

GREEN ENTREPRENEURSHIP IN INDIA: A COMPARATIVE CASE STUDY OF MAMAEARTH AND BAMREW IN PROMOTING ENVIRONMENTAL SUSTAINABILITY

*** Dr. Priti Sonar & **Shraddha Pardeshi**

Abstract:

Green entrepreneurship has become an important way to deal with environmental problems while also supporting economic growth. In India, start-ups are now focusing on business practices that are both environmentally responsible and profitable. This paper studies about two Indian companies Mamaeearth and Bambrew, to understand how innovative business ideas can support sustainable development.

The paper compares their product strategies, business models, and sustainability initiatives using available secondary data. It explains how these companies include eco-friendly practices in their daily business operation and how they influence industry trends and consumers choices. The study shows that green entrepreneurship plays a vital role in supporting sustainable development in India by promoting innovation, promoting responsible consumption, and in spreading awareness.

Keywords: *Green entrepreneurship, eco-friendly business, Indian start-ups, sustainability, India, start-ups, Mamaeearth, Bambrew, green innovation*

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Introduction:

Entrepreneurship plays an important role in the development of any country by creating employment, promoting innovation and creativity. In recent period, the problems such as water and air pollution, climate change, and excessive use of plastic is increasing rapidly. Because of this, **many of the businesses are now focusing on creating eco-friendly products, reducing environmental harm and enhancing sustainable practices.**

Many businesses are now not only working with the motive of earning profits but also focusing on environment protection and social well being. However, rapid urban growth and industrial development have contributed seriously to environmental degradation. As a result, there is an increasing need for sustainable business practices that can solve environmental problems without compromising the economic progress.

Green entrepreneurship can be understood as a modern and impactful approach where companies balance financial success with environmental responsibility. These businesses focuses to reduce ecological harm by improving production efficiency and designing innovative and eco-friendly products. In India, awareness among consumers is increasing and supportive government policies have created favorable conditions for the growth of green startups.

This paper emphasis on two prominent Indian green enterprises—Mamaearth and Bambrew, to understand how different business ideas and models support sustainability. While Mamaearth operates in the personal care sector with eco-conscious products, Bambrew offers biodegradable packaging solutions for businesses. A comparison of these companies provides useful insights into how entrepreneurship contributes to environmental sustainability.

Objectives of the Study:

- To understand the concept and importance of green entrepreneurship in India.
- To compare the business models and sustainable practices of Mamaearth and Bambrew.
- To analyze the impact of their initiatives on consumers and the environment.

Research Methodology:

Research methodology : This study follows a **descriptive, comparative and qualitative case study approach**. It is based on qualitative analysis using secondary data available. The information has been collected from reliable sources such as company websites, industry reports, academic articles, and other trusted online materials. The selection of Mamaearth and Bambrew is based on their importance in the field of green entrepreneurship in India.

The study compares important factors like product offerings, target consumers, sustainability practices, and business strategies. This comparison helps in understanding how the various green businesses work and they contribute to environmental protection.

Concept of Green Entrepreneurship:

Green entrepreneurship refers to **the creation and management of ventures that prioritize environmental sustainability while generating economic value**. It involves designing products and processes that minimize ecological impact and promote responsible consumption.

Such businesses often adopt practices like using renewable resources, reducing waste, and ensuring ethical sourcing. They also contribute to environmental conservation by raising awareness and influencing consumer behavior. Green entrepreneurship is closely linked to the idea of sustainable development, which seeks to balance economic growth with environmental protection and social well-being.

Case Study 1: Mamaearth

Mamaearth is an Indian personal care **brand founded in 2016 by Varun Alagh and Ghazal Alagh**. The company was started with the aim of providing safe, natural, and toxin-free products, especially for babies and adults with sensitive skin. Mamaearth is part of Honasa Consumer Ltd. and is headquartered in Gurugram. It quickly became popular in India due to its focus on chemical-free ingredients and eco-friendly practices. The brand offers a wide range of products including skincare, haircare, baby care, and wellness items. **Mamaearth promotes the concept of “Goodness Inside” by avoiding harmful chemicals like parabens, sulfates, and toxins**. One of its unique initiatives is “Plant Goodness,” under which the company plants a tree for every order placed. This makes Mamaearth a strong example of green entrepreneurship, as it combines business growth with environmental responsibility and sustainability.

Key Features and Practices:

- **Natural Ingredients:** Mamaearth emphasizes the use of plant-based and chemical-free ingredients in its products, ensuring safety for both users and the environment.
- **Product Range:** The company offers a wide variety of skincare, haircare, and baby care products catering to diverse consumer needs.
- **Sustainability Initiatives:** Mamaearth promotes environmental responsibility through initiatives such as tree plantation programs and a plastic recycling model, where it claims to recycle more plastic than it uses.
- **Certifications and Transparency:** The brand highlights dermatological testing and safety certifications to build consumer trust.
- **Digital Marketing Strategy:** Mamaearth effectively uses social media and influencer marketing to educate consumers about the benefits of natural products and sustainable living.

Market Impact:

Mamaearth has successfully positioned itself as a trusted eco-friendly brand among urban consumers, particularly millennials and young families. Its focus on transparency, safety, and sustainability has contributed to strong brand loyalty. The company's growth demonstrates the increasing demand for environmentally responsible consumer products in India.

Case Study 2: Bambrew

Bambrew is a Bengaluru-based startup founded by Vaibhav Anant that focuses on eco-friendly and biodegradable packaging solutions. It aims to replace single-use plastic by using sustainable materials like bamboo fiber, agro-waste, and recycled paper. The company provides products such as compostable mailer bags, food packaging, and carry bags, serving industries like e-commerce and retail. Bambrew has partnered with major brands and helps reduce plastic pollution and carbon emissions, making it a strong example of green entrepreneurship in India.

Key Features and Practices:

- **Sustainable Raw Materials:** Bambrew uses bamboo, seaweed, and agricultural residues to produce packaging materials, reducing reliance on plastic.
- **Biodegradable Products:** Its packaging solutions are designed to decompose naturally, minimizing environmental impact.
- **Business-to-Business Model:** Bambrew serves industries such as e-commerce, food delivery, and retail, providing customized packaging solutions.
- **Circular Economy Approach:** The company supports recycling and reuse, aligning with sustainable production and consumption practices.
- **Scalability and Innovation:** Bambrew continuously invests in research and development to improve product quality and expand its offerings.

• Market Impact

Bambrew has emerged as a key player in the sustainable packaging sector. With increasing regulatory restrictions on plastic usage and growing environmental awareness, the demand for such solutions is rising. The company's innovative approach positions it for significant growth in both domestic and international markets.

Comparative Analysis:

Basis	Mamaearth	Bambrew
Sector	Personal Care	Packaging
Main Focus	Natural consumer products	Plastic-free packaging
Target Market	Individual consumers	Businesses
Environmental Benefit	Safe ingredients, awareness	Reduction of plastic waste
Business Model	Direct-to-consumer	Business-to-business
Growth Potential	High retail demand	High industrial demand

Findings and Discussion:

The analysis of Mamaearth and Bambrew reveals several important insights into green entrepreneurship in India. First, both companies demonstrate that sustainability can be integrated into different types of business models, whether consumer-oriented or industrial. This indicates that green entrepreneurship is not limited to a specific sector but can be applied across industries.

Second, consumer awareness plays a crucial role in driving demand for sustainable products. Mamaearth's success highlights how effective communication and branding can influence purchasing behavior. On the other hand, Bambrew's growth reflects the increasing importance of sustainability in business operations, particularly in response to environmental regulations.

Third, innovation is a key factor in the success of green start-ups. Both companies have developed unique solutions to environmental challenges, whether through natural product formulations or biodegradable packaging. This innovation enables them to create value while addressing ecological concerns.

Finally, the study suggests that green entrepreneurship contributes to broader sustainability goals by promoting responsible consumption and reducing environmental impact. These ventures serve as examples of how businesses can align profitability with environmental responsibility.

Review of Related Literature:

Existing literature shows that the concept of green entrepreneurship has been widely discussed in academic research as an effective means of achieving sustainable development. Scholars in the field of Green Entrepreneurship argue that environmentally responsible businesses play a crucial role in addressing global ecological challenges.

Many studies emphasize that green entrepreneurs act as innovators who introduce sustainable products and services that reduce environmental harm. These ventures often focus on renewable resources, waste reduction, and energy efficiency. Research also highlights the importance of consumer awareness in driving the growth of green businesses. As individuals become more informed about environmental issues, they are more likely to support eco-friendly brands.

Another key theme in the literature is the role of start-ups in promoting sustainability. Unlike traditional corporations, start-ups have the flexibility to integrate sustainable practices into their core operations from the outset. This enables them to experiment with innovative solutions and respond quickly to market demands.

Furthermore, government policies and global initiatives such as sustainable development goals have created a favorable environment for green entrepreneurship. However, researchers also identify challenges such as higher production costs, limited access to funding, and lack of awareness in certain regions. Despite these obstacles, the literature suggests that green entrepreneurship has significant potential to drive long-term environmental and economic benefits.

Educational Implications:

Green entrepreneurship focuses on business ideas that help to protect the environment. Education plays a significant role in developing skills, awareness, and mindset among students to support such sustainable practices.

- **Encourages Innovative Thinking:** Students learn to create new ideas that combine business with sustainability. They are motivated to develop green products and services.
- **Promotes Environmental Awareness:** Education helps students to understand environmental problems like pollution and climate change. It encourages them to think about eco-friendly solutions and responsible behavior.
- **Skill Enhancement:** Green entrepreneurship education builds important skills such as problem solving, critical thinking, creativity, and decision making. These skills help students to become responsible entrepreneurs.
- **Curriculum Integration:** Schools and colleges can include topics like sustainable development, eco-friendly business models, waste management. This practice makes learning more relevant and practical.
- **Promotes Sustainable Lifestyle:** Students adopt habits like reducing waste, saving energy, and recycling. Education helps them to become environmentally responsible citizens.
- **Awareness Programs:** Education institutions can organize workshops and seminars, encourage green start-up ideas, this motivates students to start eco-friendly businesses.
- **Long-term Economic and social benefits:** Educated green entrepreneurs contribute to job creation, sustainable economic growth, and environmental protection.

Suggestions:

- Government should provide financial incentives and policy support for green start-ups.
- Educational institutions should promote sustainability-focused entrepreneurship education.

- Consumers should adopt eco-friendly purchasing habits.
- Investors should prioritize funding environmentally responsible ventures.

Conclusion:

The comparative study of Mamaearth and Bambrew highlights the growing importance of green entrepreneurship in India. These companies demonstrate that sustainable business practices can lead to both environmental benefits and economic success. While Mamaearth focuses on eco-friendly consumer products, Bambrew addresses industrial challenges through sustainable packaging solutions.

Their success indicates that the future of entrepreneurship lies in innovation that aligns with environmental responsibility. As awareness continues to grow and supportive policies are implemented, green entrepreneurship has the potential to play a transformative role in building a sustainable and resilient Indian economy.

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