

# **GREEN ENTREPRENEURSHIP**

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## **ABSTRACT**

Entrepreneurship is setting up of business venture, with the motive of earning profit by taking risk. This paper highlights the Green Entrepreneurship and sustainable business along with opportunities and challenges to the Green Entrepreneurs in the present era. Green Entrepreneurs propose business models that are not only economically profitable but also create an environmental and social positive impact. India is one of the big country having the huge physical and human resources that can help country growth. Today professionals are choosing different and bit difficult path of Entrepreneurship because of huge opportunities in the green sector Entrepreneurship in general is the pursuit of best opportunity. In business sense,. There has been growing interest in the development of green and low carbon economy as a means of reconciling environment. Green Entrepreneurs analyze environment and potential customer for more environment friendly products and services by looking at these wider networks of support, we suggest that discourses of the lone entrepreneurship and changing business practices are misrepresentative. “Green is the new goal”. Consumer now a days prefer green products over conventional as they are growing socially responsible. Hence the concept of green entrepreneurship is establishing the pollution free or eco-friendly environment. This study is exploratory in nature as it offers insights into the emergence of the concept of the Green Entrepreneurship.

## **CREATING A BETTER WORLD FOR FUTURE GENERATIONS...**

### **INTRODUCTION**

Environment degradation is the biggest and foremost concern for academicians, policy makers, government and different concerned societies across the world. The recently established SDGs goals have been embraced worldwide as there is growing awareness regarding the ecological scarcities which have crept out of the global industrial transformation. The phenomena of climate changes have not only disrupt the environment but also have serious impact on economy. The scientific efforts are made by researchers to resolve the problems focusing on how enterprises become greener. The term is easier to conceptualize but harder to explain. There is still lot to be answered regarding how to make the entrepreneurship green. Researchers are giving different views over this but it is also the duty of every being attached to this ecology to be aware of this concern and give

## Entrepreneurship and Economic Development of India

efforts to make economy greener though every person somehow uses the resources from the environment. Indian markets are also responding towards the global phenomenon of climate change, as there is a paradigm shift towards green production. The taste, preferences of the potential customer shift towards the green or eco-friendly products and services. This is the big change for the economy if every single person held his/herself responsible for these surroundings.

### **KEY AREAS TO BE FOCUSD ON:**

- **ENVIRONMENT QUALITY**
- **SUSTAINABILITY**
- **SOCIAL WELFARE**
- **GLOBAL WARMING**
- **SURROUNDINGS**
- **WATER CYCLE**
- **USE OF PLASTIC**
- **PRODUCT CYCLE**
- **RECLYCLING OF PRODUCTS**

### **HOW A GREEN ENTREPRENEUR CAN HELP...?**

An Entrepreneur can start a business venture with bundle of expectations following risks. Profitability and Sustainability of any business must include the sensitivity and responsibility towards the HUMANITY and HABITAT with the motive of conserve and safe the ecology.

### **An entrepreneur must commit to the following:**

- Restore Forestation
- Conserve Energy and usage of other critical resources – Natural and Manmade
- Aware the different concerned parties attached to the business about the problem.
- Reduce, Reuse, Recycle
- Conserve Water or Minimize water usage
- Minimize solid waste generation
- Reduce cost of landfills

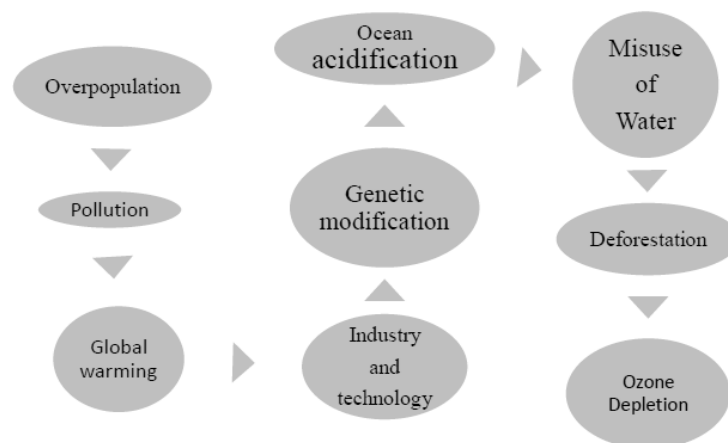
- Create local Compost Piles from Organic waste.
- Develop and innovate the Agricultural Methods.
- Increased Recycling – Paper, Glass, Plastics, Electronics, Aluminum cans, Batteries
- Develop and increase use of renewable resources
- Prevent underground Water Pollution, Air Pollution, Soil Pollution
- Increase Availability of portable water
- Reduce or Eliminate discharging pollutants in water sources.
- Eliminate unnecessary Travel and Transport
- Adopt organic and vertical farming with the use of renewable energy resources.

### **HUMANS PROGRESSED BUT AT THE COST OF ENVIRONMENT**

(HUMANS RUINED THE PLANET)

We need creative thinkers to lead the change needed to repair the damage to our environment as we must live in sync for our own survival. Some say that we are in the beginning of failure that we accomplished in the past decades in the name of success.

### **HOW HUMANS IMPACT THE ENVIRONMENT**



These are the factors that directly or indirectly harm the surroundings. Along with the Entrepreneurship it is the duty of every human to serve the society by minimizing the acts that polluted the ecosystem. Government of nations start various things or plans to save the ecosystem we must need to educate each and every person and to make aware them about the use of green and make the healthier and happier Future.

## **STEPS CONTRIBUTING TOWARDS GREEN PLANET**

In this paper I can relate factors that are directly relate to the human day to day life with this problem; by changing in these factors this problem can be reduce.

### **Factors that contribute are:-**

- Behaviour of the person
- Habits of the person

These are two factors that are very common but having deep impact. By changing these two in a positive way, we can achieve the green to the extent.

### **Both Behaviour and Habits are interrelated**

By changing our Behaviour we can change our Habits and further our Habits with little efforts can change and protect the surroundings.

## **SIMPLE THINGS YOU CAN DO TO SAVE THE ENVIRONMENT**

- Cut down on what you throw away
- Conserve water
- Shop wisely
- Use long lasting bulbs
- Plant more and more trees
- Avoid use of plastic
- Take this issue personally and Do aware others (Social influence)
- Keep your surroundings clean
- Make a consistent behavior of cut out bad things from your routine
- Make choices over your taste to save environment

### **Conclusion:**

In this paper I conclude the ways entrepreneur can reduce the wastage and possible damage to the environment in the best possible manner. Though it is not only the duty of the entrepreneurs to reduce the harmful damage but also the different parties concerned to the business and of the consumers also. Simple steps of a person can reduce the damage that making environment poisonous of harmful to different habitats.

We must consistent to our choices that are protecting the ecology.

- Go plastic free
- Make consistent behavior
- Be water wise
- Drive less, Drive green
- Green your home
- Plant more and more Trees
- Think before doing
- Shop wisely that doesn't harm surroundings
- Stop doing things having bad impact on environment
- Choose to have small and happy family, as overpopulation is the serious problem in the today's Economy.

**GREEN GOAL, GO GREEN**