, literature also identifies several barriers to the adoption of biodegradable packaging. These include higher production costs, limited technological infrastructure, and inadequate consumer awareness.

Several multinational companies have already taken major steps toward sustainable packaging. Global firms have committed to making their packaging recyclable or biodegradable within the next decade.

In the Indian context, government regulations such as the Plastic Waste Management Rules encourage companies to shift toward eco-friendly alternatives. These policies create opportunities for export firms to adopt sustainable packaging while expanding their international market reach.

The literature suggests that while biodegradable packaging offers significant environmental benefits, successful implementation requires technological innovation, policy support, and consumer education.

Research Objectives

The study aims to examine sustainable practices and biodegradable packaging initiatives in export firms.

Specific objectives include:

1. To examine sustainable practices adopted by Koshambh Multitred Pvt. Ltd.
2. To analyse the implementation of biodegradable packaging in export operations.
3. To evaluate the impact of eco-friendly packaging on consumer perception and market competitiveness.
4. To identify challenges faced by export firms in adopting sustainable packaging.
5. To suggest recommendations for improving sustainability in export packaging practices.

Research Methodology

Research Design

The study follows a **descriptive research design** to analyse stakeholder awareness and perceptions regarding biodegradable packaging.

Sources of Data

The research uses both primary and secondary data.

Primary data was collected through an online questionnaire distributed via digital platforms.

Secondary data was obtained from research journals, industry reports, government publications, and company sources.

Sampling

The study uses **convenience and snowball sampling methods**.

The survey received responses from more than **60 plus participants**, including students, professionals, business owners, and employees.

Data Collection Tool

A structured questionnaire was used to collect responses related to:

- Awareness of biodegradable packaging
- Importance of environmentally friendly packaging
- Consumer purchasing preferences
- Perception of corporate environmental responsibility

Data Analysis and Interpretation

The survey findings reveal strong support for sustainable packaging practices.

A large majority of respondents indicated awareness of biodegradable packaging. This suggests increasing public awareness regarding environmental issues.

Most participants rated environmentally friendly packaging as highly important. This indicates that sustainability is becoming a key factor influencing consumer behaviour.

Respondents also reported that they would prefer purchasing products from companies that use eco-friendly packaging. This suggests that sustainable practices can enhance brand loyalty and competitive advantage.

Another important finding is that many respondents are willing to accept slightly higher prices for products packaged using biodegradable materials. This indicates that cost barriers may be less significant if companies communicate the environmental benefits effectively.

However, the survey also highlights that biodegradable packaging is not yet widely visible in export products, suggesting significant opportunities for improvement.

Results and Findings

The key findings of the study are as follows:

- Awareness of biodegradable packaging among stakeholders is high.
- Environmentally friendly packaging is considered highly important.
- Sustainable packaging positively influences consumer purchase preferences.

- Many consumers are willing to accept higher costs for eco-friendly packaging.
- Government incentives and policy support are widely supported by stakeholders.

These findings support the hypothesis that sustainable packaging positively impacts export firms by improving environmental performance and brand perception.

Limitations of the Study

The study has certain limitations.

The sample size is relatively small and may not represent the entire export industry. The sampling method may introduce bias because respondents were selected based on accessibility.

The research also focuses primarily on consumer perception rather than conducting a detailed cost-benefit analysis of biodegradable packaging.

Future studies may include larger sample sizes and industry-level financial analysis.

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Conclusion

Sustainability has become a critical factor shaping the future of global trade. Export firms that adopt environmentally responsible practices can gain significant competitive advantages in international markets.

The study demonstrates that biodegradable packaging not only contributes to environmental protection but also positively influences consumer perception and brand value.

Koshambh Multitred Pvt. Ltd. represents a practical example of how export firms can integrate sustainability into their operations. By adopting biodegradable packaging solutions, the company aligns its business practices with global sustainability trends.

As environmental regulations become stricter and consumer awareness continues to grow, sustainable packaging will likely become a standard requirement rather than an optional practice in the export sector.

Recommendations

Based on the findings, the following recommendations are proposed:

Export firms should gradually replace conventional plastics with certified biodegradable materials.

Companies should invest in research and development to reduce the cost of eco-friendly packaging.

Governments should provide financial incentives and subsidies for companies adopting sustainable packaging.

Awareness campaigns should be conducted to educate consumers about the benefits of biodegradable materials.

Export firms should collaborate with research institutions and technology providers to develop innovative packaging solutions.