

# **WRITERS CORNER - A COMPILATION OF CASE STUDIES**

**2<sup>nd</sup> Edition**



**Editors**

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**Prof. (Dr). SARMISTHA SARMA | Dr. SHITAL JAYANTILAL**

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**SLIMS Research Club 'Insights' Presents.....**



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**SOM LALIT INSTITUTE OF MANAGEMENT STUDIES**

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**Published by**

**L ORDINE NUOVO PUBLICATION**

[academicbookpublication@gmail.com](mailto:academicbookpublication@gmail.com)

[www.nuovopublication.com](http://www.nuovopublication.com)

**Book Title** : **WRITER'S CORNER – A COMPILATION OF CASE STUDIES**

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**Book Subject** : Management Studies  
**Book Category** : Edited Volume  
**Copy Right** : Editors  
**First Edition** : December 2023  
**Book Size** : B5  
**Paper** : Maplitho NS  
**Published by** : **L ORDINE NUOVO PUBLICATION**  
E-mail:philo.balki@gmail.com  
www.nuovopublication.com  
Mobile : 99442 12131

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*ISBN Supported by  
Raja Ram Mohan Roy National Agency for ISBN, New Delhi – 110066 (India)*

**ISBN: 978-93-92995-80-4**



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**CASE STUDY 4 - SUSTAINABILITY AND  
CIRCULAR ECONOMY – JINJA CASE****MÓNICA MONTEIRO***Portucalense University, Portugal***SHITAL JAYANTILAL**

Jinja designs and produces a wide variety of original products, made 100% by hand by reusing textile waste. It was founded in 2012 with the aim of transforming and improving the environment in a sustainable way. Respect for nature determines its entire eco-design creative process. In its collection, it already has the partnership of Australian designer Tom Allen, who helped create Jinja's business model and marketing strategy and design the drink coolers.

The company was born out of a desire to start a project in the field of product design, the basic training of Norma Silva, a Portuguese designer. Her aim was to do something that would make her work by hand and also reflect her ideals of respect for nature and eco-design. The starting point was the choice of material - waste from the textile industry and its reuse. The products that resulted came from experimenting and creating a technique with textile threads, which is continually being explored. There were several challenges encountered during the development of the project. Particularly important was the creation and communication of the brand. "Publicising the brand and reaching out to people. Developing the project on my own, it's difficult to have a hand in all the tasks, creating and developing new products, producing and marketing the brand."

The main objective of the founder and the brand is to demonstrate that it is possible to produce new products with quality by reusing materials. "We already use too many of our planet's resources and we need to reduce consumption, as well as thinking about the entire life cycle of products, from their creation to the end of their use when they are thrown away (how and what they are made of, what they are used for, how they will decompose) so that they are as sustainable as possible. It is in this process that I believe the product designer has a fundamental role to play in changing consumer awareness and behaviour."

In 2012, the market wasn't ready for this type of product and although they showed interest, they ended up not buying. The brand's presence online and in physical shops has also helped it reach the market, but the change in attitudes has been fundamental, such as the emergence of various trends towards sustainable and more ecological living, as well as the demand for organic food, organic products and a zero-waste lifestyle. The market is starting to want to know more about the products it buys, prioritising quality.

The brand continues to grow in the market, always following the concept of eco-design and sustainability.

Consult: <https://jinjaritual.com/>

1. In your view, why did Norma Silva, launch this entrepreneurial initiative, Jinja? What motivated this?
2. How can you link this with what you know regarding the sustainability challenged connected to the textile industry?
3. Taking what Jinja does, suggest an idea/action for another industry, of your choice, to aid the challenge of sustainable products.

### **Consult**

1. <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-and-circular-textiles>
2. [https://single-market-economy.ec.europa.eu/sectors/textiles-ecosystem/strategy-textiles\\_en](https://single-market-economy.ec.europa.eu/sectors/textiles-ecosystem/strategy-textiles_en)
3. <https://www.genevaenvironmentnetwork.org/resources/updates/sustainable-fashion/>