



CASE STUDY

# BARE NECESSITIES

A zero-waste alternative for personal and home care products



## Bare Necessities Zero Waste Solutions Pvt. Ltd

[www.barenecessities.in](http://www.barenecessities.in)

Bare Necessities is a women-founded, women-led beauty and home care brand that operates on zero-waste principles to create alternatives to products conventionally packaged in plastic and formulated with toxins, thereby addressing the global challenges on plastic waste and human health of our lifetime.



### PROBLEM - SOLUTION

Most of the products made today are destined for landfills:

For example, 4.7 billion toothbrushes land up in landfills every year, and take 200-700 years to start decomposing<sup>1</sup>. The personal and beauty care industry contributes significantly to our growing garbage problem through single-use plastics and components such as tubes, caps, bottles, sheets, and more, in addition to the use of toxic products

and environmentally unsustainable production.

Bare Necessities is pioneering a circular action to consumption (rather than the linear make-use-and-throw approach) by creating products made from natural ingredients that are sold<sup>1</sup> in reusable or compostable packaging using environment-friendly production practices.

1 - <https://medium.com/gain-sustainability-through-eco-heritage/why-plastic-toothbrush-is-a-threat-D240e2b95fc2>

## BUSINESS MODEL

The Beauty and Personal Care market is worth about US\$27.23 billion in 2023 and is expected to grow annually by 3.38%<sup>2</sup>. In an industry that has seen very little innovation in over 30 years, homecare products such as dishwashing soaps or hand wash are made up of 90% water, and transporting them results in massive carbon footprints. To tackle this, Bare Necessities has created waterless alternatives to home care products, which currently include a hand wash, a dishwashing soap, and a multi-surface cleaner soap.

The brand resonates strongly with women and mothers between the ages of 18 to 50, especially those looking to live more sustainably and make conscious purchasing choices. Located in Bangalore, Karnataka, the company ships domestically and internationally as well with 85% of their revenue coming from products and about 65% of sales through their own website.

103 million 

Plastic units prevented from going into a landfill or straight into the environment

540,135 kilograms 

Waste diverted from landfills and the environment

2 - <https://www.statista.com/outlook/cmo/beauty-personal-care/india>

## CIRCULAR ECONOMY IN ACTION

From design to manufacturing to distribution, Bare Necessities adopts a holistic approach to solving the waste problem. The company incorporates indigenous Indian ingredients such as turmeric and annatto in its products, buying from local traders and sourcing sustainably from farms like Kerehaklu, creating water-less and plastic-less products that are sold in reusable, recyclable and compostable packaging. In addition, by working with reforestation organisation Maruvan and NGO Hasiru Dala as donation partners, the loop extends into biodiversity and awareness.

## WOMEN IN SUSTAINABILITY

The manufacturing team at Bare Necessities is 99% women who are from underserved communities. They receive additional skill training, computer courses, health insurance for themselves and their children, and are supported with financial inclusion.





## MEASURING IMPACT

The company aligns its work with UN SDGs and keeps the triple bottom line in mind while measuring impact - people, planet, and profit. As of 2023, Bare Necessities has sold 179,547 products, which has saved 103,096,156 plastic units from either going into a landfill or the environment (published in the annual impact report). They have had a direct impact on 372,577 people and indirect involvement with 1,73,449 through markets, talks, and workshops.



## GROWTH PLANS

Bare Necessities is on track to divert 500 kilograms of plastic by 2025.

The company is looking to grow by:

a.

expanding its product range to more home care, personal care, and dental products through innovation and product development

b.

growing its footprint nationally to reach more customers through a physical presence

## AWARDS AND RECOGNITION

- Recognised as a part of the Meaningful Business 100 In August 2020
- Won the NICE Aarohana Business Plan Competition in February 2021
- Awarded the UNESCO Green Citizen Award in 2021
- Co-founded the Global Count Us In Movement
- Awarded the Circular Economy Award by adelphi in partnership with IKEA Foundation

## CONTACT INFO:

### Address:

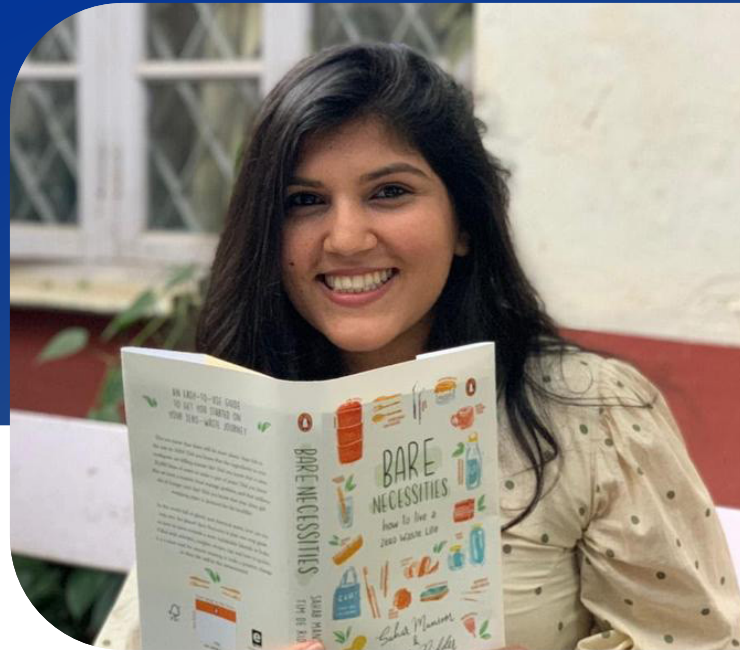
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## WOMEN IN LEADERSHIP

**Sahar Mansoor,  
Founder & CEO**



When Sahar Mansoor started Bare Necessities in 2016, it was because she wanted to stop being part of the problem. Confronted by the social injustices of India's waste problem, watching waste pickers pick through broken glass, sanitary napkins, and needles with their bare hands, she decided that while she called herself an environmentalist and had studied the subjects, it was time to live a life more congruent to her environmental and social justice values.

**“I call myself an ‘accidental entrepreneur’ even though I come from a family of serial entrepreneurs.”**

Inspired by real stories of the circular economy in action, like [Lush Cosmetics](#), the frontrunner in sustainable cosmetics, Sahar wanted to make it easy and accessible for other people looking to consume more mindfully. She believes that Bare Necessities “is not just about selling products. It’s about encouraging an earth-friendly lifestyle”.

Sahar’s experiences of volunteering in Jamaica, the Democratic Republic of the Congo, and Guatemala allowed her to understand the power of women coming together. Raised by a single mother from the age of 8, Sahar was motivated to consciously create better and more fulfilling career alternatives for local women. Bare Necessities today has a 99% women-run manufacturing team with members from underserved communities.

**“The dabbawallahs of Bombay are an exemplary example of zero waste and circular economy in action - creating 5,000+ jobs, and supporting community health by delivering home-cooked meals to over 2 lakh people.”**

Sahar believes that there is immense potential in entrepreneurship, specifically one that operates in the social and sustainability sectors. After all, she says, “Who is anybody else to curb my dreams and ambitions?”



## ABOUT CIRCULEAD

CircuLead is designed to empower women entrepreneurs building innovative solutions in the Resource Efficiency and Circular Economy. The programme aims to support women leaders to strengthen their business models, deepen their leadership skills and learn from peers through a hybrid, immersive learning experience. The EU-Resource Efficiency Initiative (EU-REI) is implementing this capacity building programme with support from [Nüshu Network](#), powered by [Unlock Impact](#).

## ABOUT EU-RESOURCE EFFICIENCY INITIATIVE

European Union's Resource Efficiency Initiative (EU-REI) (2017-2023) for India and aims to support India in the implementation of the United Nations global Sustainable Consumption and Production (SCP) agenda by way of adapting international standards and best practices in business on resource efficiency and circular economy and fostering the efficient and sustainable use of natural resources. The EU-REI aims to facilitate partnerships between Indian and European businesses and stakeholders on Resource Efficiency (RE) and Circular Economy economy in sectors of interest.

EU-REI acts as an important vehicle for the India-EU Resource Efficiency and Circular Economy Partnership.

It is implemented on behalf of the European Union by a consortium led by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with The Energy and Resources Institute (TERI), Confederation of the Indian Industry (CII) and adelphi.

## ABOUT UNLOCK IMPACT AND NÜSHU NETWORK

[Unlock Impact](#) is a gender-smart women-led firm dedicated to help purpose-driven enterprises succeed across South and Southeast Asia. Powered by Unlock Impact, the [Nüshu Network](#) offers community, coaching and capital for women entrepreneurs in Asia who are looking to build and grow sustainable enterprises. Since its inception, the network has delivered 2000+ hours of learning, 1000+ hours of mentoring at 50+ community events to over 500+ women entrepreneurs.

## ABOUT adelphi

[adelphi](#) is Europe's leading independent think-and-do tank for climate, environment and development. We are some 350 strategists, thought leaders and practitioners working at the local and global levels to find solutions to the most urgent political, economic and social challenges of our time. As a policy consultancy, we support a just transition towards carbon neutrality and sustainable, liveable societies. Our work is grounded in transdisciplinary research, evidence-based consulting and stakeholder dialogues. With these tools we shape policy agendas, facilitate political communication, inform policy processes and support decision-makers.

