



NURTURED SEED: A BIODEGRADABLE SEEDLING CUP

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ABSTRACT

Plastic is one of the biggest environmental problems the world is currently facing. It poses harmful effects to humans, animals, and plants and can cause other environmental issues. Thus, the proponents conducted this feasibility study to explore the viability of establishing a business in Tuy, Batangas, that produces eco-friendly biodegradable seedling cups made from recyclable papers and vegetable scraps. When the seedling cup is decomposed, it will become a natural fertilizer. The study aims to reduce waste, minimize plastic use, and promote sustainability. It evaluates marketability, operational feasibility, financial and socio-economic implications, and potential environmental impacts of the product.

Nurtured Seed has strategically partnered with NGOs, schools, vegetable vendors, and the Department of Agriculture in Tuy to create a comprehensive ecosystem that benefits both the environment and the community. Tying up with NGOs and the Department of Agriculture will secure the viability of the seedling cup in the market. This collaboration aims to promote marketability, sustainable agriculture, eco-education, and community well-being.

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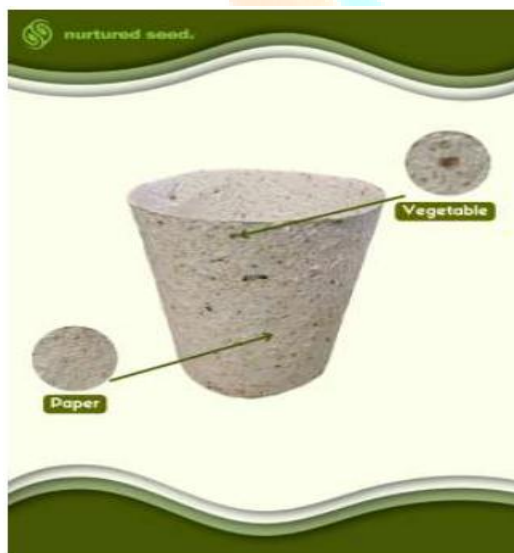
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Data was gathered through survey questions, financial analysis, and product testing to assess the product's effectiveness. The proponents employed a quantitative descriptive research design intending to generate data that can be easily explained using statistics and numbers. To get the number of respondents, the group used Cochran's equation to calculate the sample size and get a total of 39 respondents. The survey question's goal is to get the willingness of the respondents to buy seedling cups in terms of behavioral intent, value for money, perception, effectiveness, and environmental impact.

Results indicate strong consumer interest, highlighting behavioral intent, value for money, positive perception, effectiveness, and environmental benefits. Findings show that most of the consumers prefer to buy seedling cups in terms of their effectiveness. The biodegradable seedling cup of Nurtured Seed is feasible and marketable. The study recommends proceeding with the project and exploring additional eco-friendly products to address environmental issues while promoting sustainability and environmental awareness.



Description of the Product

The product of Nurtured Seed is a biodegradable seedling cup made from recyclable paper and vegetable scraps. It is designed to shelter seeds until they grow and are strong enough to be transferred into soil or a larger pot. Once planted, the cup will naturally decompose and transform into

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INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



a nutrient-rich fertilizer, enriching the soil and supporting the plant's growth. This ecofriendly solution reduces waste, minimizes the need for plastic, and promotes sustainable gardening practices, making it perfect for environmentally conscious gardeners and plant enthusiasts.



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