

ANALYSIS OF GREEN ENTREPRENEURSHIP PRACTICES IN INDIA

CS Roshni Sharma*

ABSTRACT

Today's customers favor environmentally and socially conscious goods over their traditional counterparts. The research study addresses that there are low entry-level standards to become an entrepreneur for a variety of environmentally sensitive companies, making it one of the factors for youth unemployment and sustainability issues. It has been argued that green businesses are developed at a small scale and fit the needs of rural regions. These sustainable startups offer companies with new prospects not limited to the urban areas. Green entrepreneurship research in India focuses on coordinated promotion for green entrepreneurs. Financial and technological support is required for developing startups. The State has been able to encourage entrepreneurship through key businesses in the region.

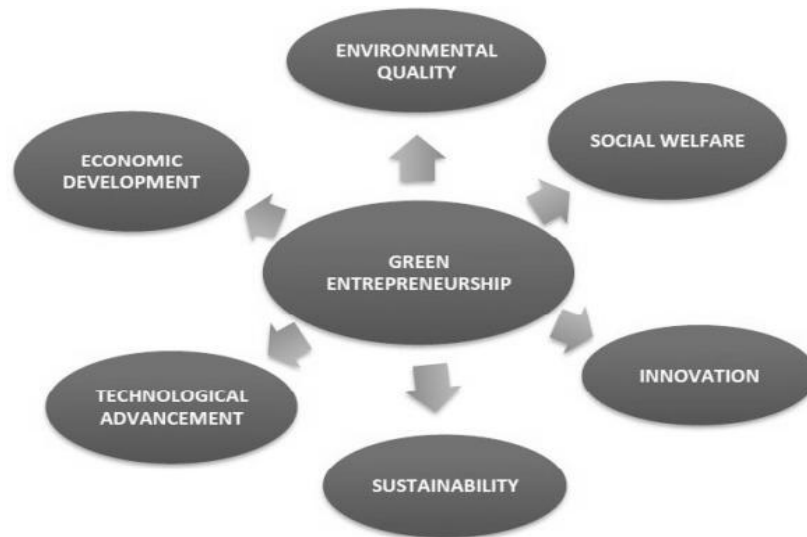
Keywords: *Ecopreneurship, Green Services, Sustainable Growth, Green Marketing.*

Introduction

The notion of green entrepreneurship is not only to respond to evolving market demands but also to engage in the procedure of sustainable development in the long way (N Kumar, 2015). Largely green companies are organizations that examine the relationship between innovation and sustainability and thus make a competitive advantage of their firms/businesses by selling environmentally friendly products and services. Some environment-friendly goods may be either environmentally or environmentally recycled (Khurana, S., Haleem, A., Mannan, 2019). Both the sustainable marketing tactics and the ones based on sustainability in this competitive climate. The idea of green entrepreneurship is highly important for contemporary and any entrepreneurs (Sarkar, 2012). Green management is now becoming a big problem in every field of life. The conception of green entrepreneurship is largely unknown, little known, and commonly overlooked compared to entrepreneurship (M. Dadhich et al., 2018).

A lot will still need to be achieved in the coming years of researching the issues of green entrepreneurship i.e., environmental quality, social welfare, creativity, the sustainability of resources, technological growth, and wholesome economic development (Thanki, S.J., Thakkar, J., 2018).

* Company Secretary & Former Visiting Faculty, MDS University, Ajmer, Rajasthan, India.

Figure 1: Components of Green Entrepreneurship

Review of Literature

The papers explore the notion of green entrepreneurship using secondary tools including scholarly papers, articles, and interviews on the internet. (Gupta & Nagpal, 2020) has calculated an economy-sensitive productivity index adjusting the economy-sensitive productivity index for emissions downward. This is change beyond traditional 'orthodox' economic growth and into a 'sustainable' or 'green' economy. More in-depth research of the topic is required.

(Kaswan & Rathi, 2020; Nguyen et al., 2019) measured competitiveness and work in the green economy by incorporating and evaluating theory and practice. They are tackling the claim on decreasing productivity in a post-growth economy and describe the productivity trap that results from a systematic pursuit of labor productivity. (Thanki, S.J., Thakkar, J., 2018) suggest that the green revolution will prove to be a significant step to be able to feed the entire planet.

(Manish Dadhich et al., 2019; Rao, 2017) discusses how political economy and the green movement both go hand in hand. Green Revolution symbolizes the drive towards rising agricultural productivity in Third World countries. An increase in rice production can be achieved by replacing conventional rice varieties with high yielding varieties and using modern farming technology.

Research Methodology

This analysis is a theoretical one and focused on secondary sources of knowledge. The sources include journals, magazines, newspapers, annual surveys, reports, books, white papers, etc. This paper adopts the approach of literary analysis.

Objectives of the Study

This study delves into green entrepreneurship to decide what forms of green entrepreneurial opportunities exist in India. The paper also considered the changes in marketing initiatives about entrepreneurship and innovation in India.

Discussion and Conclusion

Owing to environmental considerations, there would be an improvement in consumers' preference on which goods to use, buying only green or eco-friendly commodities. Green consumption trends due to increasing environmental consciousness, have led to several emerging markets for green product innovation (Sharma & Dadhich, 2014). By creating green business opportunities, more and more people emerge as green entrepreneurs guided by social, environmental, and economic goals. Green technologies, green designs, and greening the supply chain have facilitated entrepreneurs to break current manufacturing and supply chains. This would certainly build up the competitive advantage of firms on the economic and social front. The role of the state in entrepreneurship development can be a key to spark job creation and economic growth. The State serves as a significant stakeholder for promoting green technology developments that will positively impact private sector growth (Birda, 2019).

The government realized the importance of economic technologies and industry 4.0 innovation in every field of business life to retain the competitive place in the international economy. According to the 2011 census figures, about 41 percent of the total population of the nation is less than 20 years old and about 50 percent of the population falls in the age range of 20 to 59 years old (FIRSTPOST, 2016). India's demographic dividend reveals that 28 percent of the population in the 15–29-year-old age group (Registrar General and Census Commissioner of India, 2011).

In recent times, the Indian government considered various forms of incentives for the youth including technology-based green entrepreneurship (M. Dadhich et al., 2018). The establishment of this industry will contribute to economic growth by creating jobs. If India wants to maintain rapid and inclusive development (Kumar & Dadhich, 2014). As per the Global Innovation Index, India has shown considerable improvement as it moved up from 81st (2015) to 66th position out of a total of 128 countries in 2016. The Government initiatives, as well as the role of the private sector in strengthening tertiary education, corporate R&D, promotion of software exports, and market sophistication, are recognized as the reasons for India's better performance. However, the existence of a fragmented policy environment and lack of policy implementation, inadequate investment in R&D, complex and elaborate funding procedures, low levels of Angel investments, venture capital and early-stage seed funding, weak linkages between the various stakeholders of the knowledge economy, and the market, the inadequate orientation of education system towards innovation and entrepreneurship, lack of rural infrastructure, risk averse behavior of entrepreneurs and weak Intellectual Property Rights regime are recognized as the key challenges faced by the State in making innovation ecosystem conducive and enhancing entrepreneurship development in India.

According to the World Bank's 2016 report, India ranks 130 among 190 nations in terms of Ease of Doing Business. The rank of India for Ease of Doing Business is estimated based on 11 parameters as mentioned in Table 1.

Table 1: India's Rank on Ease of doing Business

S. No.	Indicators	Rank (out of 190)
1	Starting a business	155
2	Dealing with constant permits	185
3	Getting electricity	026
4	Registering property	138
5	Getting credit	044
6	Protecting minority investors	013
7	Paying taxes	172
8	Trading across borders	143
9	Enforcing contracts	172
10	Resolving insolvency	136
11	Ease of doing business	130

Source: www.doingbusiness.org/rankings

Although the World Bank statistics have proved that India's ranking for startups is hardly commending, yet the Indian government has taken several measures to boost it (Franchise India, 2019). Too little training opportunities, expertise, and capital impede the growth of new enterprises (Desai, 2008). Numerous policy changes that have been set up in Singapore have supported the growth of startups and companies in Singapore. Recently India has got 3rd rank in the number of technology startups. The number of startup companies in India is rising sharply and is set to generate 80,000 to 85,000 job openings in the year 2015. According to the latest entrepreneurs' statistics in 2016, there exist over 20,000 tech-enabled businesses out of which over 5000 startups have been set up over the year in 2015. (Bhargava, 2016).

Initiatives to Develop Innovation and Entrepreneurship in India

- **Mudra bank:** Indian government set up a program called Micro Units Production Refinance Agency (MUDRA) Bank to support small business enterprises. For the growth of small and medium enterprises, the ministry of New and Renewable Energy (MNRE) has released a provision of approximately Rs. 20,000 crores for the MUDRA bank for granting credit to banks, NBFCs, and MFIs (MUDRA Loan).
- **Ministry of Skill Development and Entrepreneurship:** The Ministry of Skill Development and Entrepreneurship was established in November 2014 that holds responsibility for the coordination of all the efforts regarding skill development, training, development, and

promotion of entrepreneurship athwart India. The Ministry also works for the introduction of policies to remove the existing disconnect between demand and supply of human resources or skilled manpower, building the framework for Vocational and Technical training, skill up-gradation, and promotion of new skills, and developing innovative thinking.

- **National skill development mission:** Launched on the World Youth Skills Day, 15th July 2015, the National Skill Development Mission aims to generate convergence among various sectors of the economy and states as a whole in terms of skill development and training activities to materialize the 'Skilled India' Vision.
- **National Policy on Skill Development and Entrepreneurship, 2015:** The crux of this policy is to link skill development to higher productivity and employability by providing an umbrella framework to various skill development activities that are being carried out within India and to even them up as per common standards (Manish Dadhich, 2017). The policy aims at linking skill development and entrepreneurship with demand centers.
- **Entrepreneurship Development Scheme:** The Entrepreneurship Development scheme is presently being developed by the Ministry of Skill Development and Entrepreneurship. Massive Open Online Courses opened the door of a new-age system to be skilled, 50 nodal E-Hubs, and incorporation of entrepreneurship education into the curriculum of more than 3000 colleges will uphold a spirit of innovation and entrepreneurship in India. The vital objective is to promote women entrepreneurs by fostering social entrepreneurship and encouraging universities and academic organizations to commence online courses based on social entrepreneurship and laying momentum on grassroots innovation by collaborating with National Innovation Foundation and other institutions will be the propel areas of this scheme.
- **Make in India:** The 'Make in India' initiative was launched by the Government of India on 25th September 2014 to promote skill development and job creation in 25 sectors of the Indian economy by motivating domestic as well as multinational companies to manufacture their products in India.
- **Startup India, stand up India:** The 'Startup India, stand up India' initiative of the Government of India was launched on 16th January 2016 to foster a strong startup ecosystem by nurturing innovations and entrepreneurship in India. This flagship initiative has set forth an Action Plan to accelerate the Startup movement. The Action Plan is segmented across the following areas:
 - Funding support and incentives
 - Simplification and handholding
 - Industry-academia partnership and incubation

Conclusions

Entrepreneurship is very dynamic in nature. The debates surrounding the emergence of green entrepreneurs is stimulating conversation about the different aspects of this emerging class of entrepreneurs in low-income communities. The study highlights the positions of green entrepreneurs and their efforts to incorporate new methods to produce their goods while creating jobs. Green entrepreneurship offers solutions for youths' unemployment and sustainability by not having low entry-level criteria and empowering youth entrepreneurs to seek creative business solutions and strategies. It has been reported that green businesses are set up on a small scale and cater to rural-based people (Kaswan & Rathi, 2020). Thus, such business startups provide new job opportunities that are not restricted to cities alone. There is a need for government intervention as well as environmental awareness programs to develop a systematic approach towards green entrepreneurship. It has realized that nurturing a green business by creating awareness among entrepreneurs regarding opportunities arising from green business models in India. There is also a need for institutional support to emerging entrepreneurs via the provision of financial and technical support such as business development services and micro-finance for startups. Although the State has played a significant role in fostering an innovation and entrepreneurship ecosystem in the country in the recent decade however there is a lack of policies and incentives that focus specifically on promoting green entrepreneurial ventures rather than developing entrepreneurship in general. The study claims that there are serious prospects for green businesses in the current chaotic green market and examines the different advertising schemes for green businesses. These green entrepreneurs may serve as catalysts in creating changes in the field of trade and commerce and furthering the effects of the environment and economy.

References

- ✧ Birda, R. K. (2019). Study of ICT and E-Governance Facilities in Tribal District of Rajasthan. *Kamal*, 9(7), 39–49.
- ✧ Dadhich, M., Pahwa, M. S., & Rao, S. S. (2018). Factor Influencing to Users Acceptance of Digital Payment System. *International Journal of Computer Sciences and Engineering*, 06(09), 46–50. <https://doi.org/10.26438/ijcse/v6si9.4650>
- ✧ Dadhich, Manish. (2017). Impact of Demonetization on Indian Economy. *International Journal of Research in Social Sciences*, 7(8), 208–215.
- ✧ Dadhich, Manish, Chouhan, V., & Adholiya, A. (2019). Stochastic pattern of major indices of Bombay stock exchange. *International Journal of Recent Technology and Engineering*, 8(3), 6774–6779. <https://doi.org/10.35940/ijrte.C6068.098319>
- ✧ Gupta, G., & Nagpal, S. (2020). Green Dimensions, Environment Orientation and Size: Impact Assessment on Operational Performance of Manufacturing Firms. *Global Business Review*, 1(14), 1–14. <https://doi.org/10.1177/0972150920919880>
- ✧ Kaswan, M. S., & Rathi, R. (2020). Green Lean Six Sigma for sustainable development: Integration and framework. *Environmental Impact Assessment Review*, 83(November 2019), 106396. <https://doi.org/10.1016/j.eiar.2020.106396>
- ✧ Khurana, S., Haleem, A., Mannan, B. (2019). Determinants for integration of sustainability with innovation for Indian manufacturing enterprises: empirical evidence in MSMEs. *Journal Cleaner Production*, Elsevier, 22, 374–386. <https://doi.org/doi.org/10.1016/j.jclepro.2019.04.022>.
- ✧ Kumar, N., & Dadhich, M. (2014). Risk Management for Investors in Stock Market. *EXCEL International Journal of Multidisciplinary Management Studies*, 4(3), 103–108.
- ✧ N Kumar, M. D. (2015). An Analysis of Factors Affecting to Entrepreneur Development in Rajasthan. *International Journal of Management, IT and Engineering*, 5(12), 41–48.
- ✧ Nguyen, H. V., Huy, L. Van, Nguyen, X. N., Tran, V. T., & Nguyen, N. (2019). Evaluating the Attributes of Online Bookstores: Empirical Evidence from Young Consumers in Vietnam. *Publishing Research Quarterly*, 35(2), 236–241. <https://doi.org/10.1007/s12109-019-09652-w>
- ✧ Rao, S. S. (2017). *Impact of Foreign Direct Investment in Indian Capital Market*. 7(6), 172–178.
- ✧ Sarkar, A. N. (2012). Green Supply Chain Management: A Potent Tool for Sustainable Green Marketing. *Asia-Pacific Journal of Management Research and Innovation*, 8(4), 491–507. <https://doi.org/10.1177/2319510x13481911>
- ✧ Sharma, N., & Dadhich, M. (2014). Predictive Business Analytics: The Way Ahead. *Journal of Commerce and Management Thought*, 5(4), 652. <https://doi.org/10.5958/0976-478x.2014.00012.3>
- ✧ Thanki, S.J., Thakkar, J. (2018). Interdependence analysis of lean-green implementation challenges: a case of Indian SMEs. *Journal of Manufacturing Technology Management, Emerald Insight*, 29(2), 295-328. <https://doi.org/doi.org/10.1108/JMTM-04-2017-0067>.

