

BySmita creating sustainable, eco-friendly, plantable gifting solutions for corporates and individual clients

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of a difference you want to make.” ~ Jane Goodall

As humans, we are used to making the special days of our loved ones even more cherishable. Gifting has been a way to make people close to us feel more valued and even to start new stronger relationships. However, gifting has a great negative impact on the overall health of the planet. Non-sustainable gifts eventually end up in landfills, polluting the ocean, and hamper the ecosystem’s overall well-being. To cater to this pertinent problem, Smita Bhattar laid the foundation of her sustainable, eco-friendly gifting solutions brand, BySmita in 2018.

The Eureka Moment

Smita was in the business of gifting for quite some time when she realised how she can make it more sustainable and eco-friendly while playing with her young son. To provide a happy and healthy environment to her son, she had started growing her own veggies -- an activity that her son too took the liking to. That’s when she got the idea to introduce “Grow It Yourself Kits” for one of her client’s birthday returns. The concept was loved by everyone and it developed into a full-fledged business for her.

“This concept further branched into stationery products that are upcycled and eventually grows into plants. This concept is an extension of my passion to give back to the earth,” she shares.

The Unique Gift To Nature

All of BySmita’s products are planned and executed in such a way that they eventually grow into plants. The biodegradable gifting options, therefore, contribute to the overall well-being of the earth.

All the seeds used in the process are non-GMO and even the packaging is curated in a way to generate minimal to no waste. The brand also supports underprivileged women and tries to provide regular work to them.

Smita notes, “Through our work, we have tried to revive a lot of local craft as well. The products are well priced and easy to ship. Each product is educative and a lot of thinking goes into designing these products.”

Growing Steadily

Having already served 5000+ clients, the brand is now looking for more tie-ups with big corporate houses and hotel chains. Speaking about the future plans for the business, Smita shared, “We would like to see more companies using, participating and promoting sustainable gift products. We look forward to motivating more and more people to choose a lifestyle that reuses their resources well, reduces their waste wisely and recycles unused items with caution. All this only so that the landfills are less polluted.”