

Adopting Digital Technology to Overcome Challenges of Circular Economy with an overview on Start-ups in India

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ABSTRACT

Digital transformation is changing the way industries operate, creating new opportunities and driving growth. At the same time, the circular economy is gaining importance as a smarter way to use resources, minimize waste, and improve profitability through innovation and efficiency. Business leaders, academics, and policymakers are increasingly exploring how digital technology can support and accelerate circular economy practices. This article looks at how Indian start-ups are tackling the challenges of building a circular economy by adopting digital technologies like AI, blockchain, and IoT. These tools are helping businesses track resources, streamline operations, and develop more sustainable business models. By embracing digital solutions, start-ups are not only improving efficiency and cutting costs but also creating long-term value. For businesses, the link between digital technology and the circular economy is essential for staying competitive. Smart technologies help reduce waste, optimize supply chains, and create innovative, eco-friendly products and services, leading to better productivity and profitability. This article provides business leaders with insights into how digital adoption can strengthen circular economy strategies. It also offers researchers new perspectives to explore. By combining digital innovation with sustainability, Indian start-ups are setting the stage for a more efficient, resilient, and eco-friendly future.

Keywords: Digital Transformation; Circular Economy; Indian Start-ups

