

SCALING UP
**SHARING
ECONOMY IN
INDIA?**

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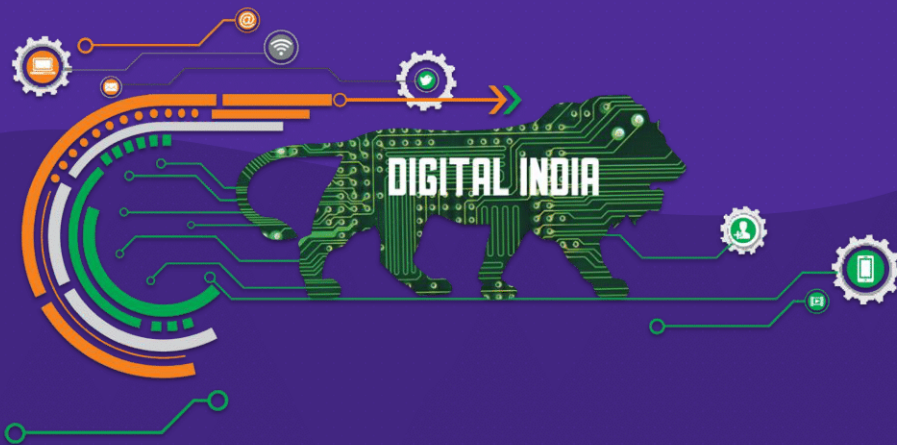
Digital platforms are proving to be a key pillar in upholding a successful sharing economy tool.

Increasingly efficient digital tools also improve transparency and trust, making internet platforms an important factor for both suppliers and customers.



In India, the government in recent years has significantly pushed for digitisation in the country.

Policies furthering this development have led to a rise in the establishment and growth of digital businesses. This provides the sharing economy with the right environment to scale-up.



In modern India, sharing economy is widely seen as transport aggregators like Uber and Ola and accommodation aggregators like Airbnb and OYO.

Sharing economy's principles are also seen in crowdfunding platforms and skill development platforms.



Uber



Varied case studies have pointed towards the benefits of employing a sharing economy in India.

A study by TERI concluded that traditional farmers markets in the country not only foster the principles of a sharing economy but also **provide greater customer satisfaction and market resiliency** in the long run.



If harnessed correctly, the potential of the sharing economy can prove to be viable for uplifting communities, **providing employment and fighting poverty in India.**

The tools to achieve this include



Capitalization of assets & networking



Digital & financial literacy



Skill development

And more!



A HOW-TO GUIDE ON

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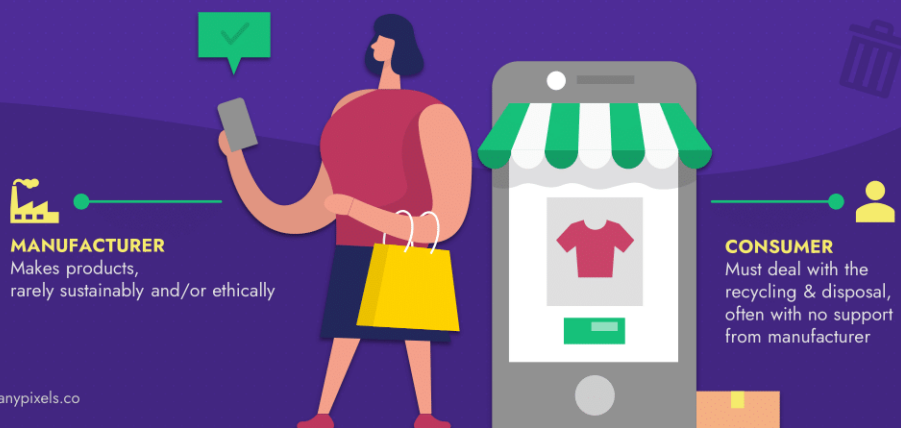
SHARING TO REDUCE CONSUMPTION



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In the prevalent linear economy, the importance of individual ownership of short-lived goods led to **hyper-consumption** and **increased waste**.

This also led to a **divide between those with access to goods and those without it**.



Hyper-consumption also brought with it an **increase in the global environmental footprint.**

The prospect of a sharing economy



Reduces total resources needed



Increases resource efficiency

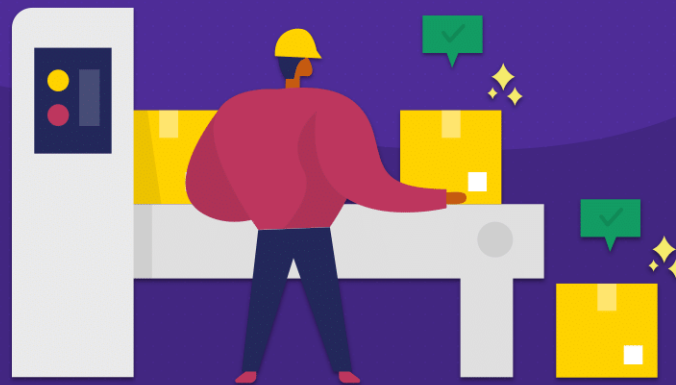


Decreases overall pollutants,
waste and emissions

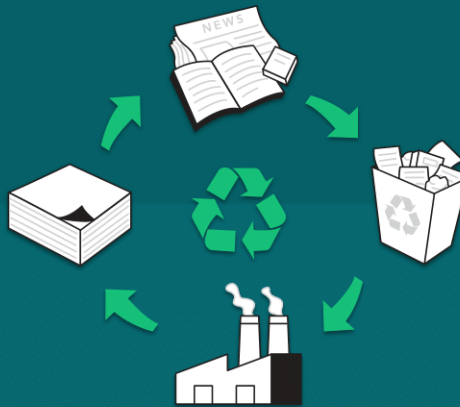


Sharing economy has the potential to shift consumer choices from **'ownership'** to **'demand fulfilment'**.

This can lead to long-term changes in consumer behaviour from **hyper-materialism to minimalism.**



Reduction of waste being the primary one, a decrease in demand for manufactured goods will lead to **reduced usage of water, energy and natural resources** in industrial production.



Existing literature on the sharing economy
focuses on the added environmental benefits.

The key themes across research include



Increased environmental awareness



Reduced net resource use



Reduced water & energy use



Reduced consumer waste



Reduced greenhouse
gas emissions



	1 Born Global	2 Local Value Potentially Global	3 Local infrastructure as service	4 Co-created Services
Sectors	Accommodation, Professional or personal services	Accommodation, transportation, Professional or Personal Services	Transportation	Professional or Personal Services
Examples	Accommodation sharing, freelancing	Vehicle sharing, tool sharing, storage sharing, freelancing	Short-term car rentals	Project outsourcing, housekeeping or service platforms
Strengths	Low initial cost, standardized operations, global reach	Low initial cost, viable min. product preparation	Centralized & standardized operations, viable min. product, etc.	Low initial cost, viable min. product
Limitations	Technological developments, global policies	Ongoing investments, identifying local communities, etc.	Upfront capital expenditure, legal frameworks, etc.	Platform design & innovation, need to standardize & adapt, etc.

A brief summary of the 4-business scale up models that are ideal for the scale up of the sharing economy? ([1] Grinevich, V., Huber, F., Baines, L., & Eder, M. (2015). Upscaling in the sharing economy: Insights from the UK.

Over time, a sharing economy can prove to be a **structural catalyst towards low carbon economies** with an emphasis on collective community wellbeing.



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