

Comparative Study on Green and Sustainable Practices in Indian Agri-Businesses: A Case Analysis of EcoFarms India, Sresta (24 Mantra Organic), and WayCool Foods

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Abstract- The study critically analyses three prominent Indian agri-business firms—EcoFarms India Ltd., Sresta Natural Bioproducts (24 Mantra Organic), and WayCool Foods—to evaluate their adoption of green and sustainable practices across production, processing, and supply chains. Using a comparative case study methodology, the paper examines environmental, social, and economic indicators to assess sustainability performance. Results reveal that while EcoFarms emphasizes farmer-centric organic exports, Sresta integrates sustainability through its farm-to-retail organic brand model, and WayCool drives technological and circular innovations in its logistics and value chain. The paper concludes that these three models collectively represent the emerging architecture of sustainable agribusiness in India, combining environmental stewardship with commercial scalability.

Keywords: Sustainable agriculture, agri-business, organic farming, supply chain sustainability, India, EcoFarms, Sresta, WayCool.

I. INTRODUCTION

The global agricultural sector faces mounting challenges of climate change, resource depletion, and food system inequities. India, being an agrarian economy with over 40% of its workforce dependent on agriculture (FAO, 2023), is witnessing a rapid transformation toward sustainable and climate-smart agribusiness models. Sustainable agriculture integrates environmental health, economic profitability, and social equity (Pretty, 2008). This paper explores how leading Indian agribusiness companies—EcoFarms India, Sresta Natural Bioproducts (24 Mantra Organic), and WayCool Foods—have embedded sustainability into their operations. Through comparative analysis, the study identifies best practices, measurable outcomes, and the strategic advantages of adopting green practices in the Indian context.

The objectives of the study

1. To analyze and compare the sustainable practices adopted by EcoFarms India, Sresta (24 Mantra Organic), and WayCool Foods.

2. To evaluate the environmental, social, and economic outcomes of these sustainability initiatives.
3. To assess the role of technological innovation and certification systems in promoting green agri-business operations.

II. METHODOLOGY

A qualitative comparative case study design was employed to analyze the sustainability practices of three companies based on secondary data sources including annual sustainability and impact reports, published articles, company websites, and certification documents. The analysis evaluated companies under environmental, social, economic, and innovation dimensions, using a descriptive and comparative matrix supported by data visualization and qualitative assessment metrics derived from sustainability literature.

III. REVIEW OF LITERATURE

Previous research highlights the growing need for integrated sustainability models in Indian

agriculture. According to Narayan & Babu (2021), sustainable agribusinesses in India are transitioning from farm-level interventions to systemic supply chain transformations. Studies by ICAR-NAARM (2022) and IFAD (2020) reveal that organic farming systems improve soil organic carbon, water retention, and rural livelihoods compared to conventional systems.

Scholars such as Kaur & Singh (2019) emphasized that certification and traceability are critical for building consumer trust in organic markets. WayCool's model aligns with principles of green logistics as discussed by Chopra (2021), integrating IoT, EVs, and solar cold chains for emission reduction. Thus, the three selected companies represent diverse but complementary approaches to sustainable agribusiness in India—ranging from producer-centered (EcoFarms) to consumer-centered (Sresta) to technology-centered (WayCool) models.

IV. RESULTS AND DISCUSSION

Table No.1 Details of the firms under study

Parameter	EcoFarms India	Sresta / 24 Mantra	WayCool Foods
Year Founded	1995	2004	2015
Farmers Engaged	12,000+	45,000+	19,000+
Certified Land Area	40,000 acres	100,000 acres	25,000 acres (GAP)
Organic Certification	EU, NOP, NPOP, Fairtrade	NPOP, USDA Organic	GAP, ISO, ESG Audit
Primary Focus	Export-led organic farming	Farm-to-retail organic food brand	Sustainable logistics & supply chain
Carbon Reduction Practices	Natural inputs, crop diversification	Agroforestry, low-carbon farming	EV logistics, solar cold storage
Water Management	Low-input crops, drip irrigation	Rainwater harvesting, cover cropping	Micro-irrigation support
Waste Management	Composting, crop residue use	Recyclable packaging	Circular packaging, waste-to-compost

Economic Model	Premium exports	Domestic retail export +	B2B + B2C hybrid supply chain
Social Impact	Farmer premiums & training	Consumer awareness + farmer upliftment	Tech-enabled farmer productivity

The findings from the above table indicates that Sresta demonstrates the most holistic sustainability model, integrating farmers, consumers, and market awareness. EcoFarms remains the pioneer in export-based organic value chains, with strong farmer empowerment. Meanwhile, WayCool represents a new-generation agri-tech enterprise, excelling in climate-smart supply chains and carbon-neutral innovations.

Graph 1: Farmer Outreach and Land Area under Sustainable Practices

Farmers (in thousands)

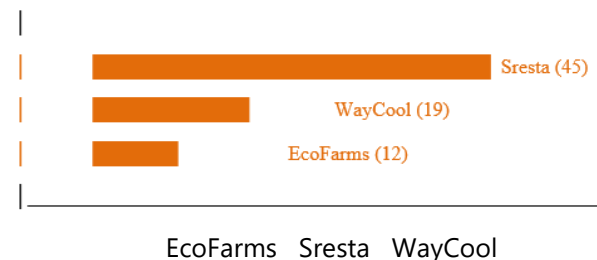


Table No. 2 - Comparison of the firms under study

Pillar	EcoFarms	Sresta	WayCool
Environmental	High	High	Very high
Social	High	Very high	High
Economical	Moderate	High	Very high
Technological	Low	Moderate	Very high

Each model highlights unique sustainability leverage

- **EcoFarms:** Ecological & social equity focus
- **Sresta:** Integrated green branding and scalability
- **WayCool:** Technological and logistical sustainability

V. CONCLUSION

The comparative study underscores that sustainability in agri-business is multi-dimensional—

requiring balanced attention to ecology, economy, and equity. EcoFarms' organic export strategy, Sresta's consumer-driven model, and WayCool's technological innovation reflect diverse yet synergistic pathways toward green growth. The transition to sustainable agribusiness in India demands policy support, market-based incentives, and investment in green technologies. These three case studies affirm that ecological integrity and profitability can coexist within an inclusive and regenerative agri-food system.

Collectively, these models demonstrate how Indian agribusinesses can contribute to UN SDGs—particularly SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption), and SDG 13 (Climate Action).

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