

## India confident of "green based product" usage

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### DuPont: Green Living Survey 2014 results announced



Dupont India has announced the results of its "Green Living Survey 2014" in a press conference held in Hyderabad. The results were presented by Mr Vikram Prabhu, regional director, APAC; Mr Balvinder Singh Kalsi, president, Asia and ASEAN and Mr Parijat Chakraborty, TNS. In its third edition, the focus of the study, conducted in partnership with TNS India, studied the Indian population. Face-to-face interviews were conducted among 1,270 respondents across 12 cities. The survey was to gauge

1. Awareness of green products
2. Confidence that biobased products are better for the environment
3. The purchasing trends

The results of the survey revealed that India led the table in terms of confidence that the green products are better for the environment (85 percent), followed closely by China. While Canada and America led in familiarity with the products. The younger population of the country (between 18-30 years) showed the highest level of know-how.

In a regional comparison, familiarity was highest in the South with 83 percent and east with 68 percent. South also led in the confidence factor.

The cities surveyed included Delhi, Mumbai, Ahmedabad, Chennai, Lucknow, Bangalore, Chandigarh, Patna and Kochi.

Mr Balvinder Singh Kalsi, president, South Asia and ASEAN, Dupont said, "Science is at the heart of everything we do at DuPont. We are working collaboratively to find sustainable, innovative, market-driven solutions for the Indian market. The green living survey confirms that India's population is increasingly becoming environmentally conscious and demonstrates their growing preference for more sustainable products. We see great opportunity for biobased solutions in India, and our

new biosciences laboratories at the DuPont knowledge center in Hyderabad are specifically focused on meeting the green aspirations of Indian customers."

On display at the conference were some of the bio-based "green" clothing like jeans and a saree.