

Selvamani – Morning Star: Turning Waste into Wealth
Founder, Morning Star | Tamil Nadu



Born on January 29, 1995, Selvamani started his career in the automobile industry to founding Morning Star, a sustainable venture that produces eco-friendly products from agricultural waste.

Using materials like sugarcane waste, rice husks, and banana leaves, he manufactures biodegradable and BPA-free items such as tea cups, plates, and straws — providing an alternative to harmful plastics.

Selvamani's entrepreneurial path wasn't without challenges. When traditional banks turned down his loan applications, it was Bharatiya Yuva Shakti Trust (BYST) that recognized his vision and potential. With BYST's mentorship and guidance, Selvamani secured a ₹10 lakhs loan from Central Bank of India providing the essential capital to kickstart Morning Star.

Morning Star has been selling 1,000 to 2,000 eco-cups per month, gradually building a loyal customer base that values environmental responsibility. Looking ahead, Selvamani is focused on expanding operations across India and beyond, while actively leveraging digital platforms and social media to enhance visibility and scale impact.

Through Morning Star, he is not just creating products — he is championing a greener, cleaner future.

Name of the Entrepreneur:	Mr. Selvamani
Business Name:	M/s Morning Star
Nature of the Business:	Eco friendly products made from agricultural waste
Type of Business:	Manufacturing cups, plates, spoons etc.
Loan:	10 lakhs
Bank:	Central Bank of India
Year of Disbursement	2024
Email ID	Selvamani1@gmail.com
Donor:	CISCO
Turnover:	10 lakhs



Morning Star

- Morning Star sugarcane waste cups are sustainable, eco-friendly disposable cups made from bagasse—the fibrous residue left after extracting sugarcane juice. These cups are biodegradable and compostable, breaking down naturally in a few months under composting conditions and returning nutrients to the soil.
- They eliminate the need for plastic liners—ensuring BPA-free, chemical-free beverage containment—and offer natural insulation, strength, and leak resistance suitable for both hot and cold drinks, including coffee, iced beverages, and even ice-cream. By turning agricultural waste into functional tableware, these cups help reduce plastic pollution, lower greenhouse gas emissions, and support renewable resource usage—making them a cost-effective, visually appealing green alternative for eco-conscious consumers and businesses alike.