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## **A Study on the Transformative Business Model of Recycling -With Special Reference to Code Enterprises LLP**

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### **ABSTRACT**

The business world is a dynamic and challenging place for new entrants. Entrepreneurs and business owners are conditioned to constantly innovate in order to maintain a competitive edge and maximize their financial returns over the long term. As a result of the industry's explosive growth, suppliers now encourage customers to cut back on purchases and increase their waste. The growth of industry has led to an explosion in the generation of trash and in the accumulation of toxic substances on land. This study analyzes the innovative business strategy of Code Enterprise LLP, which has developed a product from the byproducts of cigarette butt recycling.

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### **INTRODUCTION**

Businesses in the current world need to constantly innovate and come up with new ideas if they want to remain competitive and successful (Yue Cui, 16 March 2022). This includes coming up with business models that incorporate new technology to deal with solid waste. Recycling as a corporate strategy is inherently sustainable and socially responsible (Costanza, 1 Jan 2023). In today's competitive company environment, long-term success is increasingly dependent on adopting sustainable business practices. In order to seize new chances and grow, businesses need to pinpoint the values left on the table by their current models (M. Yang, 1 January 2017).

In order to expand their horizons and skillsets, businesses increasingly venture down uncharted territories. Sustainable and revolutionary business practices should replace traditional business practices.



"The only way to save the world from the perils of self-destruction and finish the business circle is through the circular economy.

## LITERATURE REVIEW

Peng, C. L., Scorpio, D. E., & Kibert, C. J. (1997) in their research titled Strategies for successful construction and demolition waste recycling operations found that construction and demolition of recycle management facilities is a tough task in the USA because the non-availability of land and space for the recycling business and policies of change environment.

Bacot, H., McCoy, B., & Plagman-Galvin, J. (2002) in their research titled Municipal commercial recycling: Barriers to success found that it is important to design establishments and business participation is much required for the time to run and succeed Recycle business.

Streicher-Porte, M., & Yang, J. (2007, May) in their research titled WEEE recycling in China. The present situation and main obstacles to improvement found that formal businesses have to compete with informal recycling businesses and authorities should focus on giving financial assistance to such businesses.

In their research titled The supply chain implications of recycling, Pagell, M., Wu, Z., & Murthy, N. N. (2007). Businesses found many organizations are forced to have end-of-life business practices because of take-back policies and regulations. For organizations focused on End of Life products management recycling is the only option.

Chen Y J, Wu, T.H, and Chen Y I (2009) in their research titled The recycling for sustainability in Taiwan found and conclude that The recycling business will result in better sustainable business design and get them financial benefits to the organization and industry.

Garlapati, V. K. (2016) in their research titled E-waste in India and developed countries: Management, recycling, business, and biotechnological initiatives found that e-waste management and recycling business are profitable in nature to produce energy and can mine metals out of the waste.

Yang, M., Evans, S., Vladimirova, D., & Rana, P. (2017) in their research titled Value uncaptured perspective for sustainable business model innovation clearly state that identification of value opportunities will trigger newer and sustainable ideas for business.



Franceschelli, M. V., Santoro, G., Giacosa, E., & Quaglia, R. (2019). Assessing the determinants of performance in the recycling business: Evidence from the Italian context found that recycling and green business have better results in economic benefits.

Zhou, F., Lim, M. K., He, Y., Lin, Y., & Chen, S. (2019) in their research titled End-of-life vehicle (ELV) recycling management: Improving performance using an ISM approach conclude that ELV is a must segment to begin as recycling business, it is most effective efficient ELV business to promote and to mine value from those businesses.

Calvo-Porrall, C., & Lévy-Mangin, J. P. (2020) their study titled The circular economy business model: Examining Consumers' Acceptance of recycled goods conclude that there is a positive image of recycled products being accepted by consumers.

## RESEARCH GAP

The literature analysis reveals that there are only a handful of recycling companies operating worldwide. Although there are recycling companies, only a small fraction of the waste produced by all enterprises is recycled. The economic potential in recycling is high because there is little established competition in the field.

## STATEMENT OF THE PROBLEM

A truly transformative business model would develop and launch an enterprise that would convert trash into a product, rather than the opposite.

## OBJECTIVES

To find A Transformative Business Model

To find the process of Business in Recycling and its innovation.

## SCOPE OF THE STUDY

This research was conducted only for the sake of Code Enterprises LLP, and its findings may not be applicable to other businesses or its model may not be universally applicable.

## METHODOLOGY



A case study approach was taken, with data gathered from a variety of online resources such as business websites and YouTube videos.

### CASE STUDY

In a country with such a large population, everyone smokes cigarettes no matter how they're feeling. Naman Gupta and Vishal Kanet, two graduates who live in Noida, were startled to see how much trash a bunch of their friends had made from cigarettes during a get-together". They conducted study in the field and learned, thanks to the findings, just how many cigarette butts are being wasted on careless flicks of the wrist.

The study found that the negative effects of cigarette butt waste on the economy, ecology, and health totaled 0.85 billion tons. Cellulose acetate is a polymer utilized in cigarette butts, and over the course of the next few months, they conducted research and tests to determine the most practical chemical technique for cleaning and recycling this material.

Together, they established CODE (Conserve Our Depleting Environment) ENTERPRISES LLP in 2016 with the aim of handling cigarette trash.

The revolutionary business strategy was to place Vbins in cigarette stores to collect the butts, and then pay the vendors between \$250 and \$300 based on the amount of trash they had gathered. Chemicals were applied to the butts. The byproduct is an organic compost powder that can be utilized in gardens. Cushions, garlands, little stuffed toys, accessories, and key chains are just some of the products that benefit from its recycled polymer substance.

After launching in Noida, the partnership has expanded to 20 other Indian states, where their sustainable and creative company strategy has helped countless individuals find work and raise their standard of living.

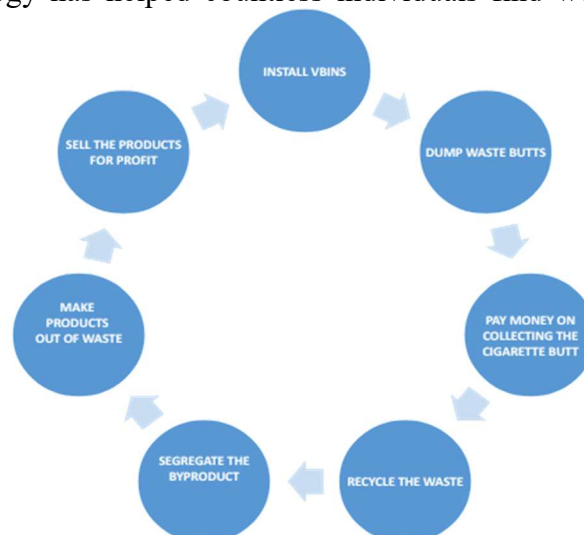




Figure 1: Transformative Business Model of Recycling -Code Enterprises LLP

## FINDINGS

- Identification of uncaptured value in a product created an opportunity for Business.
- The transformative idea was to create value out of waste.
- The transformative Business idea was sustainable and social.
- This Business required minimal capital investment and technologies.
- The business idea reduced the hazards of waste dumping.
- This business gave better Financial results and benefits.
- The business model was simple and easy to operate.
- Green business ideas have better results in Business and people accept it.
- In India, 10,000 Vbins have been placed in 20 different states to prevent the illegal dumping of cigarette butts.
- Vendors gain marketable skills by being compensated for the trash they gather.

Over five thousand people, including cigarette merchants and rag pickers, were able to make a living off of the company's profits.

- A waste-derived organic compost powder for use in agriculture and horticulture.
- The ability to raise capital is secondary to the development of a novel, long-term company strategy.

Recycling trash into something valuable can be profitable.

## SUGGESTIONS

- Entrepreneurs should conduct research before business incorporation.
- Businesses should be to mitigate waste and produce useful products.
- Business minds should try to identify the uncaptured value opportunities.
- The world of recycling and reuse models has long and strong business life.



- Smaller businesses can be started with a minimal capital investment with such innovative ideas that can be multiplied into large-scale businesses.
- There has to be more of these kinds of ideas and businesses, so the government and other groups can help them succeed.

## CONCLUSION

Since the dawn of industrialisation, the earth has been systematically destroyed, wreaking havoc on people's emotions if not their physical senses. It's now time for company leaders to put on their thinking caps and take the initiative to innovate and revolutionize their industry using environmentally friendly concepts like recycling.

Companies' research and development departments need to rethink their strategies and provide fresh ideas if they want to expand their markets. The company's motto will be "Reduce, Reuse, Recycle," with the goal being to turn trash into treasure. This will be good for business, society, and the environment, and it will help keep life on Earth going forever.

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