

Interview Series with Sustainable Entrepreneurs



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By Krrish Somani

Hydropower

Manish Sarda

Manish Sarda, Deputy Managing Director of Sarda Metals and Alloys Limited (SMAL), has 25 years of experience with IFAPA. He has presented many papers on the Steel and Ferro Alloys Industry and has played a key role in promoting Indian manganese alloys in over 65 countries, aiding the globalization of the Indian Manganese Alloys Industry.



What inspired you to pursue sustainability in your entrepreneurial journey?

Sustainability, for us at Sarda Group, is deeply rooted in our respect for Mother Nature. Nature's gifts allow all businesses to thrive, and it feels only right that we give something back. Sustainability, therefore, becomes an integral part of our overall business strategy, reflecting our commitment to protecting the environment.

How do you balance profitability with sustainable practices, especially when they might come at a higher cost?

Sustainability does come with higher upfront costs, but it's not just about the immediate financial outlay. It's about future generations and long-term growth. The cost is spread out and recovered over a longer period, making sustainability not just a responsibility but a necessity for continued success.

Can you share some challenges you've faced while implementing sustainable practices in your business operations?

One of the major challenges in adopting sustainable practices is the interest cost associated with such projects. However, the Indian government is now considering subsidizing these initiatives and providing tax incentives. Pollution control clearances are another hurdle, but the government's plan for single-window clearance will streamline the process and make it easier to comply.

What role does innovation play in your sustainability strategy?

Innovation is crucial to sustainability. Even small changes in design and engineering can significantly reduce project costs. Innovation also plays a key role during the execution phase, allowing us to save considerable costs during construction while maintaining our commitment to sustainable practices

Can you share an example of how you've used sustainable materials or processes in your product development?

In all our projects, we use fly ash bricks and fly ash pavement blocks, both of which are derived from power plant waste. These polluting materials are converted into sustainable bricks and blocks, helping to reduce environmental damage and contributing to the circular economy.

How do you ensure that your supply chain partners align with your sustainability values?

The global shift towards sustainable business practices is undeniable. Compliance with government norms is becoming mandatory, and certifications are increasingly required. Our supply chain partners understand that everyone must contribute to these efforts and are aligned with our sustainability goals.

Have you noticed a growing demand for sustainable products/services from consumers, and how has this influenced your business decisions?

There's definitely a growing demand for sustainable products and processes, as the world recognizes the urgency of addressing environmental issues. Many countries now have protocols in place for sustainable and circular economies, and companies must follow these norms sooner or later. Consumers are also becoming more informed and receptive to sustainable products, driving this demand.

What role do you believe consumer education plays in promoting sustainability?

Consumer education is the starting point for sustainable and circular business operations. Consumers are becoming increasingly aware that they play a role in the business lifecycle, and they understand that for their own forward sustainability, they need raw materials and finished products from sustainable sources.

How have you approached financing for a sustainable business? Have investors shown interest or reluctance toward your focus on sustainability?

Initially, financing was difficult, and only international project finance—primarily through equipment finance—was available. But now, domestic financial institutions recognize the importance of sustainability, and government support has grown significantly. Investors, including private equity funds, are also keen to invest in sustainable businesses, making it easier to secure financing for such projects

What are your long-term goals for sustainability in your business? Where do you see your company in the next 5 to 10 years in terms of sustainability?

In the next five to ten years, Sarda Group is aiming for net-zero emissions. We are working towards adopting sustainable practices in all our operations. While it may not be possible to achieve 100% sustainability in every sector we operate in, we are committed to carrying out projects that help neutralize the environmental impact of less sustainable operations.

Fashion

Seema Mathias

Seema Mathias, founder of CoralbySeema, is a visionary designer dedicated to sustainable, nature-inspired fashion. With industry experience and a Master's in Luxury Accessory Design and Brand Management from Istituto Marangoni, Milan, Italy, she creates eco-friendly, artisanal pieces, driven by her passion for creativity and environmental responsibility.



What is sustainability according to you?

At its core, sustainability is a way of life. It's not limited to designing or running a business—it's about making mindful decisions in every aspect of life. Whether it's in what you eat, how you travel, or reducing waste, sustainability begins at home. For example, at CoralbySeema, we support smaller artisans and educate clients about the garments they purchase, helping them understand how these choices positively impact the planet.

What sustainability philosophy drives CoralbySeema?

Our philosophy is deeply rooted in being one with nature. It's about resetting our ways to respond to the Earth's needs and contributing to a better future in small but significant ways. No single person or brand can change everything, but we can all do our part. At CoralbySeema, every decision is guided by the question: "Is this part of our sustainable journey?" From reducing waste to conserving water and giving back to the community, sustainability is at the heart of everything we do.

How do you ensure sustainability is embedded in your product design and development processes?

We source everything naturally, using elements like flowers, roots and even kitchen waste. This ensures that no toxic waste is produced, and even the water from the dyeing process is disposed without causing any environmental harm.

We use zero (absolutely no) chemicals and keep all dyeing and printing in-house to maintain transparency. We also collaborate with small artisans, many of whom are women from underprivileged backgrounds. This not only sustains our community but also empowers these women by giving them skills and financial independence.

How does your work with artisans and suppliers promote fair labor practices and reduce your carbon footprint?

We ensure a clean, safe work environment for artisans, paying comfortably above the minimum wage and provide training in new skills. Most of the women come from challenging backgrounds, and we create a supportive space where they can thrive. To reduce our carbon footprint, everything is handmade, minimizing use of water and avoiding heavy machinery. This approach not only benefits the community but also reduces our environmental impact.

What innovative strategies has CoralbySeema implemented to reduce waste in production?

We've introduced collections using fabric from production. Initially, we pieced together larger scraps, but over time, I began accumulating smaller bits. Every piece of naturally dyed fabric holds value. We segregate these scraps color wise, shred them into tinier bits and rejoining them to make into a textile to create new textiles. This unique fabric with a blend of colours and their tones is akin to a piece of art.

We've incorporated these upcycled textiles into our regular collections, making waste an essential part of our design process.

What challenges has CoralbySeema faced in maintaining sustainable practices?

One of the biggest challenges was initially finding suppliers who were willing to work with small quantities. Many suppliers prefer large, repeat orders, but we eventually found partners who share our sustainable vision. Another challenge has been raising customer awareness—educating them about the processes behind our garments. We always involve our customers in the journey, involving them in our process and journey, which enhances their appreciation for the sustainable aspect of our products.

Are there any new sustainable materials or technologies you're excited about incorporating into future collections?

Absolutely! Our biggest USP is our eco printed designs, a slow and labor-intensive process. To scale this, we've designed a semi-automatic machine that allows us to create more pieces while maintaining our zero-waste principles. We're also looking for new ways to upcycle materials, knowing that the journey to innovate sustainably is a continuous process.

How have your customers responded to your sustainable practices? Is there a growing demand for eco-friendly fashion?

Most customers are initially drawn to our products because they appreciate the design, but once they learn about the sustainable practices behind them, their satisfaction grows. While a smaller segment comes specifically for our eco-friendly approach, awareness is increasing. Globally, people are becoming more conscious about their choices, and sustainability is gaining traction. Although there's some greenwashing in the industry, I believe the shift toward genuine sustainability is real and here to stay.

Solar panels

— Shreevar Kheruka —

Shreevar Kheruka, Managing Director of Borosil Ltd. for a decade, focuses on revenue growth and customer satisfaction. He holds degrees from the University of Pennsylvania and has completed Harvard's Owner President Management Program, while enjoying family life in Mumbai and pursuing interests like traveling, skiing, and tennis.



What is sustainability according to you?

Sustainability is a way of living where you take from the Earth's natural resources and also replenish them. It's about ensuring that you're not depleting or damaging these resources but instead recycling and reusing them. This approach allows us to sustainably harness the Earth's abundance indefinitely, which, in my opinion, is the essence of sustainability.

What inspired you to pursue sustainability in your entrepreneurial journey?

Sustainability has always been a part of our family's lifestyle, particularly because we come from Rajasthan, where water scarcity is a daily challenge. Living in harmony with nature was second nature to us. When we saw the rise of solar energy and recognized the environmental damage caused by fossil fuels, entering the solar business felt like the right move. It made sense not only from a sustainability perspective but also from a profitability standpoint—helping the environment while making money is a win-win situation.

How do you balance profitability with sustainable practices, especially since they might come at a higher cost?

In my experience, sustainable practices are almost always more profitable in the long run. For instance, we installed a zero-liquid discharge system in one of our plants, which initially seemed like a cost-heavy investment with no immediate returns.

However, when water sources dried up, that system became essential to keeping the plant operational. What seemed like an expense upfront turned out to be a long-term investment. Sustainable practices often have high returns in the future, while unsustainable ones tend to yield diminishing returns over time.

What challenges have you faced in implementing sustainable practices?

One of the primary challenges is changing mindsets. Many workers, especially in smaller towns, haven't been exposed to the concepts of sustainability or civic responsibility. Education on recycling, waste management, and the proper use of resources has been lacking, though this is gradually improving. The key challenge lies in educating and shifting people's attitudes toward sustainability, helping them understand why these practices are crucial for the future.

Have you seen a growing demand for sustainable products or services from customers? How has that influenced your business decisions?

In wealthier societies, particularly in the West, there is a much higher demand for sustainable products. Customers there are more conscious about how products are made, how much plastic is used, and so on. In India, while people appreciate sustainable products, they're not yet willing to pay a premium for them. However, this has influenced our export business significantly,

as Western customers value and are willing to pay more for sustainability. I do believe attitudes in India are changing, and we'll see more demand for sustainably made products domestically in the near future.

How have you approached financing for a sustainable business? Have investors shown interest in your sustainability focus?

Investors, especially international ones, are increasingly evaluating companies based on their sustainability practices. We take a long-term view, knowing that these investments will eventually pay off. Western investors tend to be more focused on sustainability than their Indian counterparts at the moment, but I expect this to shift over time. As sustainability becomes more central to business models globally, Indian investors will likely follow suit.

What are your long-term sustainability goals for your company? Where do you see it in the next five to ten years in terms of sustainability?

Currently, 45-50% of our energy comes from renewables, constrained by state regulations. With evolving policies, we could achieve 100% renewable energy in five to ten years. New packaging materials are also being developed to enhance sustainability. By 2035 or 2040, I expect our company to be carbon neutral through emission reductions or CSR initiatives like tree planting. Government policy will influence this, but I believe it's achievable.

Packaged Water

Vivek Somani

Vivek Somani is the Co-founder of SEED WTR, India's first free water company that uses paper cartons for water, turning them into advertising space. This innovation tackles plastic waste and boosts brand-consumer engagement. In an interview, Somani shares the inspiration behind SEED WTR, challenges encountered, and their commitment to sustainability.



What is sustainability according to you?

For me, sustainability is about ensuring that we don't misuse resources in a way that harms future generations. It's about using materials that can be reused or recycled and cause minimal damage to the environment. At SEED WTR, sustainability means not just reducing waste but actively finding ways to replace harmful materials like plastic with eco-friendly alternatives. It's about being mindful of our actions today to ensure a healthier tomorrow..

What inspired you to start packaging water in paper cartons, and how do you see this helping reduce the environmental impact of plastic waste?

The inspiration came from the alarming amount of plastic waste around us. Plastic water bottles, despite being labeled as recyclable, often don't get recycled. They end up in landfills or contribute to pollution when burned, creating harmful effects on our air and environment. SEED WTR's paper cartons are made from 96% renewable materials, and while we still have 4% plastic in our caps, we are working towards eliminating that completely. Our cartons are not only reducing plastic waste but also lowering CO2 emissions, which is essential for the health of our planet.

How do you ensure that the paper cartons are sustainably sourced and environmentally friendly throughout their lifecycle?

Our raw material is sourced from FSC certified forests. This certification guarantees that our packaging is eco-friendly from the moment it's produced to its eventual disposal. Unlike plastic, even if our cartons end up in a landfill, they won't cause the same level of long-term damage. Paper is infinitely times recyclable, making it a much safer alternative.

What logistical challenges do you face in distributing the water for free, and how do you ensure widespread availability at the right locations?

Because we distribute water for free, we can't rely on traditional retail channels. There's a risk that retailers might keep it for themselves instead of distributing it to consumers. So, we partner with brands and target specific locations like events, exhibitions, and high-traffic areas such as malls and colleges. This way, we ensure that our water reaches the right audience, and the brands we work with get visibility with their target demographic.

How do you balance the need for sustainability with the financial pressures of running a business, especially when giving water away for free?

Our business model is built on the idea that water itself should be free. When consumers buy bottled water, they're essentially paying for the packaging. At SEED WTR, we generate revenue through branding and advertising on our cartons.

Companies pay to have their logos and messaging printed on our cartons, which allows us to distribute the water for free to consumers. This balance enables us to promote sustainability while still running a financially viable business.

What feedback have you received from the public and businesses regarding your initiative, and how has that influenced your strategy moving forward?

The feedback has been very encouraging! People love the idea of customized water cartons, and businesses are excited about the concept of turning packaging into an advertising platform. While it's taken some time for brands to fully embrace the idea, we've remained patient and are confident that as more companies see the potential, this will grow. We've also evolved our strategy to offer our paper cartons to companies as a third alternative to plastic and glass bottles, allowing them to sell water in a more sustainable way.

How do you measure the environmental impact of your initiative, and what are your goals for reducing plastic waste on a larger scale and your goals for the future?

We measure the environmental impact of our initiative by tracking key data points comparing paper cartons to plastic bottles. For example, switching to seedwtr cartons has resulted in:

- 36% lower carbon footprint
- 64% less fossil fuel used
- 45% less water used in production

For every 1 lakh seedwtr bottles, we achieve the following environmental benefits:

- Save 2980 kgs of CO2 emissions—enough to power an average household for 298 days.
- Save 1600 liters of fossil fuel, preventing 64,000 plastic bottles from entering the planet.
- Save 5,30,000 liters of water, which could provide drinking water for 6000 kids for a year.

Our immediate goal is to become 100% plastic-free, and we're already working on replacing the remaining plastic components in our packaging. Looking ahead, we plan to expand beyond water to offer sustainable alternatives for other products, ultimately leading a global effort to reduce plastic waste.

Art

Radhika Mittal

Radhika Mittal, a passionate storyteller and Co-Founder of WorkshopQ, promotes environmentally conscious solutions by transforming industrial waste into art. She introduced 'aesthetical sustainability' in India, creating upcycled art installations and products that help companies reduce their carbon footprint and foster circular economies.



What inspired you to incorporate sustainability into your art?

When we started WorkshopQ in 2009, there was almost no conversation about sustainability in India. During our time in LA, we were exposed to discussions around sustainability and the urgent need for change. Upon returning to India, we saw that sustainability was often associated with dull, earthy materials like jute or earthen pots. We felt there was a huge gap in how people understood sustainability, so we decided to introduce a fresh perspective

by incorporating vibrant, upcycled materials into our art. That's where the inspiration came from — we wanted to transform the narrative around sustainability in India

Was there a particular moment or experience that sparked this transition?

Yes, there was. A friend of mine who owned an aluminum factory in Jaipur gave me the idea. He had colorful aluminum scrap lying around and suggested I try making something with it. We ended up creating coasters for his Diwali gifts, and that was the moment that really pushed us into this journey of using industrial scrap to create meaningful, beautiful products. It showed us how waste could be upcycled into something valuable and artistic.

How would you define sustainability in the context of your artwork and creative process?

Sustainability, to me, is a necessity. It's not just a concept or trend; it's something we need to practice in our daily lives. In the context of our artwork, it's about reusing and repurposing materials that would otherwise end up as waste. Our pieces remind people that we need to consume less and reuse more. There's no singular definition for it, but it's about creating art that aligns with a philosophy of environmental responsibility.

Can you walk us through your creative process and how you ensure it remains environmentally friendly?

Our design process starts with the materials. We decide on a base material, and everything else is built around it. For example, when we designed an art piece for Starbucks Raipur, we used cane as the base and complemented it with metal scraps we found in an industrial estate in Mumbai. We ensure that 95% of the materials we use are upcycled or environmentally friendly. While we sometimes use non-eco-friendly materials, like paint for durability, we strive to make our process as green as possible, even down to packaging, where we avoid plastic and thermocol and instead use hay, honeycomb paper, or reclaimed wood for crates.

What materials do you use, and how do you source them sustainably?

We work primarily with industrial scrap like metal, wood, cane, and other leftover materials. We source these from factories and industrial estates, essentially turning waste into art.

By using what would otherwise end up in a landfill, we help these businesses reduce their waste footprint, while giving these materials a second life.

What challenges have you faced in creating sustainable art?

The biggest challenge is pricing. Clients often think that because we're using scrap, the materials are free, and they expect the finished product to cost less. However, there's a lot of thought and creativity that goes into designing something meaningful from waste. Convincing clients of the value of sustainable art has been one of our most significant hurdles.

Have these challenges affected your creative freedom or business operations?

There are challenges every day, but they don't hinder our creative freedom or operations. In fact, we view them as opportunities to push boundaries. Creativity often thrives under constraints, and finding ways to work with unconventional materials has only expanded our design possibilities.

How do you educate your audience or customers about the importance of sustainability in art?

We make sure to share the story behind every piece — where the scrap comes from, how we sourced it, and what it was before. When people see the scale of the waste and how we've transformed it, it's usually enough to help them understand the importance of sustainability in art.

Do you believe there's a growing demand for sustainable art compared to traditional forms of art?

While the awareness around sustainability is increasing, there's still a long way to go. The demand for sustainable art is growing, but it's not yet on par with traditional art forms. Many collectors and galleries are still focused on the big names and conventional pieces, but I believe we're starting to see a shift, particularly among younger audiences.

Have you noticed a shift in how collectors or galleries approach sustainable pieces?

Unfortunately, there hasn't been much of a shift yet. Sustainable art still doesn't receive the same attention or value as traditional branded pieces. However, I'm optimistic that as awareness continues to grow, more galleries and collectors will begin to embrace the importance of sustainability in the art world.

What impact do you hope your work will have on both the art world and the environment?

I hope that our work not only contributes to reducing waste but also shifts the perception of what art can be. By showing that sustainable art can be beautiful, we aim to inspire individuals and companies to adopt more environmentally responsible practices. If our work makes even a small difference in how people think about consumption and waste, we've succeeded.

How do you balance creativity with the limitations or constraints that come from using only sustainable materials?

There are actually no real limitations. If you put enough thought into it, there's always an alternative. We've been surprised by the sheer amount of usable materials out there once you start looking. In fact, working with constraints often sparks more creativity, as we're constantly thinking of new ways to repurpose and reimagine materials.

In your experience, is sustainability in art just a trend, or do you believe it's becoming a permanent shift in the industry?

I believe it's a permanent shift. There's a growing focus on sustainability, not just in art but across industries, including furniture and everyday household items. The world is waking up to the need for sustainable alternatives, and I see this shift continuing in the art world as well.

What advice would you give to young artists or creators who are interested in adopting sustainable practices in their work?

My advice would be to block out the noise. Don't listen to those who tell you it won't work. Anything is possible if you put your mind to it. Explore, experiment, and push boundaries — there's so much potential in sustainable design, and the world needs more artists who are willing to take that leap.

Cosmetics

Vasundhara Patni

Vasundhara Patni is the founder of Kiro, a brand redefining beauty with safe, toxin-free makeup for modern, working women. Passionate about empowering women and promoting sustainability, she blends luxury with responsibility to meet everyday beauty needs.



What, according to you, is sustainability?

Sustainability, for us at Kiro, is a holistic approach that extends beyond the product itself. Of course, sustainability is embedded in our products through the use of responsibly sourced raw materials, which are clean and ethically obtained. Our ingredients are cruelty-free and certified to ensure they don't harm animals or ecosystems. We strive to reduce our resource depletion, and our packaging initiatives, such as our recycling program, aim to achieve plastic neutrality. This means that while we use plastic in our packaging,

we remove an equivalent amount of plastic from the environment.

We also prioritize eco-friendliness in areas beyond our products. For example, we've reduced plastic usage in beauty merchandise. Our first vanity bags were made from recycled rubber tires, a step towards reusing materials in unconventional but impactful ways. Moreover, all our formulations are vegan, cruelty-free, and PETA-certified. Transparency is vital to us—customers have access to complete information about our ingredients and product lifecycle to make informed choices.

Sustainability also means being mindful and honest. We don't promote over-consumption; instead, we encourage customers to buy fewer but higher-quality products. This helps reduce waste and landfill contributions. For instance, we offer products close to expiry to customers rather than discarding them, ensuring maximum utility.

Sustainability is a journey, and we are continuously exploring new ways to improve while staying honest with our customers.

What inspired you to start a sustainable beauty brand, and what has the journey been like?

The inspiration for Kiro came from listening to over 200 potential customers in India. There was a clear gap in the market—people wanted makeup that was safe for daily use and free from harmful chemicals. With the growing awareness brought by social media and YouTube, there was a strong desire to look good, but without compromising skin health.

Kiro was born to address this need. We envisioned a brand that provided effortless, clean beauty products that customers could trust and use daily. Our focus was on marrying sustainability with high performance. This meant creating products that were vegan, non-toxic, and conscious while delivering long-lasting, high-impact results—from rich colors to great glide and feel.

COVID-19 accelerated the awareness of mindful consumption, and we've seen customers resonating with our values and mission. It's been incredibly rewarding to build trust and offer an alternative to conventional, chemically-laden products. The journey hasn't been without challenges, but the response from our community makes it all worthwhile.

How do you ensure sustainability in your sourcing and production processes? Are there specific standards you follow?

We are very particular about sourcing ethically certified materials.

Our ingredients are clean and certified for responsible sourcing to minimize environmental impact. Similarly, we focus on packaging innovations that reduce plastic use. For example, we are plastic-neutral and ensure that every bit of plastic we introduce into the ecosystem is removed through recycling efforts.

Our commitment extends to collaborating with certified organizations to maintain our standards. We're also mindful about reducing resource depletion at every stage of production. These measures ensure our products are not just good for our customers but also kind to the planet.

What are some challenges you faced while balancing sustainability with scalability and profitability?

One of the biggest challenges has been sourcing sustainable packaging at a cost-effective price. Options like refillable or recycled plastic are available but are limited and expensive. Similarly, obtaining eco-certified raw materials involves significant costs, making it a challenge to balance affordability with quality.

There's also a stereotype that clean, sustainable products are either too expensive or less effective. Breaking these perceptions requires substantial investment in customer education and marketing, which can be resource-intensive. Despite these challenges, we're committed to delivering affordable, high-performing, sustainable products and finding innovative solutions to overcome hurdles.

How do you educate your customers about the importance of sustainability in beauty products?

Education is a core part of our strategy. We ensure transparency by providing detailed information about our ingredients, certifications, and practices. Our campaigns emphasize the importance of mindful consumption, encouraging customers to choose quality over quantity. By showcasing the benefits of sustainable products and their performance, we aim to build trust and help customers make informed decisions.

What role do collaborations or partnerships play in advancing sustainability for your brand?

Partnerships are crucial in driving our sustainability goals. We work closely with certified suppliers to source ethical materials and collaborate with organizations for recycling initiatives. These partnerships enable us to maintain high standards while continuously innovating and improving our processes.

What impact do you hope your brand will have on the environment and the beauty industry as a whole?

Our goal is to set a benchmark for sustainable beauty by proving that high-performance products can also be eco-friendly. We aim to inspire the industry to adopt cleaner, more sustainable practices while encouraging consumers to prioritize mindful choices. By reducing waste and promoting transparency,

we hope to create a lasting positive impact on the planet and the beauty industry.

How do you measure the environmental and social impact of your brand? Are there specific goals or benchmarks you strive to achieve?

We actively track metrics like plastic neutrality and certifications for ethical sourcing. Our recycling initiatives and waste reduction programs are designed to minimize our environmental footprint. Socially, we aim to educate and empower customers to make conscious choices. Setting these benchmarks helps us stay accountable and constantly improve.

What advice would you give to aspiring entrepreneurs who want to build sustainable businesses in the beauty industry?

My advice is to start with a clear vision and commitment to sustainability. Focus on building trust through transparency and delivering high-quality, effective products. Be prepared for challenges, especially in sourcing and educating customers, but stay true to your mission. Sustainability is a journey, and every step counts towards creating a better future for the planet and the industry.

Summary Notes



Krrish Somani, Interviewer and Editor

This interview series has been extremely enlightening and inspiring for me as someone who plans to study entrepreneurship soon. Running a sustainable business is a choice these entrepreneurs have made, and I am truly inspired by their journey. Each one of them brought a different and unique approach to the table, some working with solar energy, some running zero waste design units, or packaging water, a daily requirement, in an eco-friendly way. They all shared one common drive - the need to reduce their carbon footprint and yet run successful entrepreneurial ventures.

As a student, interviewing them has shown me how sustainability, innovation, and running successful businesses can all go hand in hand. I realised they all have faced challenges like high costs or market competition but have overcome these and yet run lucrative businesses. Today I realise sustainability is no longer an option but should be a necessity in shaping the future of business. Each one has worked with a long-term vision and made choices to run their businesses the way they have.

I have in a small way tried to create awareness about how individuals are working to reduce their environmental footprint and yet been successful entrepreneurs. They have worked beyond their challenges, worked with innovative solutions, educated the consumer, and allowed them to make better and sustainable choices. They have communicated what the future of business should look like.

In my journey onward I am truly inspired that any business small or large driven by purpose, passion and a desire to make a change can reshape the future of business and industries. I do hope this series leaves you feeling inspired and motivated to support sustainable businesses and be a part of a whole new world of sustainable business. For me they are not just business owners but Change Makers and this is my way of giving them their deserved recognition.

Visionary entrepreneurs
running successful
sustainable businesses
while reducing their
ecological footprint.
