

PROJECT REPORT ON
"BIODEGRADABLE PLASTICS: A STUDY TOWARDS
ENVIRONMENTAL SUSTAINABILITY" WITH SPECIAL
REFERENCE TO KONSPEC.

SUBMITTED BY

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
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September-2024

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PRIVATE LIMITED**



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CERTIFICATE

This is to certify that Mr. Sanketh S (Reg No: 4AL22BA083), 2nd MBA student of Alva's Institute of Engg. & Technology, Mijar, has undergone Project in our company on the title "Biodegradable Plastics: A Study Towards Environmental Sustainability" special reference to Konkani Speciality Polyproducts Private Limited Baikampady, Mangalore during as a partial fulfillment of degree in MBA Program from April 23rd 2024 to June 06th 2024.

During this period we found him sincere, hard working and he bears a good moral conduct. We wish him all the very best for his future endeavors.

For KONKAN SPECIALITY POLYPRODUCTS PVT.LTD.



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

Date: 01/08/2024

CERTIFICATE

This is to certify that **Sanketh S** bearing USN 4AL22BA083, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the year 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "**Biodegradable Plastics: A Study towards environmental Sustainability**" with special reference to KONSPEC Mangalore, is prepared by him under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

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DECLARATION

I, Sanketh S hereby declare that the Project report entitled "BIODEGRADABLE PLASTICS: A STUDY TOWARDS ENVIRONMENTAL SUSTAINABILITY" with reference to KONSPEC (Konkan Speciality Poly Products Pvt Ltd Mangalore)." prepared by me under the guidance of Dr. Guruprasad Pai, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mr. Goutham Chawta, H.R Manager Konkan specialty poly Products Pvt Ltd. Mangalore. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Moodbidri

Date: 23-09-2024


Signature of the Student

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EXECUTIVE SUMMARY

This study on "Biodegradable Plastics: A Study Towards Environmental Sustainability with Special Reference to KONSPEC" reveals significant consumer support for biodegradable plastics, driven by environmental concerns and awareness of the negative impact of non-biodegradable options. Despite high overall awareness and a strong preference for eco-friendly solutions, there are notable gaps in consumer understanding and confidence, necessitating targeted educational campaigns. Most consumers occasionally or frequently purchase biodegradable plastics, particularly valuing their role in reducing plastic pollution and accelerating decomposition. However, practical concerns and varied confidence levels influence some purchasing decisions. To enhance adoption, the study suggests addressing practical issues, promoting key applications in food and household products, and advocating for supportive government policies. Konspec is well-positioned to lead these efforts, integrating consumer feedback into sustainable practices and providing clear information to strengthen consumer confidence and promote informed purchasing decisions.