

## A STUDY ON GREEN ENTREPRENEURSHIP IN INDIA

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### **ABSTRACT**

*Green entrepreneurship is the activity of consciously addressing an environmental social problem need, through the realization of entrepreneurial ideas with a high level of risk, which has a net positive effect on the natural environment and at the same time, is financially sustainable. Green Entrepreneurship in India is an emerging practice which is gaining more prominence from all avenues with each passing day. Our Future generation must realize that this is the need of time and one must not solely question the administration on solution to such matters but as being a responsible part of society each of us must fulfill or serve our environmental obligations and responsibilities so as to create a smarter and more sustainable planet. Against this backdrop, the present paper explains what actually the concept of green entrepreneurship means, its importance and also highlights some of the projects and entrepreneurs who are helping in going green.*

**Keywords:** *environmental obligations, green entrepreneurship, natural environment, sustainable planet*

### **1. INTRODUCTION**

Traditional Entrepreneurship typically focuses on identifying opportunities for creating value for customers, ultimately yielding a profit for the founders and investors. Green Entrepreneurship, on the other hand, takes a slightly different perspective. It emphasizes the additional goal of promoting sustainable living, in terms of social equity and environmental improvement. From an entrepreneurial perspective, such an emphasis presents opportunities in the form of innovative products, services, and production processes that alleviate social or environmental conditions, make more efficient use of energy and natural resources, and harness renewable resources that save costs, lower risks, and are less harmful to society in the long term.

Green Entrepreneurship, therefore, takes a slightly different perspective from the traditional focus of entrepreneurship by emphasizing additional goals of promoting sustainable living and environmental improvement. An emphasis on sustainability within entrepreneurship involves searching for opportunities for new products or services or new technologies or production processes that alleviate social or environmental conditions, make more efficient use of energy and natural resources, and harness new resources that are more abundant, cheaper to produce, and less harmful to society. From an entrepreneurial perspective, such an emphasis presents opportunities in the form of innovative production processes, cost savings, lower risks, and the potential to tackle the world's critical problems.

### **2. REVIEW OF LITERATURE**

**Haldar, S et al (2017)** in their study proposed a conceptual model which explains the nexus between environmental, economic and social actors in development of green entrepreneurship which further leads to achievement of sustainable development. This study is exploratory in nature as it offers insights into the emergence of the concept of green entrepreneurship and its role in the Indian context.

The opportunities and challenges for green entrepreneurship development are also explored in light of the initiatives taken by business houses, individuals and the government of India by taking up case studies of successful green entrepreneurship ventures in India.

**Mathur, S et al (2016)** in their paper tries to understand the potential opportunities and challenges faced by green entrepreneurs in India. The authors tried to provide directions and viable solutions to prevent further ecological degradation through green entrepreneurship.

**Choudhary, S et al (2015)** highlighted on the role and opportunities for green entrepreneurs in changing energy economics in Nepal. This paper is purely based on secondary qualitative data. The research reveals that there is a mounting scope for ecopreneurs or environmental entrepreneurs in Nepal to lead its sustainable development in coming years.

**Gevrenova, T (2015)** described the prerequisites of creation and development of green entrepreneurship which includes need of pro environment behaviour of business and responsible thinking of users. Further the author gave a short view of existing literature about green entrepreneurship and existing terms which describes this phenomenon in entrepreneurship.

**Sharma N.K. et al (2015)** in their paper aimed in general to understand the opportunities for green entrepreneurs in the changing scenario of market shift. The study is based on available literature, various facts and figures on this issue. It tries to bring a novel study which can be applied in current market scenario. The study is conceptual in nature and validates its findings with the help of a proposed model.

### **3. OBJECTIVES OF THE STUDY**

The objectives of the study are as follows:

1. To understand the concept of green entrepreneurship
2. To know the importance of green entrepreneurship
3. To identify some of the projects that are helping the country in going green in India

### **4. RESEARCH METHODOLOGY**

Research methodology is very important for any study. Secondary data has been used in the present study. Data has been collected from various secondary sources such as various journals, magazines, newspapers and websites.

### **5. GREEN ENTREPRENEURSHIP**

#### **5.1. CONCEPT OF GREEN ENTREPRENEURSHIP**

Green Entrepreneurship is one of those concepts that every manager, every top executive and every entrepreneur should know by heart and apply to their daily and business life. However, there are still too many companies and new business projects that miss the importance of this subject and relegate it to a secondary level or just forget to include it at all.

In the last 20, 30 years or more, the world has seen a big movement of people telling us about the importance of creating an environmental conscience, including movie and TV actors, musicians, politician figures and scientists, among others. This message has been transmitted to several of the actors involved in this problem, including what “common people” should do on their personal and business life. Other actors involved include companies and governments.

Although some people still believe it to be a myth, companies worldwide are responsible to some degree of the environmental problems we're facing today.

So Green Entrepreneurship is just about taking conscious action to address this problem, in this case actions of the day by day activities of companies. They can be as simple as creating a recycle and reuse policy in the company for materials such as paper, plastic and others. It can also be more advanced, as using new techniques that reduce emissions of gases on production or using cleaner energy from renewable sources.

There are several companies that have taken actions to become "greener" and friendlier to the environment. For instance the giant Google has set up a project to create their own energy via renewable sources, like wind and sunlight. They even have a site created to promote the green concept, which you can check over here. Every year more and more people are conscious about this major problem we're facing. Many governments have created laws to reduce these problems or at least reward the companies that are conscious and acting to resolve this problem and punishing in economic aspects those that are being an active part of the problem. Also many non profit organizations are telling people all over the world that they can help reduce the problem, by purchasing their services and goods from companies that have created policies that are friendly to the environment. Green Entrepreneurship has a big obstacle and it's that many companies associate it with a high costs.

## **5.2 IMPORTANCE OF GREEN ENTREPRENEURSHIP**

When a business makes the decision to become a green, or environmentally friendly, manufacturer, it consciously decides to promote certain values. These values center on the goal of protecting the environment but can also focus on things such as technological innovation and progress. In this regard some of the importance of green entrepreneurship is explained below:

**I.** Most states and countries have laws on the books that mandate environmental compliance in various ways and forms, to varying extents. Every year more laws are passed on local, state, and federal levels as we understand how positive going green is in Earth's ecology. Going green means getting ahead of the curve — if certain green laws aren't on the books they soon will be and it gives a company a leg up to begin as soon as possible. The Environmental Protection Agency launched its 2020 Action Agenda and it is a truly mind-bogglingly comprehensive plan to reduce carbon emissions, while promoting sustainability and has actionable consequences, as well as incentives for being ahead of the green curve.

**II.** Increases energy efficiency and saves on utility costs. Reusing existing material in creative ways means that fewer dollars are spent purchasing new stock to create products. Streamlining transportation of employees or shipping saves the earth as well as a substantial amount of money. Although there is often a bit of money to be spent establishing green business procedures, it saves a lot of money over time. United Airlines developed a partnership with AltAir Fuels to begin using sustainable biojet fuel. Purchasing low-carbon, renewable fuel for their airline is price-competitive with tradition fuel, and allows United Airlines to reduce costs overall.

**III.** A business going green makes customers feel that it is a trustworthy business. In 2013, Nielsen surveyed 30,000 consumers and 42 percent of those consumers in North America agree they would pay more for products from sustainable sources. This is a 7 percent increase from a similar Nielsen survey two years before. By showing how much the earth means to them this fosters a sense of community thus a favourable impression of the business. Word-of-mouth is the most invaluable form of advertising and green businesses can't buy that kind of publicity.

This not only boosts a company's existing market base but extends it — people who may never have heard of that company may pay attention to one that believes in being eco-friendly.

**IV.** Going green doesn't only foster positive feelings from customers. Employees feel safer working for green businesses. Involving workers in company-wide green initiatives boosts morale. Employees feel that their health is cared for and they aren't simply expendable commodities. This is also a good way to reduce turnover, because employees don't want to leave a place that makes them feel as if they are a part of a work community that cares. A few years ago, Bank of America introduced a new incentive program that offered employees a discount for installing solar panels in their home, and also offered up to a \$3,000 reimbursement incentive when customers buy a proven eco-friendly vehicle. By demonstrating a commitment to a healthy world environment, companies such as Bank of America, prove they care about their employees' world as well, which is beneficial for employee morale.

**V.** As more and more internationally known companies go green, the idea of going green becomes that much more tantalizing. In fact, it's becoming a status symbol to be an environmentally friendly business. The computer company Dell launched a recycling program that enables customers to return notoriously difficult-to-recycle electronics for free. Auto manufacturer Honda is now known as one of the greenest businesses in the auto industry by optimizing fuel efficiency, among other measures. Going green gives a company a seat at the table of the big companies, in a sense, because only the most established companies go green.

**VI.** When it comes down to it the benefits of going green for a business, the benefits far outweigh any negatives. The time and money it takes to establish new environmentally green protocols pay back in dividends over the years, not only in money but also in feeling good that the company is good to the planet.

### **5.3. PROJECTS THAT ARE HELPING THE COUNTRY IN GOING GREEN**

Some of the entrepreneurs and activists who have started ventures towards sustainable development focussing on waste management, alternative sources of energy and awareness platforms are as follows:

#### **1. Digital Green – Multimedia solutions for rural education**

Digital Green is a not-for-profit organization which brings together technology and social organisations to improve agriculture, health and nutrition. They build innovative platforms to enable rural communities to create and share videos for wider adoption of locally relevant practices. They partner with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition using locally produced videos.

#### **2. Waste Ventures – Waste management**

Waste Ventures India averts up to 90% of waste from dumpsites and produces nutrient-rich organic compost. They sign multi-year contracts with local municipalities and employ waste pickers at their processing units to segregate waste. The Delhi-based startup, launched in 2011, has 44 projects lined up this year. Two of these have been kickstarted in Andhra Pradesh villages.

### **3. EnCashea – Collecting waste in exchange of cash**

Bengaluru-based Encashea collects scrap waste for cash in select areas of the city. They pay you for segregating your recyclable scrap properly, lowering its environmental impact. Encashea has an Android app that makes it easy for users to request for a pickup. EnCashea has the prices for trash listed on the website, While books can go for up to Rs. 6 per kg, e-waste can be sold for upto Rs. 10/kg.

### **4. Fourth Partner Energy – Making solar energy accessible**

Founded in 2010 by Vivek Subramanian, Saif Dhorajiwala and Vikas Saluguti, Fourth Partner Energy (4PEL) focuses on financing and building rooftop solar projects for commercial, industrial and residential clients. It recently raised \$2mn in funding.

### **5. Banyan Nation – Recycling plastic**

Banyan Nation collects plastic wastes from industries and recycles it for further use in the industry. “We have come a long way on the engineering front and are now adding performance enhancers to the recycled plastic in order to ensure that the recycled plastic has a greater lifecycle,” says Mani Vajipey, co-founder of Banyan Nation which inaugurated its recycling unit at Patancheru in Hyderabad. The company recycles more than 300tons of plastic every month.

### **6. SayTrees – Tree plantation drives**

SayTrees is a professionally-run group of people that are determined to protect the environment not just by themselves, but also by sensitising others towards the importance of environment conservation and goading them on to participate in tree-plantation campaigns. The group consists of passionate nature lovers, who juggle corporate jobs during the week with their love for trees over the weekends, though it started off as a weekend pursuit in 2007 now it does more than 50 tree plantation drives in 4 months of monsoon.

### **7. Priti International – Ecommerce for products made out of waste**

Hritesh Lohiya literally found his fortune in a trashcan. His startup Priti International recycles industrial and consumer waste into useful products. This \$10million firm designs and manufactures handmade products out of waste materials, like handbags from old gunny bags, cast off military tents and denim pants. They also produce furniture from waste tins, drums, old military jeeps, tractor parts, waste machine parts and lamps from old scooter and bike lights.

### **8. HelpUsGreen – Recycling waste flowers**

Kanpur-based HelpUsGreen makes “flowercycled” natural and certified organic products from flowers. They collect flower waste from places of worship and even the Ganges river and repurpose it into vermicompost, luxury incense and bathing bars through proprietary methods.

### **9. Jhatkaa – Campaigning platform**

Jhatkaa is a new campaigning organisation committed to campaigning for environmental issues. They collaborate with civil society to engage citizens to hold corporate, cultural and government leaders accountable through digital communication platforms. They came into the limelight after their video highlighting poisonous mercury levels in Kodaikanal left behind by a Hindustan Unilever factory went viral. Hindustan Unilever recently agreed to compensate the affected workers after Jhatkaa’s efforts.

## 10. D&D Ecotech – Rainwater harvesting

Most cities in India face a water crisis today due to irregular rainfall, a growing population and rapid urban development. Excessive groundwater usage has led to a sharp decline in the groundwater levels across India prompting the government to pass strict regulations against the usage of the same. Enter D&D ecotech, a start-up that helps households and organizations adopt rainwater harvesting. D&D Ecotech also designs its own rainwater harvesting recharge structures based on client's needs and specifications.

## 6. CONCLUSION

The environment is very important to human existence, and entrepreneurship on the other hand is known to be vital in economic development. In as much as entrepreneurship is of great importance, it is necessary for enterprising individuals and firms to consider the effects and impacts of their business operations on the environment. In this regard 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.

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