

GRÜN SUTRA



# Our Mission

- Saving 4x more water
- High quality fiber
- Strong to last long.
- Clean Supply Chain
- Encouraging digital art enthusiasts
- Encouraging the youth with creativity
- Productive ordering methods
- Collaborative engagement towards a better world
- Incorporating Gen-AI for progressive business and fashion

# Hemp Fiber Advantages and Benefits

- Fewer inputs required to grow, and less water needed than cotton.
- Industrial hemp is pest and disease resistant; partly due to the fact it grows so fast
- Low lignin levels enable environmentally friendly bleaching without the use of chlorine
- Far more fiber can be harvested from hemp than cotton or flax using the same amount of land
- It's one of the strongest natural fibers
- Less stretch, so clothing retains its shape
- Its softness increases with use
- When dyed, it retains color better than cotton
- A great insulator
- Anti-bacterial properties
- Excellent breathability
- High abrasion resistance
- Resistant to mold and mildew
- Superior UV blocking attributes

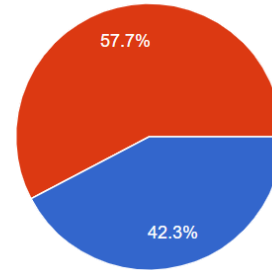
# Questionnaire

- Are you aware of hemp products?
- If unaware, are you eager to try attractive bags made from hemp?
- How did you first hear about hemp bags?
- What price range would you prefer for buying hemp bags?
- How often do you purchase hemp bags?
- What primarily influences your purchase of hemp bags?
- Did you know products made from hemp are more reliable than cotton made products?
- Do you wish to share your experience regarding hemp products?

# Customer Analytics via Survey

Are you aware of hemp products?

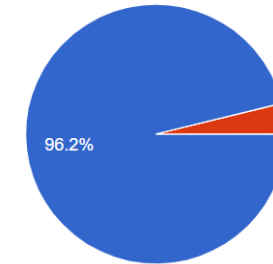
52 responses



● Yes  
● No

If unaware, are you eager to try attractive bags made from hemp?

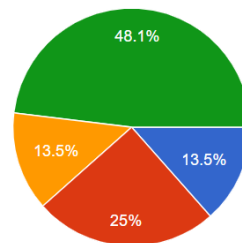
52 responses



● Yes  
● No

How did you first hear about hemp bags?

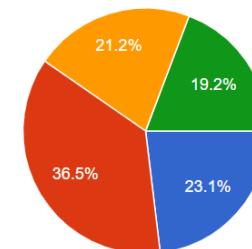
52 responses



● Web  
● Social Network  
● Friends  
● Never heard

What price range would you prefer for buying hemp bags?

52 responses

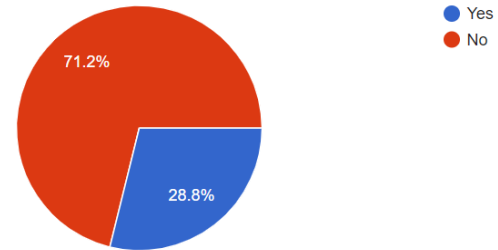


● under 500  
● 500 - 750  
● 750 - 1200  
● above 1200

# Customer Analytics via Survey Contd.

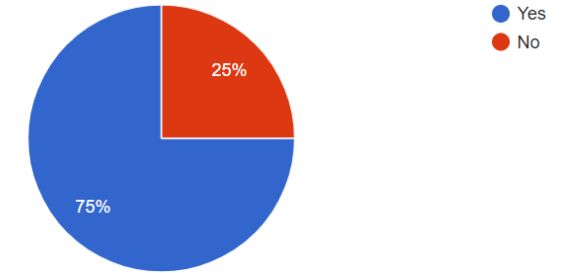
Did you know products made from hemp are more reliable than cotton made products?

52 responses



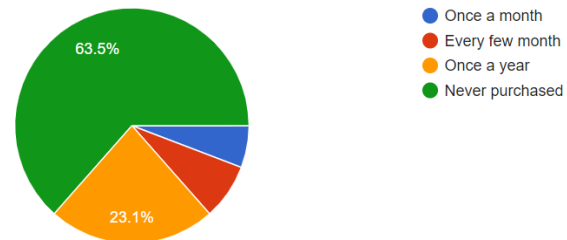
Do you wish to share your experience regarding hemp products?

52 responses



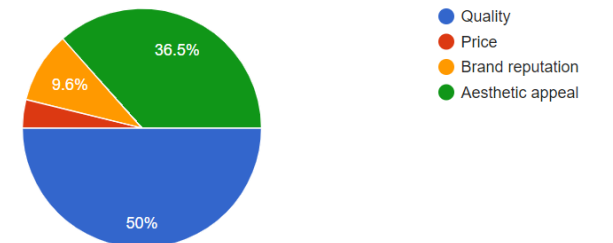
How often do you purchase hemp bags?

52 responses



What primarily influences your purchase of hemp bags?

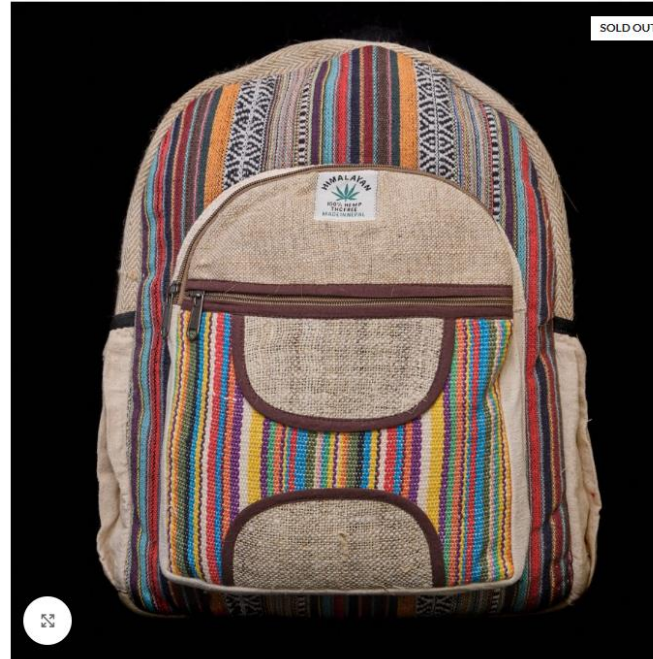
52 responses





# Comparative Analysis

Brand	Product	Price	Key Feature
Itshemp	<a href="#">Pouchful Hemp &amp; Cotton 15-inch Backpack (Multicolored)</a>	₹2,099	Its spacious and well-organized interior.
Hempalaya	<a href="#">Day bag pack rolltop</a>	₹5,882.67	The primary feature is the rolltop closure design, allowing the backpack to expand.
Sativabags	<a href="#">The Mini Trio By Sativa Hemp Bags</a>	₹5,284	Compact & portable design suitable for carrying smaller essentials.
Indianhempstore	<a href="#">Eco-Friendly Handbag</a>	₹899	Non-toxic, plant-based, or low-impact dyes in their manufacturing process.

# Comparative Analysis Contd.



## Pouchful Hemp & Cotton 15 inch Backpack (Multicoloured)

₹2,099.00

High-utility natural laptop bag handmade from hemp fabric.

**Out of stock**

[Add to wishlist](#)

[16](#) People watching this product now!

SKU: AF008015 Categories: 15 Inches, Accessories, Backpacks, Bags

Tags: Men, Women

Share: [f](#) [t](#) [p](#) [in](#) [l](#) [o](#)

### Hemp Backpack, Day Backpack, Rolltop

★★★★★ 3 Reviews [Write a review](#)

Brand: [hempologyo](#)

SKU: [BACKPACK-EVERYDAY-BLACK](#)

Availability: **Out Of Stock**

Effective Price: **€64.90 €77.25**

[Add to wishlist](#)

[Print](#)

Forbe

black

**Sold Out**

You love life, you are active, and you like to travel! daypack made of wild himalaya hemp is your life



### The Mini Trio By Sativa Hemp Bags

£50.00

Color:

Size:

Availability: **Out of Stock**

**ADD TO BASKET**

Brand: [Sativa](#) | [Compare Hemp Backpacks before buying](#)

### Buddhaland Co Pure Hemp Bag – Small Size for Women | Eco-Friendly Handbag

From ~~₹1,599.00~~ **₹999.00**

- Fashionable and Sustainable: Stay on trend while making an eco-conscious choice.
- Versatile Design: Ideal for casual outings, work, or a night out with friends.
- Eco-Friendly: Made from 100% natural hemp fabric, which is biodegradable and eco-friendly.
- Support Fair Trade: Your purchase supports fair wages for all teams involved in the bag's production.

**ADD TO CART**

Compare  Add to wishlist

Category: [Fashion](#)







**More fashion products**

# Profit Margin

According to our cost sheet analysis, we could estimate the profit margin of **40.48%** for each unit of production.

Points to be observed based on the profit margin:

- Availability of raw material at cheaper price.
- Cost of labor is also less because there is no need of qualified or skilled labors.
- Transportation cost is very less due to availability of raw materials in the environment and its low weight property which makes bulk transport easier.

# Product Specification

## Material Composition:

- Primary Material: Hemp fiber is the main component, known for its durability and **eco-friendly** properties.
- Blends: Hemp may be blended with other materials such as organic cotton or recycled fibers for added strength or softness.

## Design and Style:

- Closure Type: Specifications for zippers, snaps, buttons, or other closure mechanisms.
- Pockets: Number and placement of pockets if the bag has them.
- Prints or Embellishments: Details about any prints, logos, or decorative elements on the bag.

## Color Options:

- Green, Grey, Yellow, Maroon, multi-colored.

## Lining:

- Cotton, Nylon, Hemp

## Environmental Impact:

- The bags are completely **eco-friendly**, it is biodegradable or recyclable and the natural resources utilization is very less as compared to other fabric-based products like water consumption by plants.

## Packaging:

- The bags produced are packaged using **eco-friendly** materials like cardboards.

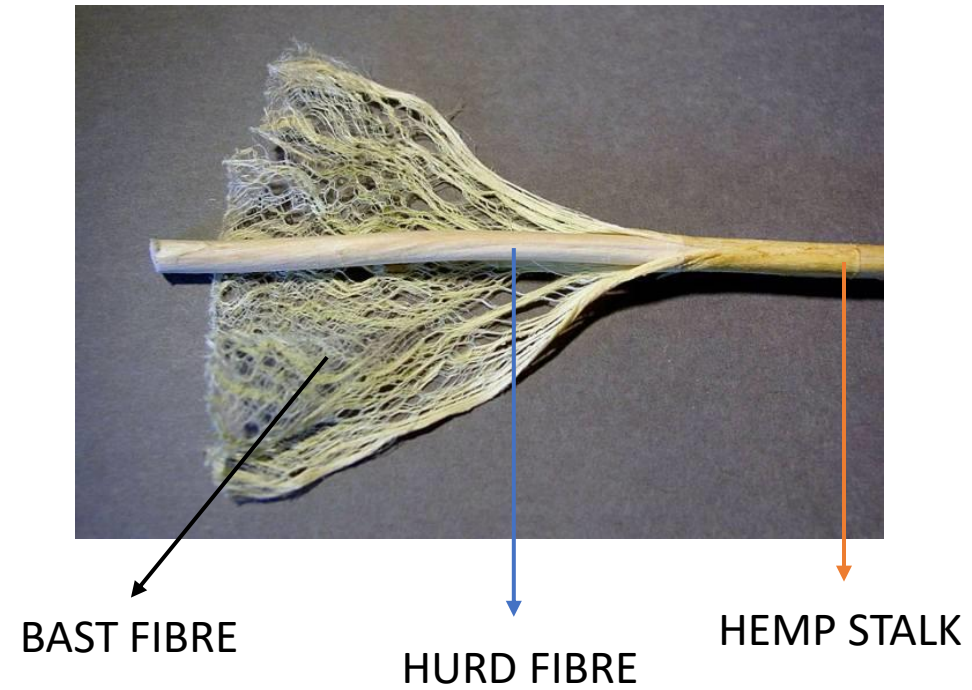
# Sustainable Features

Features	Ideas
Sustainable Design Generator:	Develop a Generative AI model that can create sustainable designs for buildings or products. The model could take into account factors such as energy efficiency, use of renewable materials, and waste reduction.
Optimized Crop Planning	Use Generative AI to optimize crop planting schedules and layouts for sustainable agriculture. The AI could consider factors such as crop rotation, soil health, water usage, and local climate conditions.
Energy Consumption Forecasting	Build a Generative AI model to predict energy consumption patterns for households or businesses. This could help in planning renewable energy usage and reducing overall energy waste.

# Sustainable Features

Features	Ideas
Eco-friendly Route Planner	Create a Generative AI model that can generate the most eco-friendly routes for transportation, considering factors like fuel efficiency, traffic congestion, and distance.
Waste Sorting AI	Develop a Generative AI model that can identify and sort different types of waste for recycling. This could be particularly useful in managing electronic waste, which often contains valuable metals that can be recovered.
Sustainable Fashion Designs	Use Generative AI to create sustainable and fashionable clothing designs. The AI could generate designs that require less fabric or that can be made using eco-friendly materials.

# Manufacturing Process



# H

## HARVESTING



When harvesting, the plants are cut at 2 to 3 cm above the soil line and then allowed to dry for a few days.

# MANUFACTURING *Process*



# H

## HARVESTING



When harvesting, the plants are cut at 2 to 3 cm above the soil line and then allowed to dry for a few days.

# R

## RETTING



Retting is a process involving the use of moisture and microbes to break down the chemical bonds (pectin) holding the hemp stem together, enabling easier separation of the bast from the woody core (the hurd or shiv).

# S

## FIBRE SEPARATION



In a process called "breaking", stalks are passed between fluted rollers to crush and break the hurd into small pieces, separating some of the fibre in the process.

# Y

## HEMP FIBRE YIELD



3.5% of the weight of "green" (unprocessed) industrial hemp can be converted dry line fibre and 1% of it to dry tow.



# P

## PAPER PRODUCTION



Incorporating hemp waste into recycled paper materials can improve the performance of the recycled fibers.

# Waste Management

IN - ACTION

# P

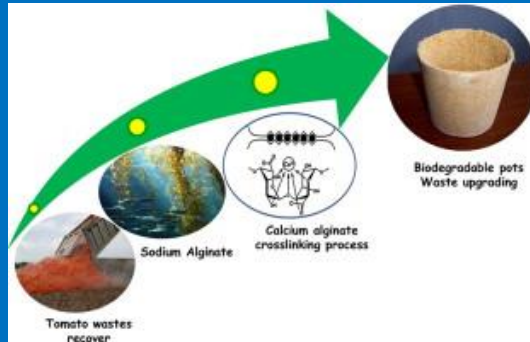
## PAPER PRODUCTION



Incorporating hemp waste into recycled paper materials can improve the performance of the recycled fibers.

# R

## RECYCLING



Some companies are exploring economically-sound and eco-friendly alternatives to disposal. For instance, spent hemp biomass, which has already been through the extraction process, can be repurposed

# R

## REVITALIZATION



Companies like GAIACA Waste Revitalization are working on solutions to manage the waste generated from the hemp industry.

# W

## WATER TREATMENT

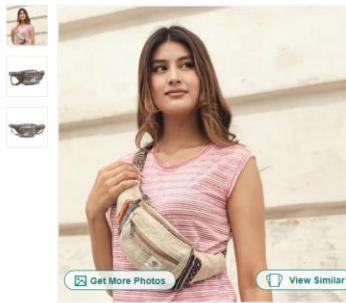


Hemp fibers can be used for wastewater treatment. They have distinctive features that make them effective sorption media.

# Prices offered by suppliers

indiamart All India Enter product / service to search Search Get Best Price

IndiaMART > Cotton, Jute & Canvas Bags > Environmental Bags > Hemp Bag



**Hemp Eco-Friendly Boho Hippie Style Hemp Fanny Pack V Bag for Hiking Running Jogging**

₹ 350/ Piece [Get Latest Price](#)

Brand: Himatia  
Color: Brown  
Pattern: Plain  
Country of Origin: Made in India

Our vegan belt bag is made for everyone by using the best quality hemp. We love the our bags are made to be 100% earth friendly.

**Durable Zipper:** Your items in our bags are safely guarded by our high quality and

**Multipurpose and Adjustable:** Our bag has an adjustable waistband to carry all the

[View Complete Details](#)

[Get More Photos](#) [View Similar](#)

[Get Latest Price](#)  
Request a quote



Roll over image to zoom in

Multi Pocket, Small Backpack Holds Laptop and Accessories | Premium Hemp and Recycled Materials | Perfect School Backpack or Travel Bag (Plum)

Brand: DIME BAGS  
4.6 ★★★★★ - 52 ratings

-50% ₹18,949

M.R.P.: ₹37,899

Inclusive of all taxes

EMI starts at ₹919. No Cost EMI available EMI options

With Amazon Business, you would have saved ₹372.22 in the last year. Create a free account and save up to 15% today.

Offers

<b>Cashback</b> 3 months Prime membership + Rs 2,000 welcome re... 1 offer >	<b>No Cost EMI</b> Upto ₹853.23 EMI interest savings on Amazon Pay ICIG... 1 offer >	<b>Bank Offer</b> Upto ₹850.00 discount on Credit Cards, Bank of Bar... 14 offers >	<b>Par</b>
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Free Delivery 10 days Return & Exchange Secure transaction



and Environment Sustainable Vegan Wallet with Hemp Covering | Black Wallet | Slim Wallet | Sleek Wallet | Wallet for Men | Minimalist Wallet

Visit the Flippy/Sustainables Store  
4.8 ★★★★★ - 28 ratings

-57% ₹1,299

M.R.P.: ₹3,699

Inclusive of all taxes

EMI starts at ₹118 per month. EMI options

Enjoy great benefits! Get Amazon Pay ICICI credit card approved in 30 minutes & enjoy 3% back (Rs.38.97)

Offers

<b>Cashback</b> 3 months Prime membership + Rs 2,000 welcome re... 1 offer >	<b>Bank Offer</b> Upto ₹1,500.00 discount on select Credit Cards, selec... 30 offers >	<b>Partner Offers</b> Get GST invt save up to 2% on business pur... 1 offer >
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10 days Amazon Free Delivery Secure



Click to open expanded view

Brand: TNDY

TNDY Hemp Super Fashion Chest and Should for Both Women & Men

4.5 ★★★★★ - 12 ratings

-65% ₹690

M.R.P.: ₹1,999

Inclusive of all taxes

With Amazon Business, you would have saved ₹372.22 in the last year. Create account and save up to 14% today.

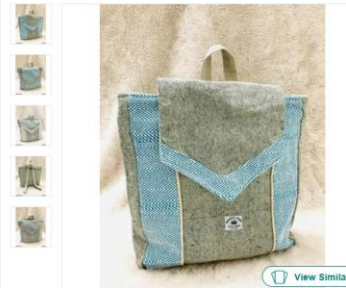
Offers

<b>Cashback</b> 3 months Prime membership + Rs 2,000 welcome re... 1 offer >	<b>Bank Offer</b> Upto ₹850.00 discount on Credit Cards, Bank of Bar... 14 offers >	<b>Partner Offers</b> Get GST invoice and save up to 28% on business purchases. 1 offer >
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Free Delivery 10 days Return & Exchange Warranty Policy Amazon Delivered Secure transaction

indiamart All India Enter product / service to search Search Get Best Price

IndiaMART > Cotton, Jute & Canvas Bags > Environmental Bags > Hemp Bag



**Designer Hemp Bag**

₹ 395/ Piece [Get Latest Price](#)

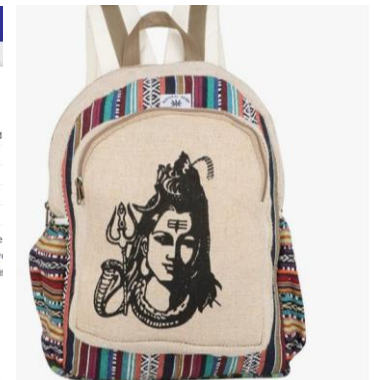
Brand: Craftstages International Private Limited  
Color: Multi  
Material: Hemp  
Size/Dimension: N/A  
Type: Backpack

Hemp Bags are the eco-friendly bags and also reusable and biodegradable. No one hemp bags. They get re-used hundreds of times and act as a walking billboard for you used. These bags can carry a heavy weight with extra durability. These bags are use

[View Complete Details](#)

[View Similar](#)

[Get Latest Price](#)  
Request a quote



Colour: Blue

Laptop Bag Backpack Travel Bag, A Great Product (God Shiva Designed)

5.9 ★★★★★ - 11 ratings

-70% ₹744

M.R.P.: ₹2,600

Inclusive of all taxes

Enjoy great benefits! Get Amazon Pay ICICI credit card approved in 30 minutes & enjoy 3% back (Rs.22.32)

With Amazon Business, you would have saved ₹372.22 in the last year. Create a free account and save up to 4% today.

Offers

<b>Cashback</b> 3 months Prime membership + Rs 2,000 welcome re... 1 offer >	<b>Bank Offer</b> Upto ₹1,500.00 discount on select Credit Cards, selec... 30 offers >	<b>Partner Offers</b> Get GST invoice and save up to 28% of business purchase... 1 offer >
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10 days Returnable Amazon Delivered Free Delivery Secure transaction

# Cost Sheet

Cost Sheet for Hemp Bag	
Description	Amount
Opening Stock - Raw Material	1,00,000.00
Add: Hemp fabric	5,00,000.00
Add: Zippers	20,000.00
Add:Stickers	10,000.00
Add: Thread(Hemp based)	5,000.00
Add: Direct expenses	10,000.00
Add: Direct labour cost	50,000.00
Less: Closing Stock - Raw Material	50,000.00
<b>PRIME COST (A)</b>	<b>6,45,000.00</b>
Add:- Over Heads Expenses Factory	
Rent - Factory	10,000.00
Electricity Charges	5,000.00
Salaries of Production Supervisors	35,000.00
Other Salaries	20,000.00
Insurance - Factory	5,000.00
Depreciation - Factory	2,000.00
<b>WORKS COST INCURRED</b>	<b>7,22,000.00</b>
Add: Opening Stock - Work in Progress	30,000.00
Less: Closing Stock - Work in Progress	15,000.00

# Cost Sheet Contd.

WORKS COST (A+B)	<b>7,37,000.00</b>
Add:-Administration Over Heads:	
Office Rent	3,000.00
Asset Depreciation	2,000.00
Bank Charges	1,000.00
Other Office Expenses	500.00
COST OF PRODUCTION (B+C)	<b>7,43,500.00</b>
Add: Opening Stock - Finished Goods	14,000.00
Less: Closing Stock - Finished Goods	10,000.00
COST OF GOODS SOLD (C+D)	<b>7,47,500.00</b>
Add:- Selling and Distribution Overhead Expenses:-	
Commissions	3,000.00
Salary - Sales	20,000.00
Advertisement	2,000.00
Delivery Expenses	2,000.00
Sales Tax @ 5 %	38,725.00
Bad Debts	3,000.00
COST OF SALES (D+E)	<b>8,16,225.00</b>
ADD: PROFIT	<b>12,00,000.00</b>
SALES	<b>20,16,225.00</b>

# Actual Cost Analysis

*Actual cost = Direct Materials Cost + Direct Labor Cost + Manufacturing Overhead Cost*

= 535000 + 50000 + 77000

= 662000

- The total actual cost for the firm is ₹ 662000.
- Direct Material Cost to the company is merely ₹ 535000
- Direct Labor Cost is very efficient and sums the total ₹ 50000
- Manufacturing overhead cost bears a sum of ₹ 77000 and needs to be decreased.

# Target Cost Analysis

The target cost is the maximum amount a company is willing to spend on a product, project, or service. The selling price is the listed price of the product or service that customers pay.

$$\textit{Target Cost} = \textit{Expected Selling Price} - \textit{Desired Profit Margin}$$

$$\begin{aligned}\text{Target Cost} &= ₹900 - ₹535.655 \\ &= ₹364.345\end{aligned}$$

The above calculation shows that we achieved target cost of ₹364.345 at a profit margin of ₹535.655 (40.48%) while selling the product at ₹ 900 each.



# Cost Reduction Analysis

## Technology Integration:

### Application:

Adopt technology solutions to enhance efficiency in production, order processing, and inventory management.

Utilize e-commerce platforms and digital marketing to reach a broader customer base.

### Benefits:

Improved operational efficiency.

Expanded market reach without significant overhead costs.



# Cost Reduction Analysis Contd.

## Customer-Centric Costing:

### Application:

Understand customer preferences and willingness to pay for eco-friendly and sustainable products.

Align product features and quality with customer expectations to justify price points.

### Benefits:

Improved customer satisfaction and loyalty.

Ability to price products competitively based on perceived value.

# THANK YOU!

