

13. A Study on Green Entrepreneurship in India

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Abstract:

The main objective of this study is to review, explore and synthesize current views in the field in view of clarifying relevant concepts in green entrepreneurship context. The green enterprise faces unique challenges and opportunities in attracting the right investors, organization growth and their performance. Also, to identify behavioral and performance standards required of green entrepreneurship growth and development. The concentration of entrepreneurs on influential events such as the development of green entrepreneurship, which lead to the coordination and dynamic balance between economic and environmental goals, can create a bright future for businesses with sustainable and environmentally friendly architecture. Green entrepreneurship has been increasing with growing attention to environment protection by a variety of stakeholders. The necessity of stimulating the development of "green" entrepreneurship in each of the analyzed regions. We focus on developing a conceptual and instrumental basis for sustainable development of entrepreneurial segments of the 'green' economy, using the economic security tools for rapid identification and ranking of new threats and risks.

Keyword: *Entrepreneurship, Entrepreneurs, Green entrepreneurship, Entrepreneurship: Growth, Sustainable development.*

13.1 Introduction:

In this context, entrepreneurship is considered a key factor in dealing with the great challenges of today's society. Entrepreneurship can be a determinant of the green growth through innovation and the adoption of new technologies. However, especially in developing countries, innovation and technology transfer to this category of companies are expensive, and governments are encouraged to facilitate their access to finance and markets (United Nations, 2016). Climate change, environmental degradation, and financial constraints are major challenges for the economy in achieving the goals of sustainable development. Although the business environment and the natural environment seemed to be incompatible and impossible to reconcile, the companies being seen as the main polluters and consumers of resources, the current trend is to ensure the transition towards the green economy: green entrepreneurship, green jobs, green growth, all these indicating a special concern for the environment and the creation of innovative, sustainable business models.

13.2 Research Objectives and Methodology:

The aim of this study is to understand and analyze the development of green entrepreneurship in India. Therefore, following objectives have been set:

- To define 'green entrepreneurship'.
- To study the enablers of green entrepreneurship in India.
- To offer suggestions to promote green entrepreneurship India.

This study explores the concept of 'green entrepreneurship' using all the available secondary literature sources such as research papers, web pages of green enterprises and interviews of green innovators available on print and digital media. Based on the literature available, a conceptual model is derived which analyses the nexus between social, environmental and economic factors in shaping green entrepreneurship in the Indian markets.

13.2.1 Green Entrepreneurship Literature Review:

Basic topics in green entrepreneurship the effects of globalization and the recent financial crisis have formed a new business landscape. A number of Western governments have announced programs and plans that put green entrepreneurship at the top of their economic policy agenda and consider green entrepreneurship of natural resources for developing new products (e.g. from soils, waters, mountains, lakes, biodiversity and forests). There are several examples that highlight new market opportunities associated with environmental services.

In this context, Lober (1998) defines green entrepreneurship as 'the creation of new products, services or organisations to meet market opportunities' and, furthermore, suggests that the strategies for pollution prevention implemented by established businesses shall be the motive for corporate self-renewal.

Green entrepreneurship could be classified in two major categories: established companies that adopt environmental management practices or cleaner production processes and new business start-ups based on natural and ecological resources (e.g. solar energy companies and ecotourism). The first category could be additionally explained by theories of product differentiation, which indicates that the selection of companies to adopt environmental management practices aimed at creating innovations and gaining competitive advantage

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13.2.2 Green Entrepreneurship in India:

Green entrepreneurship must be embedded in the present industrial paradigm to have sustainable growth. The top ranking companies of the world have started turning green through corporate social responsibility and other business drives.

It is indispensable for manufacturing, supply chain, information technology, and retail companies to resort to green practices. Thus, the potential of green entrepreneurship in near future is huge, both for new entrants and the established ones.

A green industry business is one that uses sustainable materials to make its products. Green industry businesses aim to use as little water, energy and raw materials as possible while cutting carbon emissions, or it finds ways to utilize these materials in renewable and eco-friendly ways. This business approach minimizes the company's strain on natural resources and contributions to climate change. In some cases, if waste is generated, it is reused as energy or raw material.

13.2.3 Examples:

- Ink refill business
- Environmental publications
- Green finance
- Eco-friendly retail
- Sustainable construction materials
- Organic catering
- Eco-friendly beauty salon
- Eco-friendly landscaping
- Sustainable event planning
- Bicycle repair and refurbishing
- Handmade all-natural/organic products
- Eco-consulting
- Farmers market vendor
- Green housekeeping services
- Upcycled' furniture

13.2.4 Enabling Factors of Green Entrepreneurship:

It is important to do an in-depth study of the factors and conditions that impact green entrepreneurship and impact of formal and informal networks on the performance of green small and medium enterprises (SMEs).

Starting a business is riskier in transition economies than in developed economies, which is why a higher level of entrepreneurial creativity and more friendly economic ecosystem is required to reduce failure and risks. There is a need to define green entrepreneurship and its attributes in a shared manner.

To promote green entrepreneurship, it is important that governments provide friendly policy frameworks, reduce/ remove corruption to make it more attractive and educate consumers about the importance of consuming green products. Environmental knowledge has strong positive association to green purchase behaviour, therefore in order to induce green entrepreneurship it is important to make people environmentally aware, which in turn will lead to people buying green product irrespective of the higher prices.

A green entrepreneur will be more likely to attract venture capitalists if he is able to send a reliable signal to investors, which will not only be done by making use of green technologies and positioning the venture at the same time in green sector. Environmental values have a positive impact on the success of green entrepreneurial activities; people with concern towards environment are asset to the completely green entrepreneurial ecosystem. There is a need to promote green entrepreneurship by incentivizing investments in green business practices and reducing bottlenecks in the development of sustainable market scenario in India.

Green enterprises require more multidimensional and multilevel support in comparison to commercial enterprises therefore to induce willingness and readiness towards starting these, government should create favorable conditions including information sharing, financial incentivization, and information exchange and knowledge enhancement measures.

Green enabling entrepreneurship to succeed an ecosystem is required that contains components that do not have any definitive boundaries, and are dynamic, interacting and correlating. In India few of the major challenges green entrepreneurs face is raising of funds, lack of access to informational sources, lack of legal awareness and managerial and technical expertise.

13.3 SWOT Analysis: A Short Description:

The proposed methodological framework is based on SWOT analysis, which is considered a useful tool for the strategic planning process of environmental management and policy of organisations. It is analysed as a 2×2 matrix, including a listing of important external and internal factors of an organisation with the prospect of identifying the correct strategy. These factors are placed under the headings of strengths, weaknesses, opportunities and threats (i.e. SWOT). This helps in finding critical factors of an implemented plan (or management strategy/practice) or a future plan. The strengths of a plan may be the advantages of an organisation in implementing it or the benefits that arise from an already implemented plan by the organisation. The weaknesses of the plan could be the obstacles that should be avoided in order for an organized plan to respond sufficiently to designed goals. The opportunities indicate the benefits arising from the plan and the threats show the barriers that will have to be overcome for the implementation of the plan. Certain studies have been conducted to examine all these important features, which focus on environmental management and sustainable development issues.

13.4 Conclusion and Suggestions:

The study throws light on the concept of green entrepreneurship that uses green technologies in production and redesigns supply chains to make these more responsive to the necessities of greenness, create green jobs and enhance the demand for green products leading to sustainable development and greener economy. There is a need to create a culture that promotes the awareness among entrepreneurs regarding opportunities arising out of adoption of green business models, incentivizing green investments and removing the bottlenecks in the process of starting and sustaining green businesses. Specific institutional support is also needed to provide green entrepreneurs with financial and technical support.

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