



# GREEN BUSINESS: - A STUDY ON HIMALAYA WELLNES COMPANY

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## Abstract

The study's primary aim is to analyze the obstacles Himalaya Wellness Company encountered when pursuing green business. Also, to learn, how Himalaya Wellness Company's use of green business practices benefits the environment. We conducted descriptive research, because we wanted to learn more about the difficulties that Himalaya Wellness Company is facing. We are given a time of a month and a half to complete the research report. For our research work, we used five to six periodicals, websites, pdfs, etc. We used reports and studies conducted by other people as our instruments. At Himalaya, environmentally friendly packaging is a top focus. They are committed to leading projects that influence improvements to minimize the amount of packaging they use. In line with this aim, they are using environmental friendly forms and architectures, made possible by significant material innovation. A reduction in carbon and environmental footprint is a goal of the whole product development process. The research project had a few flaws, one of which was the lack of time. We only used secondary data from websites and our own knowledge because we didn't have sufficient time to go for check system. Green companies, also known as sustainable companies, aim to strike a balance between profit and the welfare of the earth and its many inhabitants. The green business economy has grown significantly over the past ten years and is still growing today as more and more people, including investors, consumers, and other stakeholders, are adopting it. This is especially true in light of the recent assessment of the climate change threat to our planet as an immediate threat. Businesses can go green by taking into account their total environmental friendliness. If you are in the business of selling goods, this entails considering how environmentally friendly your items could be at every stage of their life cycle, from production to packaging to distribution to eventual disposal.

**Keywords:** Green Business, footprint, green company, obstacles, Himalaya, carbon, interpret, beneficial

## 1) INTRODUCTION:-

Himalaya Product has a significant amount of knowledge and research in developing a variety of personal care products that address our everyday health requirements using natural remedies. This production process ensures safe, effective options for everyday issues. Products for personal care represent one of the most important and more often utilized quality products for all individuals in their everyday routines, irrespective of their wealth, caste, or religion, etc. In order to simplify the current study smoother, it will first be

informative for us to have a bird's eye view of the Himalayan herbal market. Thus according to Himalaya Wellness Company, "what is beneficial for us should also be good for the Earth."

While riding through the woods of Burma in 1930, a youthful dreamer by the name of Mr. M. Manal foresaw the possibilities of natural remedies. After carefully studying the science behind the ancient practice of Ayurveda, he made the conscious decision to devote his life to developing products that would enhance the lives of millions of people all over the world. Himalaya has established a reputation as a company that cares about both enhancing people's lives and protecting the environment, with a history spanning more than nine decades in herbal research, by offering a "head-to-toe" selection of products.

Their objective is to utilize plantation-based materials for packaging that are obtained from plantations that are properly maintained. For their wipes, which make up more than 50% of their portfolio, as well as their cartons, shippers, tea filter paper, and other products, they have adopted FSC® (Forest Stewardship Council) certification. By 2022, they want all items to be covered completely. The Himalaya Wellness Company has started a number of initiatives since 2012 with the goal of preserving and saving the environment. The Western Ghats, Meghalaya, the Eastern Ghats, and Karnataka have each seen the planting of more than 8,00,000 trees. In the cities of Maharashtra and Karnataka, an additional one million seedlings will be planted. According to Himalaya's goal of planting 1 million trees throughout India by the year 2023, they hope to achieve that goal.

They adhere to the following three steps: Reduce, Reuse, and Recycle, which are essential to the creation of their packaging. Their baby wipes will soon be made entirely of biodegradable material, with recyclable mono-polymer outer packaging. The whole wiping portfolio will be moved to this format starting in 2021, and it will be finished by 2022. Their whole product line, including tubes for lotions, shampoos, and face washes, has seen a considerable reduction in the usage of plastic, cutting their annual use of plastic by more than 500 tonnes.

A minor design adjustment in their lotion bottles, along with a weight minimization operation in their product line, cut their plastic use by more than 40 tonnes per year. Their shipping boxes are likewise constructed entirely of recyclable materials. They intend to accelerate this effort even further by utilizing polymer grades with improved functionality and implementing technologies that aid in the reduction of their plastic use.

The post-consumer plastic garbage has been collected, recycled, processed, and disposed of in a responsible manner. Customers are encouraged to return unwanted product packets via company's own retail outlets' "Wealth out of Waste" initiative. The collected packets are properly separated from one another and reprocessed before being utilized again in the main packing stream. On eco-friendly paper created from renewable resources that is 100% recyclable, Himalaya calendars are printed with soy ink. By lowering their carbon footprint, the paper they use is FSC® certified, helping them achieve their goal of a sustainable ecology.

## 2) RESEARCH METHODOLOGY:-

The study draws on both original and secondary sources. Because we wanted to know more about the challenges that Himalaya Wellness Company is encountering, we did descriptive research. A month and a half is allotted to us for finishing the study report. We used five to six journals, websites, PDFs, and other sources for our investigation. As our tools, we used research and reports produced by other individuals. The authors are given due credit at the study's conclusion.

### 1.1 OBJECTIVES OF THE STUDY:

- ✓ To clarify how an organization's green business practice benefits the environment.
- ✓ To find the difficulties the company has encountered in going green.
- ✓ To find how customers are affected by green business.
- ✓ To have a better understanding of "green business."
- ✓ To list the various wellness products produced by Himalaya Company and their uses.
- ✓ To analyse the customer satisfaction of the Himalaya products.
- ✓ To find channel of distribution of Himalaya.

## **1.2 HYPOTHESIS:**

Through our research, we have observed that most of the respondents believe that Himalaya Company should try to inculcate more and more green business practice.

**H1** People are aware about Himalaya Wellness Company practicing green business.

**H0** People are not aware about Himalaya Wellness Company practicing green business.

## **1.3 SIGNIFICANCE OF THE STUDY:**

- ✓ In the commercial world, a solid reputation is worth many billions of dollars. Doing business with a stranger is never something anyone enjoys. Numerous individuals are experiencing negative effects as a result of the melting of the polar ice caps. They are seeking out more environmentally conscious businesses to do business with because they have had enough of this. As a result, one can persuade people to choose their company over their rivals, who advertise themselves as an eco-friendly business and genuinely practise sustainability.
- ✓ The green movement is a global responsibility that affects every element in the food chain. Investors prefer to trust sustainable businesses over non-sustainable ones when credibility grows. It would be simpler to convince such investors to join the project.
- ✓ Another benefit of eco-friendly goods and services is that they are also nice to humans as well as the environment. For example, if they provide environment friendly cleaning solutions that are 100% biodegradable and don't include any dangerous chemicals, then the consumers will be happier and healthier because there aren't any toxins that might be damaging to their health.
- ✓ Company will have to spend less on manufacturing if they operate an environment friendly company. Environment friendly production methods are less expensive and simpler to carry out than conventional methods. Consequently, by using a more sustainable strategy in their organization, company will save more money and experience more efficiency. One doesn't want to fall behind in the trend toward being green, which benefits everyone.
- ✓ According to statistics, a company that promotes environmental awareness can improve sales volume and draw in more clients as a result of the growing demand for environment friendly products. Going green can help one take advantage of this enormous potential as other companies provide more environment friendly products and services. By doing this, one will enhance interest in eco-friendly items, which will improve sales.

## **1.4 SCOPE OF THE STUDY:**

- ✓ There are a wide range of regional, professional, and gender backgrounds among the responders.
- ✓ Through the use of questionnaires, data was acquired throughout the study's execution in the months of December and January.
- ✓ A wide age range is covered in the research.
- ✓ The research, which employed 51 respondents as its primary data, was conducted.
- ✓ The study's goal was to determine how the Himalaya Wellness Company's usage of green business benefits the environment.

## **1.5 LIMITATION OF THE STUDY:**

- ✓ The sample size we employed was adequate for making an informed conclusion.
- ✓ One important disadvantage was that respondents had little understanding about Himalaya Company's green business practices, as well as a general lack of information about green business.

- ✓ The most significant constraint was time.
- ✓ Some respondents denied the survey because they were reluctant to participate due to their personal nature.
- ✓ Because only Mumbai residents may engage in the study's emphasis, the end output differs from location to location and person to person.

## **1.6 DATA COLLECTION:**

Primary and secondary data sources are used to obtain data. The questionnaire approach is being utilized to acquire data for primary sources. Additionally, secondary data is gathered for the study from books, case studies, numerous websites including Facebook, Instagram, YouTube, and Twitter as well as different research websites. The findings were based on the usage of available techniques by those acquainted with utilizing the internet. The background of the founding of Himalaya Wellness Company was covered in the research.

## **1.7 DATA TABULATION:**

With the help of Google Forms, data tabulation is performed. The data is gathered from respondents using a survey approach.

- ✓ Google Form: Furthermore, information is gathered via a Google Forms-created questionnaire. Pie charts, bar graphs, and rating scales are just a few of the accessible, organized, and simple to understand data visualizations offered by Google Forms.
- ✓ Microsoft Word: The Microsoft Word programme has been our main tool for methodically organizing, modifying, and securely storing all of our data.

## **1.8 TOOLS AND TECHNIQUES:**

Tool and Techniques used in research paper is

- ✓ Pie chart diagram: Pie chart diagram is the method and technique used in the study report. Careful examination of the responses from respondents is carried out with the use of Pie Charts created using Google Forms. This is carried out in order to have a precise and trustworthy comprehension of the data gathered.
- ✓ Percentage technique: The percentage method is one of the most useful ways to show data. Percent simply implies "per hundred." The frequency distribution is used to build a contingency table, which represents the collected data and allows for easier interpretation, using percentage analysis.

## **1.9 SAMPLE FRAME:**

The list from which the units for the sample are selected is known as the sampling frame. Our sample frame for the current study consists of several South Mumbai cities.

## **1.10 SELECTION OF PROBLEM:**

- ✓ "It's Not Easy Being Green" describes how managing environmental issues has always been a losing strategy for managers. Your firm could suffer irreparable damage while helping the environment, or vice versa. A new conventional wisdom, however, has recently surfaced that promises the ultimate conciliation of environmental and economic issues. Business and the environment both stand to gain in this new world. Going green isn't just a cost of conducting business; it's also a driver of innovation, new market opportunities, and wealth generation.

- ✓ It is often believed that rekindled interest in environmental management will boost business profitability. Managers might modify a product in the future to utilise fewer raw materials that are hazardous to the environment or deplete resources. If they are successful, this could reduce direct production costs and result in inventory cost reductions.
- ✓ In some circumstances, switching to eco-friendly products may result in increased expenses for your production or other areas of your facilities. The cost of timber will probably increase for a furniture producer who switches suppliers and exclusively purchases wood that has been responsibly harvested. Higher expenses must either be borne by customers in the form of higher prices or by the business itself in the form of a lower profit margin on its goods.
- ✓ Going green can occasionally be simple and advantageous for businesses. As consumers look for more environmentally friendly food and household goods and become ready to spend more money to support their personal values, a social responsibility concern can boost profits. As customers do their homework before making purchases and notify their peers about the best practises of their favoured brands, a company's reputation can grow in addition to its revenue.

### 3) LITERATURE REVIEW:

#### ✓ **Rashi Bansal (2016)**

As per the survey done it was found that cosmetics and skin care products are part of most people's daily grooming habits. The average adult from the age of fifteen years uses at least five different skin care products each day. These include moisturizers, sunscreens, skin cleansers, hair care items, deodorants, colored cosmetics, and nail cosmetics. People consider quality and herbal nature of products most important factor while making a purchase. And herbal is very much synonyms with good quality. Among all the herbal brands available in the market Himalaya is the most preferred one. People feel that the options of various cosmetics available in herbal range is very less, like, Kajal, Eyeliner the most widely used cosmetic is not available in herbal range factor while purchasing a cosmetic. Therefore, it can be seen that for a cosmetic to be successful, it should be of good quality.

#### ✓ **R. Praveena, Dr. J. Anitha (February 2018)**

The present study reveals that the customers have a good preference towards Himalaya products. It can be concluded that it has been very interest and it a useful experience while undergoing this study of customer's preference and satisfaction Therefore, Himalaya as the name suggest should satisfy the fast moving people in the world without compromising quality and standard.

#### 4) DATA ANALYSIS:

✓ **Gender:**

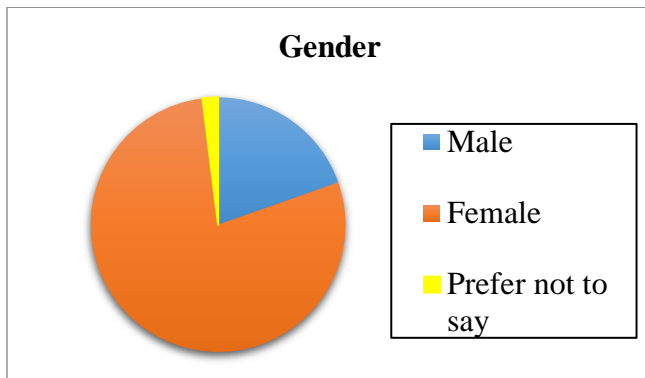


Fig.3.1

About 78% of the female respondents to our survey, which we conducted for the study article, and 20% of the male respondents, filled out the survey form. 2% of them did not want their gender to be public.

✓ **Age:**

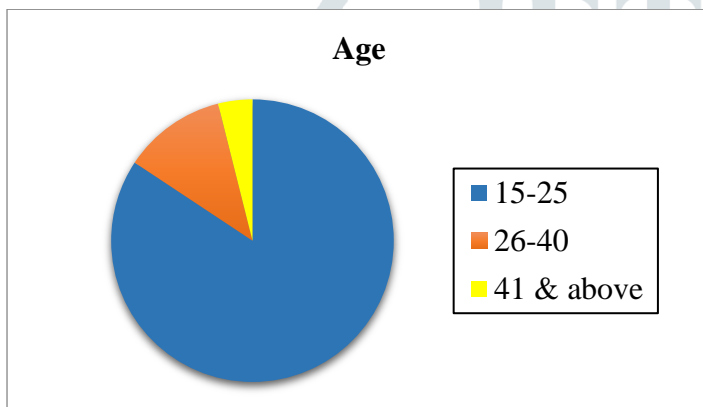


Fig.3.2

Using a Google form for survey, multiple questions were asked to determine how many people are aware of Green Business practises and have some knowledge of Himalaya Products. Because many people of different age group use Himalaya products, the responses from the age groups 15-25 years, 26-40 years, and 41 and above were received .Most of the responses from 15 to 25 years as they are teenagers and fresher’s, 84.3% of members use Himalaya products. The younger generation is more likely to try new products first because product is also affordable and has been used by many people.

✓ **Do you know about Green Business?**

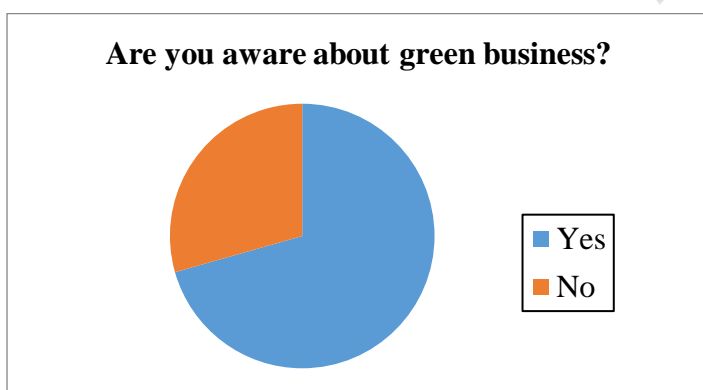


Fig.3.3

According to the findings, 70.6% of members are aware of green business, while 29% people don’t know what green business is. That indicates that the majority of the populace is aware of what is going on around them, such as in the case of business, where they believe that we may tie business-related topics to the natural world. A method of conducting business that safeguards the environment is known as "green business." Many

factors are taken into account while discussing business, but the relationship between company and the environment is of the utmost importance and value.

✓ **Please indicate your level of awareness for Himalaya Company.**

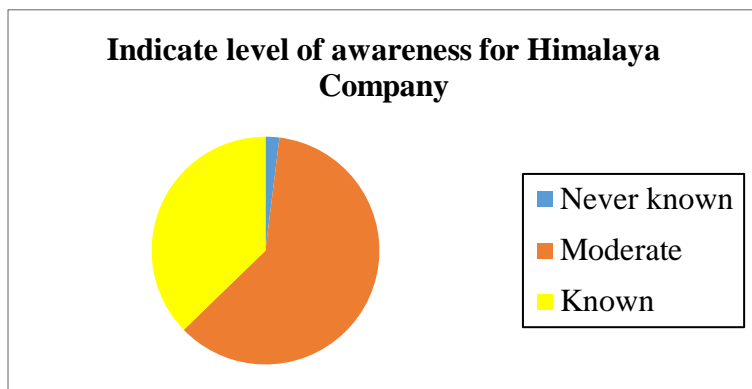


Fig.3.4

Questions were posed about the level of awareness for the Himalaya Wellness Company, and the results showed that while 37% of respondents were aware of the product, 61% were only moderately aware of it, meaning they may have only heard about it. At the time, the product was in high demand due to its price as well as the company's contribution to the environment. Knowing something about it allows us to assert that knowledge, even if we have only learned of its advantages or weaknesses. Rarely do people who are knowledgeable about a product to the hilt decide to use it themselves or recommend it to someone else.

✓ **How often do you use Himalaya products?**

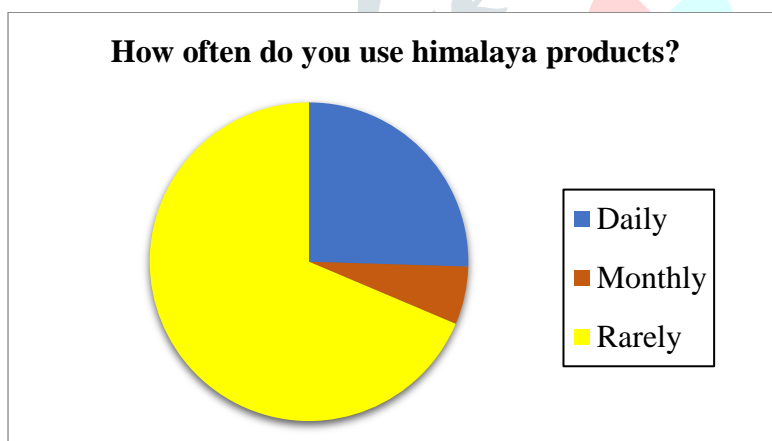


Fig.3.5

The data shows that 69% of them only occasionally utilise Himalaya products. It is not required to use the product daily; 25% of members do so, and 6% do so monthly. This survey was conducted to find out how many people use the product and, if so, how frequently—daily, monthly, or infrequently—they do so. People take the items in accordance with their physicians' instructions or because they are pleased with them. Since Ayurveda does not focus on symptoms but rather the fundamental cause, using Himalaya products, like those connected to Ayurveda, has significant positive effects.

✓ **Are you aware that Himalaya Company practices Green Business?**



Fig.3.6

Binary questions are relatively straightforward so that the general people can respond right away. According to survey findings, businesses that add value are more likely to involve clients and partners in their sustainability initiatives. 53% of members don't know whether Himalaya practises green business, while 47% of members are aware that the company does. In order for the public to understand or be aware of the product, or else to compare the product with other products for better outcomes, it is their obligation to advertise or speak out about that product and how they are practising Green Business, such as what are their aims and strategies.

Although reading the product's description before utilising it for either internal or external purposes is the customer's obligation.

✓ **Which Himalaya products have you used?**

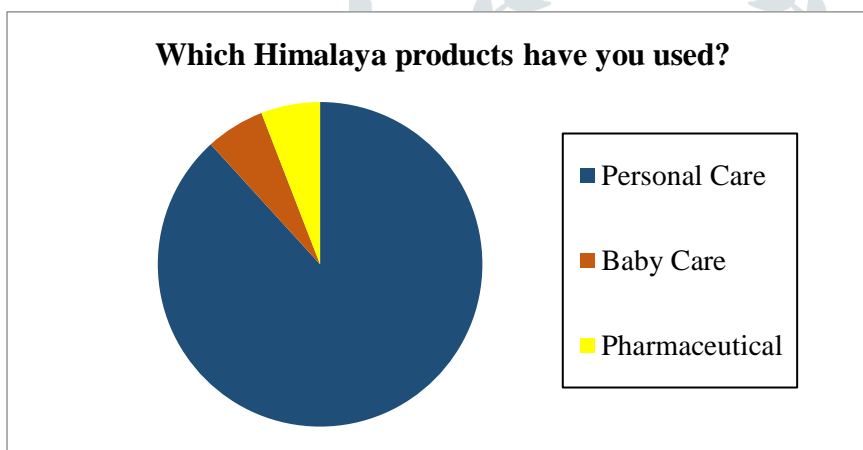


Fig.3.7

Based on the findings, it is clear that green products have a positive and significant impact on purchasing decisions for Himalaya herbals. 88% of members use personal care, 6% use baby care, and 6% use pharmaceutical products. As the Himalaya company has various different types of products that are on trend, such as current issues faced by people such as hair fall, pimples, and so on, the public tends to use the product based on ratings or reviews and decide whether or not to use the product. Himalaya is a well-known herbal brand in India. It has been present for over a decade.



✓ From these following, what does Himalaya contribute for green business:

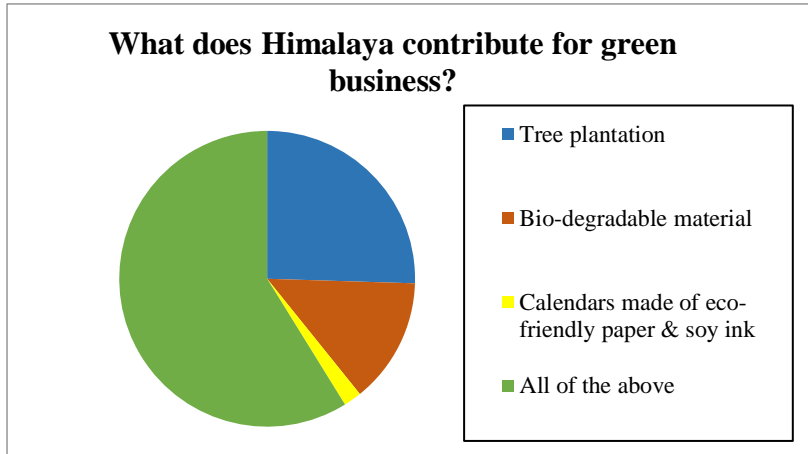


Fig.3.8

The results of the descriptive analysis of green product variables show that the indicator with the greatest influence is the Himalaya herbal. This condition demonstrates that consumers are drawn to products with a high level of security. A question was posed to see how many of them knew how Himalaya contributes to Green Business, and 58.8% of members said all of the above that it contributes for tree plantations, Bio degradable materials, Calendars made of eco-friendly papers, and soy ink, implying that almost no one was aware that Himalaya does provide or sell Calendars made of eco-friendly papers, and thus it should provide information or advertise about their products so that sales increase.

## 5) CONCLUSION:

The analysis of "green business" definitions shows that the concept's core is still somewhat unclear, ranging from its association with the more general idea of "sustainable company" to its emphasis on a few specific "green" production features, such as the utilisation of renewable resources. The suggested definition of "green business" as an organisation dedicated to the principles of environmental sustainability in its operations striving to use renewable resources and trying to minimise the adverse environmental impact of its activities allows to distinguish, but not to dissociate, "green business" concept from the more general term of "sustainable business."

In light of this, after surveying a total of 51 respondents, the following recommendations were made by the respondents to encourage green business:

- ✓ Eight to nine respondents said the business should make an effort to use plastic and other damaging packaging materials less. Some respondents also proposed doing away with plastic altogether.
- ✓ One of them advised switching to packaging made of paper rather than plastic.
- ✓ A large number of them also proposed promoting the use of chemical-free products, which would be advantageous for both the environment and customers.
- ✓ Some suggested using environment friendly packaging, while others said the corporation should continue its goal of biodiversity and tree plantation by planting additional trees with the assistance of non-profit organizations.
- ✓ A small number of participants said that the corporation needs to promote environmental safety among the general public and engage in greater environmental initiatives on its own.
- ✓ Many people also advocated for the items to be made using eco-friendly, natural components.
- ✓ Five to six respondents suggested that the business plant more and more trees.
- ✓ Nine to ten of them recommended that the business employ recyclable and reuse products and materials.
- ✓ It was also proposed that the corporation should make an effort to reduce pollution.

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