Eco-Friendly Entrepreneur- A Beacon Light To Green India; Dream India

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ABSTRACT:
Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. Entrepreneurship is high-risk, but also can be high-reward as it serves to generate economic wealth, growth, and innovation. The people who create these businesses are called entrepreneurs. “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 net positive effect on the natural environment and at the same time, is financially sustainable. The growing environmental concerns regarding pollution, extreme climatic events, Green House Gas Emission and global warming led to shift in the preferences of consumers towards green eco friendly products / services. As a socially responsible gesture, every business/startup has to think and act with green consciousness to nurture the forthcoming generations. This paper elucidates the main drivers of Green Entrepreneurship, the opportunities and challenges faced by green entrepreneurs. Further the paper explores the blend of case studies about green startups in various parts of India, which give us a very bright future route towards “Green Nation.”

INTRODUCTION:
Entrepreneurship is the act of creating a business or businesses while building and scaling it to generate a profit. An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures. Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame, and continued growth opportunities.

The term “Green Entrepreneurship” appeared for the first time in the book “The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money” by Gustav Berle (1991). We observe that very often the terms “green entrepreneurship”, “eco entrepreneurship” and “sustainable entrepreneurship” are used interchangeably.

“Green Entrepreneur is someone who starts and runs an entrepreneurial venture that is designed to be green in its products and processes from the very moment it is set up.”

Most authors mention the following characteristics as inherent to green entrepreneurs:
They act as entrepreneurs, realizing ideas with a high level of risk.
They have strong internal motivation related to a heightened sensitivity to environmental problems.
They address an environmental/social problem/need consciously and this is at the core of their business activity.
Their business activities have a net positive effect on the natural environment and at the same time they are financially sustainable.
They consciously strive to contribute to a more sustainable future, contributing both with their social and environmental values.

OBJECTIVE OF THE STUDY:
We are facing a great number of systemic ecological challenges: Climatic Instability, Food Security, Depleted Oceans, Build-Up of Toxic Waste, and Exhaustion of Natural Resources. The discourse on ecology often reads like a litany on the future of the world. We are using everything up, everything is getting worse, and everything is falling apart. One fundamental idea in ecological thinking is that human beings inevitably cause damage, and that this damage should be minimized. If this were true, then the solution would consist in finding social or psychological ways to minimize waste.

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 to avoid the ecological ruin. 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. Green Entrepreneurship is just about taking conscious action to address this problem. 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.

This paper addresses the main drivers of “Green Entrepreneurship”, the challenges and opportunities and a few case studies to justify the call for Eco-friendly startups as per the dream project of our Prime Minister: Green India; Our Dream India.

MAIN DRIVERS OF GREEN ENTREPRENEURSHIP
- Global Warming
- Saving Critical Natural Resources
- Sustainable Enterprise Creation- Increasing Profitability, Sustainably While Creating Abundance For All

Profitability and Sustainability of any Business Must Include Sensitivity Towards HUMANITY with a Very Long Term View of Conserving The Earth and Its Environment. For this every entrepreneur, current or new must turn green by committing irrevocably to the following:
Find Ways to Reduce GHG Emissions; Conserve Energy; Water and Usage of Other Critical Resources - Natural or Manmade; Minimize Solid Waste Generation and Reduce Costs of Landfills; Create Local Compost Piles from Organic Waste; Innovate in the Area of Agriculture to Evolve New Techniques that Minimize Water Usage; Restore Forestation; Reduce, Reuse and Recycle; Develop and Increase Use of
Renewable Energy; Prevent Underground Water Pollution; Air Pollution and Soil Pollution and Increase Availability of Potable Water; Eliminate Usage of Fluorocarbons and Prevent Methane Emissions; Produce Energy Efficient Devices; Increase Use of Bio-degradable Materials; Eliminate Unnecessary Transportation and Travel; Adopt Organic and Vertical Farming with use of Renewable Energy Sources; Create Awareness in Our Society at All Levels Starting with Family; Community; Corporate etc.

CHALLENGES:
- Green Entrepreneurship has a big obstacle and it’s that many companies associate it with a high costs. First, there are some steps that can be taken to reduce pollution and reduce costs at the same time, for instance recycling and reusing paper. In this case, a sheet of paper that was previously just used on one side now has to be used on both sides, something that will reduce in about 50% the consumption of paper. Also used paper can be sold to recyclers, who can pay for something that previously was just trash and had no economic value.
- The second argument is that setting up green projects, for instance a solar energy panel power plant can be quite expensive. However if it’s properly set up, the energy costs in the long run (maybe 5 years or more) will show up as an investment with economic returns rather than an expenditure. Also, companies that make this investment should make a big deal out of it, via publicity, press releases and others.
- Costs are definitely an important factor to weigh in Green Entrepreneurship.
- A business can endure if it has support from all stakeholders such as government giving tax benefits, suppliers focusing on supplying environmental friendly materials and customers buying green products.
- Another biggest challenge for green entrepreneurs is customer value creation through innovative products and cost control.
- Customer education on environment cleanliness is another task.
- Finally, green entrepreneurs face challenges like lack of substitution of the traditional merchandise, cost control, redesigning, stuff and lack of R&D infrastructure etc.

OPPORTUNITIES:
- “Green Entrepreneurship” is an economic activity whose products, services, methods of production or organization have positive effect on the environment.
- Offering products or services the consumption of which leads to a change in the consumer’s behavior.
- Equalizing the ecological and the economic goals of the company;
- Introducing innovative ecological solutions to problems connected with production and consumption of products and services.
- Developing business models which, when applied to use, might lead to a sustainable economic development.
- Discovering new possibilities on the market which are in connection with the demand and new way of living of the society.

CASE STUDIES:
1. **Biological Research Innovation Centre & Solutions LLP (BRICS Bio), Karnataka** is founded with the intention of developing sustainable and safer technologies using bio-based innovations. Their broad vision is to Rethink to Rebuild the environment and ecosystem with high respect to biodiversity. The mission is to promote functional and safe food production through solid principles of natural farming like organic/biological farming, community farming, urban farming, etc. **Address:** #93, Aashraya, 1st Floor, 15th Main, 17th Cross, Rose Garden Road, 5th Phase J P Nagar, Bengaluru, Karnataka, India 560078

2. **Namma Nadukozhi** is a chicken farming company based in Nagercoil Tamilnadu. They organically grow Indian country chicken varieties such as Aseel, Kairali, Namakkal, etc. The hens lay around 600-700 eggs every day and we are supplying these brown eggs to markets in Chennai and Bengaluru. **Address:** #129, West Street, Ganesapuram, Nagercoil, Kanyakumari district, Tamil Nadu, India 629001.

3. **AAC Blocks Autoclaved Aerated Concrete.** AAC Blocks new age green building & versatile wall material. AAC blocks are instead of Red Bricks. AAC blocks Available in Different Sizes. This block is lighter than three times compared to red bricks. AAC Products used for both Interior and Exterior Construction. **Address:** Renacon - AAC Blocks Manufacturers, Erode-Dharapuram Rd, Pudur, Tamil Nadu, India 638115

4. **Trash Gaadi** is an on-demand trash collection service that was started to make the collection of trash from households, convenient and efficient. TrashGaadi has partnered with some of the largest Integrated Apartment complexes in and around Chennai to help them solve their dry waste management problems through simple, sustainable and environment friendly solutions. **Address:** No. 30, GFAG church, Polachery road, Thalambur, Chennai, Tamil Nadu, India 603103

5. A group of **city hoteliers in Madurai** is brilliantly minimizing the food wastes that otherwise rot in the landfill. They are composting the organic and agro waste of their kitchens and using the rich manure to grow their own crops. The kitchen and food waste is getting converted into black gold (nutrient-rich manure). Mr. K. Thirupathi. Pharmacy professor and one of the directors of Temple City group of hotels, spearheads the “clean green healthy” initiative in Madurai. Using the manure they grow fresh vegetables which are again distributed to hotels which provide food waste.

6. **Aranya Eco Resorts** is a perfect place that let us live close to the Nature. From Bhadrachalam through the ghat roads, in the middle of a dense forests road stands the most beautiful water canal, by that we have this amazing experience named Arany, the cold winter nights by the campfire, with amazing food and crazy music. Silence is still beautiful, with a natural rhythm of water and wind. **Address:** Aranya Eco Resorts, 105-2, sunnampadu, Maredumilli, East Godavari District, Rampachodavaram, Andhra Pradesh, India 533295

7. **Bhaikaka Krishi Kendra** established by Sarvdaman Patel, who is one of the most renowned & respected agronomists in the country. He is one of the pioneers of the Organic & Biodynamic
movement in India & his unique contribution is to demonstrate that Organic Farming can be practiced without sacrificing productivity. This center, called 'The Gurukul' is modeled on the Guru-Shishya style of learning. Eager apprentices will have an amazing opportunity to stay, work and learn on the farm for extended periods. This ancient Indian style of learning is no more relevant than in farming. **Address:** Bhaikaka Krishi Kendra, Near Kashipura Bus-Stop, Ravipura [Anand-Sojitra Road], District Anand, Gujarat, India 388440

8. The brand **Ninoshka** is the brainchild of designer Ninoshka Alvares-Delaney, which focuses on sustainable fashion. All her products are made of natural and organic material. She uses natural dyes such as indigo, pomegranate, marigold, onion peels, coconut etc. which are earth and skin friendly. She works closely with handloom weavers from across India. She employs dyeing techniques such as tie and dye, bandhani and shibori, and printing methods such as Ajrakh and Kalamkari. Any embroidery done on garments is done by rural Indian artisans. **Address:** Beth-Shalom, c/o Devine Computers, Abreuvalao, Saligao, Bardez, Goa, India 403511

9. **Naga Hills Enterprises** is located in Tuensang, Nagaland offers a range of organic tea infused with flavors of select flowers, fruits, and medicinal herbs, all carefully hand-picked and blended to taste. Almost all their raw materials are sourced within Nagaland and manufactured in Tuensang. Their three primary flavors of teas available in the market are: ‘Rose Petals Green Charm’, ‘Pure Chamomile flower Green Bliss’, and ‘Exotic Roselle Delight Tea’. Two other options, ‘Floral tea’ and ‘Brown Rice Green Tea’ are manufactured on order. Currently shipping to numerous places in India, they are open to shipping their products overseas. **Address:** High School A, Tuensang Town, Near Fire Brigade, Tuensang, Nagaland, India 798612

10. **Ayusya Naturals** is an establishment deeply rooted in the ancient medical science of ‘Herbalism’. Ayusya’s natural remedies are curative and do not suppress ailments, rather they help resurrect the body and mind into a healthy state. These herbal formulations are created after extensive scientific research, and ensuring unparalleled effectiveness in restoring our health. Bearing the Food and Drug Administration [FDA] certification, their formulations are 100% safe, potent and natural. It comes with an underlined zero side-effects. **Address:** G/24B, Gokuldham Shopping Center, Gokuldham, Goregaon East, Mumbai, Maharashtra, India 400063

**CONCLUSION:**

On the basis of this paper, it can be concluded that Green entrepreneurship has opened enormous opportunity for beginners who has identified and explored innovative ideas in serving the
Indian society. Change in Consumer buying pattern on the basis of eco-friendly or green product there is a space creation for the green entrepreneurship. Green Entrepreneurs are a composition of Innovation, Technology, Sustainability and Environment. They can make profit as well as social recognition in the society. “Green Entrepreneurship” could be defined as a new type of commerce which is equally profit- and nature-orientated, and might possibly solve ecological problems throughout its business activity. The success stories from India highlight the viability of Green entrepreneurship as a business model. However, the models have their own set of opportunities and challenges

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