

Understanding the Perspective of Sustainable Packaging – A Case Study on Blinkit

Dr. Rinki S. Moolchandani¹ and Ms. Drushti Rajesh Wankhede²

Assistant Professor, MCM, Dr. Ambedkar Institute of Management Studies & Research, Nagpur, India¹

Student, Sem IV, BCCA Department, Dr. Ambedkar Institute of Management Studies & Research, Nagpur, India²

Abstract: *In an era where sustainability is becoming a core priority for both businesses and consumers, this case study takes a close look at Blinkit (previously known as Grofers) and its journey towards sustainable packaging. By embedding sustainability into their packaging choices, Blinkit aligns its operations with the principles of the circular economy. This study not only highlights the methods Blinkit uses to reduce environmental impact. It serves as a valuable resource for companies aiming to build greener operations while fostering customer trust and loyalty. Thus, the present study aims at exploring the sustainable packaging initiatives implemented by Blinkit.*

Keywords: Sustainability, Circular Economy, Eco-Friendly Packaging, Consumer Behavior, Blinkit, Green Marketing, Biodegradable Material

I. INTRODUCTION

Packaging does more than just protect products—it plays a vital role in branding, communication, and consumer decision-making. Over time, it's become clear that packaging can also reflect a company's environmental values. With increasing concerns about climate change and waste, businesses are rethinking how they package their products. For e-commerce companies like Blinkit, packaging isn't just a necessity it's an opportunity to promote sustainability. Traditionally, online deliveries relied heavily on plastic and non-recyclable materials. Blinkit, however, has taken significant steps toward eco-friendly solutions. Their initiatives include using biodegradable materials, reducing packaging waste, and educating consumers on proper disposal methods. This case study aims to explore Blinkit's efforts and how they contribute to a broader movement toward sustainable living.

II. LITERATURE REVIEW

Packaging plays a crucial role in making sure food products are safely transported and stored. A well-designed package helps maintain food quality and prevents waste, ensuring that items stay fresh from delivery to storage (Otto et al., 2021). However, there's a downside—packaging adds to environmental waste since it's often thrown away right after use (Magnier & Schoormans, 2015). The most common materials used in food packaging include paper (such as cardboard), wood, glass, metal, and different types of plastics.

Over the past two decades, there has been growing interest in making packaging more eco-friendly. Governments, companies, and consumers alike are looking for ways to reduce its environmental impact. Recent research has focused on developing sustainable packaging solutions (Ruiz-Real et al., 2018; Vila-Lopez & Küster-Boluda 2021). From a technical standpoint, sustainable packaging is defined as packaging that has a lower impact on the environment, as measured by life-cycle assessments (LCA) (Glavič & Lukman 2007). However, to the average person, sustainable packaging often means something that visibly looks eco-friendly or gives the impression of being good for the planet (Magnier & Crié 2015).

Sustainable packaging has gained momentum globally. According to studies, it's not just about the materials—it's about minimizing the environmental footprint at every stage of the packaging lifecycle. This includes: Using biodegradable or recyclable materials, reducing packaging volume, leveraging renewable energy in manufacturing, enhancing reuse and recycling efforts.



III. OBJECTIVES OF THE STUDY

- To explore the sustainable packaging initiatives implemented by Blinkit.
- To understand the environmental benefits, such as waste reduction and lower carbon emissions.
- To study how consumers respond to Blinkit's sustainable packaging and whether it affects their buying behavior.

IV. RESEARCH METHODOLOGY

- **Research Design** - This study follows a **qualitative case study approach** to deeply explore Blinkit's sustainability practices in packaging.
- **Case Selection** - Blinkit was chosen for its proactive efforts in adopting eco-friendly packaging, making it an ideal example for analysing real-world sustainable strategies.
- **Data Collection - Secondary Data:** Includes company reports, sustainability disclosures, blogs, academic research, and news articles.

Case Discussion - Blinkit's Approach to Sustainable Packaging

1. Using Eco-Friendly Materials

Blinkit has transitioned from plastic-heavy packaging to biodegradable, compostable, and recyclable materials. Everything from boxes to fillers is carefully selected to reduce environmental harm. This approach not only minimises landfill waste but also encourages consumers to recycle and reuse packaging.

2. Ethical and Local Sourcing

Blinkit sources from local vendors and farmers. This reduces the carbon emissions from transportation and supports the local economy. Additionally, by offering fair prices, the company empowers suppliers to adopt more sustainable farming and production techniques.

3. Minimalist Packaging Design

Rather than using bulky, unnecessary materials, Blinkit keeps packaging simple. Their minimalist designs reduce waste and save resources while still protecting the contents. They also standardise packaging sizes to optimise space during delivery.

4. Certified and Transparent Supply Chains

Blinkit prefers working with suppliers who have **sustainability certifications**, such as Fair Trade or Organic. They are also transparent about where and how materials are sourced, which builds trust among eco-conscious consumers.

5. Technological Integration

To help customers understand the impact of packaging, Blinkit uses **QR codes and digital labels**. These tools provide information about materials used, recycling instructions, and tips on how to dispose of packaging responsibly.

6. Collaboration with Experts

Blinkit partners with environmental consultants and organizations to audit their practices and explore innovative packaging solutions. This helps them stay aligned with global sustainability standards.

7. Consumer Education and Engagement

Sustainability isn't just about what companies do, it's also about how consumers respond. Blinkit runs **educational campaigns** through its app, website, and social media to inform customers about sustainable habits and how to recycle packaging properly.

8. Measurement and Reporting

Blinkit regularly tracks and reports its progress in sustainability. They analyze metrics like plastic usage, recyclability rates, and CO₂ emissions reductions. This not only helps improve internal practices but also shows customers that the brand is serious about its commitments.

9. Supply Chain Optimisation

To reduce the need for excessive packaging, Blinkit optimizes delivery routes and consolidates shipments. This reduces fuel use, minimizes packaging materials, and lowers overall carbon emissions.



10. Investing in Innovation

Blinkit stays open to testing **new packaging technologies**—from plant-based plastics to compostable wraps. By staying at the forefront of innovation, the company continues to lead by example in the Indian e-commerce space.

V. FINDINGS

- Blinkit has successfully incorporated a range of sustainable packaging practices, including biodegradable materials and waste reduction techniques.
- Their transparency and authenticity in communication have helped them build stronger relationships with customers.
- Educating consumers and simplifying packaging has proven to be effective in promoting responsible disposal and recycling.
- Challenges still exist, such as the higher cost of sustainable materials, but Blinkit's long-term strategy is focused on balancing cost with environmental impact.

VI. CONCLUSION

Blinkit's journey towards sustainable packaging offers valuable insights for other businesses, especially those in the e-commerce and grocery sectors. By investing in the right materials, being transparent with customers, and educating them on sustainability, Blinkit is paving the way for a more responsible future.

Their efforts show that sustainability is not just an ideal—it's a practical, achievable goal that can enhance brand value, reduce costs over time, and build customer trust. Companies across industries can learn from Blinkit's example and begin integrating eco-friendly practices into their own operations.

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