Prakati India

Promoting Sustainability

About Prakati.IN

Established as an online platform to bring all the sustainability related aspects under one umbrella.

Prakati intends to serve as knowledge repository on sustainability, a guide to sustainable living, a news portal publishing sustainable initiatives & a showcase for sustainable products, technologies & companies.

Mission Statement

"To promote ideas, products, technologies, people & organisations that propagate sustainable, eco-friendly, need based living."

Services for Brands

FREE Services

- Green Directory Listing
- Press Release Publishing
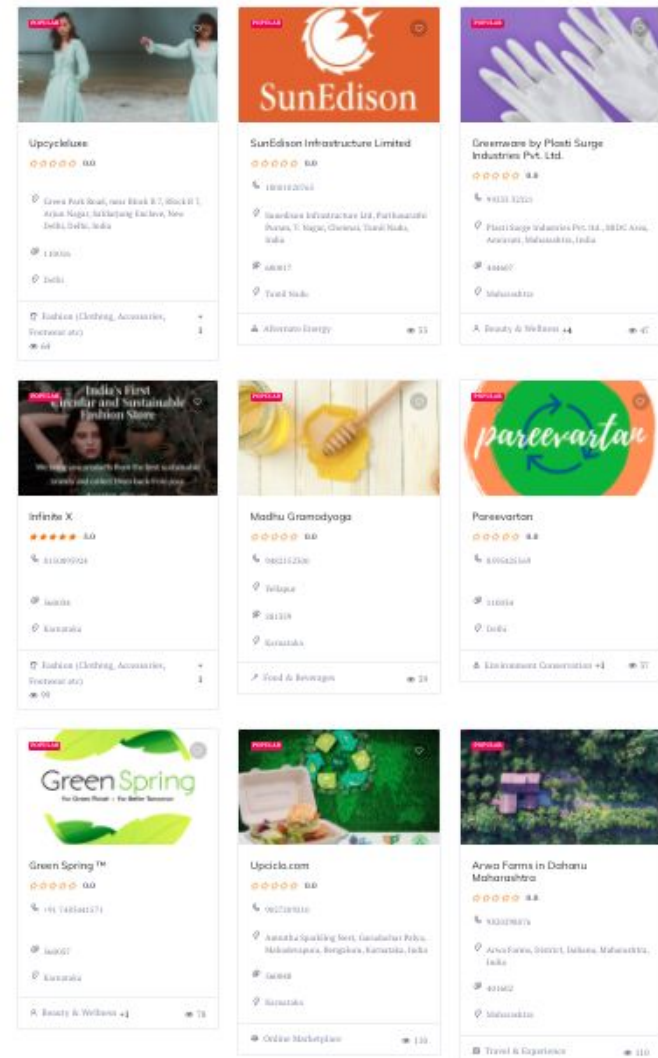
Premium Services

- Brand Promotion
- Content Services
- Selling Assistance

Directory Listing

- Google Search optimised directory.
- You can add your initiative by self-registering & creating profile.
- Includes comprehensive descriptive information with website, location, social media, email & contact details.
- Helps to generate B2B & B2C leads in relevant categories.
- Access to B2B curated leads from prakati.in
- Location based search allows nearby visibility.
- No mediation, visitors can directly see your email ID & contact details and can contact directly.
- Absolutely free, No charges.
- Self- Register at - www.directory.prakati.in

Free

Press Release

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- You can use Prakati to send a word out.
- In case you have come up with something exciting that you want to tell the world about.
- Just drop an email to hi@prakati.in with press release mentioned in subject and we will spread the word out.

Note:

- The initiative has to improve sustainability, reduce negative impact on environment for us to publish on prakati.
- Press Release should be accompanied by a relevant featured image.
- Should not include any links. (Own or 3rd Party)

Free

Flipkart eliminates use of single-use plastic packaging across its own supply chain

Press Release   July 12, 2021

In a recent press release, India's homegrown e-commerce marketplace, **Flipkart** has claimed that it has successfully **eliminated all single-use plastic packaging** used across its fulfilment centres in India. The company claims that it has its public commitment to move to plastic-free packaging in its own supply chain by 2021.

This has been achieved across more than 70 facilities of Flipkart spread all over India, where Flipkart has eliminated single-use plastic packaging by introducing the most scalable sustainable alternatives such as **eco-friendly paper shreds**, replacing poly pouches with recycled paper bags, replacing bubble wraps with carton waste shredded material and 2 Ply roll to name a few.

Throughout this process, Flipkart has also ensured that it is fully compliant with all EPR regulations and through its network of recyclers, the equivalent quantity of single-use plastic going to consumers is fully recycled. As per the news release, after having achieved this milestone, Flipkart is now actively working with its seller partners who fulfil customer orders directly from their locations to educate them and enable them to move towards alternative materials.

Furthermore, Flipkart is actively working with the ecosystem to understand how it can best implement other initiatives to create a more circular economy for plastics so that the entire ecosystem can move towards a more sustainable future. Through proactive interventions and guidance, **Flipkart has already achieved a 27% reduction in the use of single-use plastic packaging in its seller**

Brand Promotion

- Exclusive Story, feature on Prakati.in with promotion on Social Media channels.
- Highlighting story of the brand, founder, the journey of company, product/services, latest launches.
- Includes release on Social Media Channels.

Syahi

Upcycled Paper Pens

Project Syahi is an initiative by students of Enactus – Kirori Mal College, Delhi that seeks to introduce a sustainable alternative to plastic pens. They create pen out of upcycled paper with seeds attached at the rear end.

Read More

Esscent by Arpan

Incense Sticks, Cones & Candles

Esscent by Arpan is a social entrepreneurship ven students of Connecting Dreams Foundation- SRC up-cycle dried flower waste into premium flower incense products, like sticks, cones, and candles.

Read More

Rivaayat

Sustainable Terracotta Pottery

Rivaayat is a social initiative by the students of Shri Ram College of Commerce. Read how, students & professional designers come together to save this art-form & make the artisans sustainable.
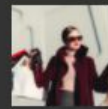
Read More

Ksamah

Content Services

- Every website needs relevant content in form of blogs, stories & articles to keep the traffic flowing from google.
- Utilise the expertise & experience of Prakati's diverse team of content writers & subject matter experts.
- As far as Sustainability is concerned, from fashion to food, we cover it all.
- No commitment pay as you go models on article basis.

6 Simple Steps to Slow Fashion

Why Slow Fashion is the Need of the Hour

Celebrate the Art of Pichwai through Tales of Navodha by Bindani

Trisvaraa – A Collection of finest heritage weaves of India

The Little Luxury Store in Jaipur by Mrs Ruchi Marodia

Vasstram: When Less is More in Fashion

Going Green at Harleen Kaur

A Humming Way: Sustainable Couture Brand

Introducing Khinkhwab – Essence Of Banaras

Clothes made from lotus Stem Fibers | Bijiyashanti Tongbram from Manipur

How to make better beauty choices: for you and the planet

Faborg's Weganool – A Vegan Alternative for Animal wool fibre

Few Coolest Indian Vegan Leather Brands

5 Sustainable Fashion Brands of India

Prada makes Re-Nylon bags from recycled ocean plastic

Smriti Irani launches Project SU.RE on Sustainable Fashion

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