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Abstract

This case study highlights the significance of transitioning towards a zero-waste business model to achieve sustainability goals, focusing on the pioneering efforts of EAT RAJA, India's first Zero Waste Juice Bar. Founded by Mr Anand Raj B. S. N in 2018, EAT RAJA emerged as a beacon of innovation, redefining waste management strategies and promoting environmental stewardship.

Mr Anand Raj's journey from being a software engineer and radio jockey to the proprietor of EAT RAJA is characterised by a profound personal experience following his father's passing. In March 2018, he transformed his father's juice shop into EAT RAJA, commemorating his legacy while embracing a new vision centred on sustainability.

EAT RAJA's business model innovation revolves around zero waste principles, demonstrated through the elimination of plastic usage and the utilisation of fruit shells as containers. The company's commitment to environmental responsibility extends to waste management practices, with fruit shells repurposed as cattle feed or transformed into bio-enzymes. Moreover, the incorporation of vegan options further aligns with EAT RAJA's ethos of promoting eco-friendly practices. The case study underscores the integration of environmental considerations into strategic management and business models, emphasising sustainability as a driver of competitive advantage and societal value creation.

By embracing innovation and sustainability as core principles, EAT RAJA exemplifies the transformative potential of businesses in driving positive environmental change. The case study offers insights into the challenges and opportunities associated with adopting a zero-

waste business model, illustrating the broader implications for corporate sustainability practices and societal well-being.



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