



REDEFINING EARTH-FRIENDLY PACKAGING: AN INTERVIEW WITH AKASH SINGH, FOUNDER OF UNBUBBLE

By: Disha

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Introduction

Akash Singh, the visionary founder of **UnBubble**, is at the forefront of India's sustainable packaging movement. UnBubble is a pioneering startup creating **eco-friendly, biodegradable, and plant-based packaging materials** designed to replace harmful plastics and thermocol. With a mission to make “planet-first packaging” accessible, affordable, and compostable, Akash and his team are shaping a greener future for businesses and consumers alike. In this interview, he shares the journey, inspiration, and innovation behind UnBubble.

THE INTERVIEW

Q1. Akash Sir, to start could you please share what inspired Unbubble to pioneer sustainable Packaging ,What is story behind this Motivation ?

Akash Singh: Disha, before Unbubble, I had a startup where we used to make idols from the ashes of incense sticks. Then I realized that on one hand we are eco-friendly and reusing it, on the other hand we are using thermocol and plastic for its packaging. Then we felt that in packaging also we should bring something which is eco-friendly. Then we started making packaging to replace thermocol and plastic. These packing products are totally eco-friendly and biodegradable. This packaging is made from corn barely and agriculture waste which is totally eco-friendly.

Q2. How do you balance the need of or innovation packaging solution with the packaging consideration of cost and scability?

Akassh Singh: See, we have brought such an innovation which we are confident about. So, first of all, we have to make people aware of it so that the maximum number of people get to know about it. When we talk about cost, it's always a concern, whether we're starting something new or buying something. In this era of competition, we have brought an innovation that, as people get to know about it, they'll definitely find it worth it."

Q3. What makes UnBubble's packaging different from traditional plastic or thermocol?

Akash Singh: "Our products are **100% biodegradable, compostable, and plant-based**, which means they decompose naturally without releasing toxins. Unlike plastic, which stays for centuries, UnBubble materials return to the earth safely. They are affordable, durable, and designed for a wide range of industries."

Q4. What are the biggest challenges you faced while building a sustainable startup?

Akash Singh: "Sourcing the right materials, maintaining cost efficiency, and convincing businesses to shift from plastic were major hurdles. But once companies saw the environmental impact and the performance of our packaging, the interest grew rapidly."

Q5. How do you envision sustainable packaging envolving in next 5 years ?

Akash Singh: "India is waking up to sustainability. Government policies, business awareness, and consumer demand are pushing industries toward greener alternatives. For Unbubble, this means more opportunities to grow and help businesses transition to eco-friendly packaging . We're

committed to making sustainable packaging accessible and affordable for businesses in India and beyond.

Q6. What are the key drivers of growth of unbubble and how do you plan to expand it?

Akash Singh: In todays generation is facing huge plastic problem an eco friendly innovation like ours is a big change & that's our USP too we can make people aware & move towards sustainable world . I want to expand this idea to every country as much as possible. A Sustainable Earth is a major concern which the whole world needs to address. I will make as many people aware as I can and I want to expand this to other countries as well, such as the UK and the US."

Q7. What advice would you give to young entrepreneur any message for them?

Akash Singh: "Patience, resilience, and a purpose-driven mindset Today's young generation has so much potential ,and it's crucial they don't let fear hold them back. Today's young generation is very scared of taking risks. They think that they will fail, their idea will be stolen. They should not think about it. They will move forward only if they fail. So they should not be afraid of taking risks and bring out their ideas, bring innovations and move ahead. All the best.

Closing Paragraph

As the world urgently searches for solutions to the plastic crisis, innovators like Akash Singh are lighting the way. With UnBubble's eco-friendly, compostable, and affordable packaging, he is proving that sustainability and practicality can go hand in hand. His mission reflects a future where packaging protects the planet as much as it protects products.