

Initiative of Hansu Towards Sustainable Development: Case Study of Amul Cooperatives

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ABSTRACT

The environmental problems like global warming, acid rain, air pollution, urban sprawl, waste disposal, ozone layer depletion, water pollution, and climate change. Now, it is imperative for organization to take initiative to reduce their impact. The pressure from a variety of stakeholders, most notably the customers, has led to an upsurge in this tendency in recent years. Companies must be aware of how social and ethical issues impact their operations.

(Alves, 2023) In financial year 2020, the state of Maharashtra in India produced nearly 23 thousand metric tons of municipal solid waste per day. It was the maximum amount generated by any state in the country and represented roughly 15 percent of the total waste generated by the country that year. Other significant contributors were Uttar Pradesh, Tamil Nadu, and West Bengal. In India, one person generates around 2 kg wastes every day so in a year we generate 760 kg waste in a year. This was the cause of concern for Hansu Pardiwala from Maharashtra and started finding solutions.

While Hansu was a social activist and she once came upon a pile of milk packets that cows were eating from heap of garbage. This was the most pressing issue for her and which motivated her to consider a solution for the problem. Amul's cooperative business model, creative marketing approaches, and product diversity are all factors that contributed to the company's success. By adhering to its core values and consistently innovating, the brand has been able to overcome obstacles and keep its market-leading position.

Amul's initiatives for sustainable packaging show the company's dedication to minimising its environmental impact and supporting sustainability overall. Amul is playing a significant part in lowering the amount of

garbage produced and fostering a more sustainable future by developing recycling activities and adopting more environmentally friendly packaging solutions.

The "Har Ghar Hara Ghar" campaign from Amul is an admirable effort that shows the company's dedication to advancing sustainability and environmental preservation. The programme significantly contributes to building a more sustainable and environmentally friendly future by encouraging people to plant trees and care for their environment.

Keywords: Hansu Pardiwala, Sustainable Development, Amul Cooperatives

INTRODUCTION

In today's organization, environmental concerns and social implications of business are perennially important issues. The pressure from a variety of stakeholders, most notably the customers, has led to an upsurge in this tendency in recent years. Companies must be aware of how social and ethical issues impact their operations.

In India, one person generates 2 kg waste every day so in a year we generate 760 kg waste in a year. This was the cause of concern for Hansu Pardiwala from Maharashtra started finding solutions. She was looking for recyclers who can recycle the waste generated from milk packets. She and one of friend were keen to find the alternatives for the disposing off the right way of waste generated from waste milk packets.

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This was the most pressing issue for her and which motivated her to consider a solution for the problem.

Since its founding in 1946, Amul has been a well-known dairy brand in India. The dairy business in India has successfully changed thanks to an Indian dairy cooperative. The company is renowned for both its premium dairy products and creative marketing techniques.

The cooperative business model used by Amul is one of the main reasons for its success. A collective of Gujarati farmers who wanted to market their milk created the brand. This system gave farmers more control and paid them fairly for their milk. Now, Amul's cooperative includes more than 3.6 million milk farmers. (Amul brand turnover surpasses Rs. 52,000 crores, 2020) Amul's marketing approach is a significant contributing reason to its success. The company has long been recognised for its memorable commercials and catchphrases like "Amul Doodh Peeta hai India" (India drinks Amul milk). These commercials have promoted brand recognition and developed a devoted following of clients.

Amul has had success throughout the years in broadening its product line. The company now sells a variety of dairy goods, such as milk, butter, cheese, ice cream, and more. Additionally, it has expanded into different culinary categories like chocolates and snacks.

Amul has put into practise a number of eco-friendly initiatives to manage trash and lessen its environmental impact. Some of these initiatives consist of:

Biogas plants: Many of Amul's dairy processing facilities have biogas plants built. These facilities create biogas, which is used to power the facility, using cow dung and other organic waste. As a result, the corporation uses less fossil fuel, which also lowers greenhouse gas emissions.

Water conservation: Amul has put in place a number of strategies at its dairy processing facilities. They include the collection of rainwater, using recycled water for cooling

and washing, and installing machinery that uses less water.

Reduction of trash: At its dairy processing facilities, Amul has put in place a waste reduction programme that entails separating garbage at the source and recycling as much waste as is feasible. This covers the recycling of cardboard, paper, and plastic waste.

Amul has devised a number of creative packaging methods to cut down on waste. For its ice cream goods, for instance, the company has adopted biodegradable packaging that is comprised of plant-based materials and breaks down swiftly.

Efficiency in energy use: Amul has put in place a number of energy-saving measures at its dairy processing facilities, including the use of energy-efficient lighting, the installation of solar panels, and the deployment of heat recovery devices to snag waste heat.

The company's commitment to sustainability and minimising its environmental impact is generally shown in Amul's sustainable waste management operations. By putting these strategies into practise, Amul not only lessens its environmental impact but also demonstrates its dedication to ethical corporate conduct and social responsibility.

Amul has made a number of advancements in environmentally friendly packaging. Some of these initiatives consist of:

Amul has started using biodegradable packaging for some of its goods, including ice cream cups and spoons. Due to the packaging's use of swiftly biodegradable plant-based materials, less plastic trash is dumped in landfills.

Tetra Pak: Amul has begun putting certain of its goods, including milk, buttermilk, and lassi, in Tetra Pak cartons. Tetra Pak cartons are a more environmentally friendly packaging choice because they are manufactured from recyclable and renewable materials.

Paper-based eco-friendly bags have been introduced by Amul to be used for product packaging. Because these bags are recyclable, compostable, and biodegradable, less plastic trash is produced overall.

Pouches for milk: Amul has also created recyclable low-density polyethylene (LDPE) milk pouches. The impact on the environment is lessened because the pouches utilise less plastic than conventional milk bottles.

One of the key challenges faced by Amul has been competition from other dairy brands in India. However, the brand has been able to maintain its market leadership by continuously innovating and adapting to changing consumer preferences. For example, Amul was one of the first dairy brands in India to introduce flavored milk and tetra pack packaging.

In conclusion, Amul's cooperative business model, creative marketing approaches, and product diversity are all factors that contributed to the company's success. By adhering to its core values and consistently innovating, the brand has been able to overcome obstacles and keep its market-leading position.

Over the years, Amul has encountered a variety of difficulties, including:

Recycling programmes: Amul has put recycling programmes into place to lessen waste and advance sustainability. By collecting discarded packaging from clients and recycling it to create new items, the company helps to cut down on the amount of garbage that ends up in landfills.

Amul's initiatives for sustainable packaging show the company's dedication to minimising its environmental impact and supporting sustainability overall. Amul is playing a significant part in lowering the amount of garbage produced and fostering a more sustainable future by developing recycling activities and adopting more environmentally friendly packaging solutions.

Amul is up against fierce competition in India from both national and foreign dairy companies. To sustain its market dominance, the company has had to consistently innovate and provide high-quality items at affordable costs.

Supply chain management: Amul, an Indian cooperative, buys its milk from millions of local farmers all throughout the country. It can be difficult to control the supply chain and guarantee constant quality.

Price variations: A number of variables, including the environment and governmental regulations, can affect milk prices. This may have an effect on both the business's profitability and the pay received by the farmers who provide milk to Amul.

Problems with distribution: India is a vast and diverse nation, making it difficult to reach customers in outlying locations. To make sure that its products are distributed effectively and Customer preferences are evolving: As Indian consumers become more health conscious; there is an increased demand for plant-based dairy substitutes. Amul has had to update its assortment of products and tastes in order to adjust to these shifting consumer demands.

Notwithstanding these difficulties, Amul has succeeded in retaining its market dominance and expanding its business throughout time. The company has been able to overcome these obstacles and maintain an edge over the competition thanks to its emphasis on innovation, quality, and customer happiness are available to clients all over the nation, Amul has had to make investments.

Amul launched the "Har Ghar Hara Ghar" campaign in 2015 to advance the ideas of sustainable living and environmental preservation. The campaign's objectives are to promote the value of greenery and its advantages for the environment and society, as well as to urge people to plant trees in their homes and neighbourhood.

Hansu also could find solution through Amul's Initiative "Har Ghar Hara Ghar" campaign to partnership with different

recyclers to collect the milk packets from the neighbourhood to supply to recycles. This campaign gave Hansu, Eco freak a new hope to start up her business converting those milk packets into small granules and further processing converted into usable plastics furniture items. (Recycling milk bags for a healthier planet)

Amul has collaborated with numerous groups and people as part of the "Har Ghar Hara Ghar" campaign to encourage tree-planting and environmental preservation efforts. In order to motivate people to plant trees in their residences and neighbourhoods, the initiative has also included the free distribution of seedlings to individuals.

The programme has been successful in spreading awareness about the value of environmental preservation and sustainable living. It has pushed the notion that everyone can make a difference in fostering a more sustainable future and urged people to take charge of their environment.

The "Har Ghar Hara Ghar" campaign from Amul is an admirable effort that shows the company's dedication to advancing sustainability and environmental preservation. The programme significantly contributes to building a more sustainable and environmentally friendly future by encouraging people to plant trees and care for their environment. Hansu also join hands

with Amul's Initiative of "Har Ghar Hara Ghar" campaign. This campaign is running successfully across Mumbai and nearby cities. This shows her entrepreneurial skills and capabilities to help solve the issue towards sustainable solution for the problem. More initiatives from different parts of country need to be taken to resolve the problem of waste management.

The Indian government began the "Garbage-Free India" campaign in 2014 to encourage cleanliness and sanitation throughout the nation. By reducing the quantity of garbage produced and strengthening waste management procedures, the initiative seeks to promote a cleaner and healthier environment.

The programme urges individuals to adopt sustainable behaviour like recycling, composting organic waste, and trash segregation at the source. Additionally, it encourages the adoption of environmentally friendly and biodegradable items to cut down on trash production.

Q1 What was the main cause of concern for the Activist?

Q2 Discuss the challenges faced the Amul cooperatives?

Q3 What are the ways we can overcome the problem and ways of proper disposing of milk packets will solve the problem of Hansu on Large scale?

The Milk Bag Recycling Project

The problem
Plastic milk bags are used daily by millions in Mumbai. If not disposed responsibly, these pollute the land, water bodies & harm marine life.

The solution
The MBRP creates awareness on
• why milk bags should be responsibly disposed
• how to cut & store them for recycling
• instructions on the collection system from buildings

Instructions
• Cut across the bag as shown in the picture
• Do not snip off a corner of the bag
• Rinse the bag lightly to remove the

Did You Know?
Every day, over 1.5 crores of plastic milk bags are generated in Mumbai.

(Pardiwala, 2021)

Declaration by Authors

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