



GREEN ENTREPRENEURSHIP TOWARDS SUSTAINABLE DEVELOPMENT

P A L N S Kalyani

Research Scholar

Rayalaseema University

satyakalyani.999@gmail.com

Abstract

Green Entrepreneurship is one of those concepts that every manager, top executive and entrepreneur should know by heart and apply to their daily and business life. 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 celebrities of movie and TV actors, politicians, musicians 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. Although some people still believe it to be a myth, companies worldwide are responsible to some degree of the environmental problems.

Introduction

"Green entrepreneurship is an activity of consciously addressing an environmental or social problem or need through the realization of entrepreneurial ideas which has a net positive effect with a high level of risk on the environment and also the same time is financially sustainable."

"Green entrepreneur is someone who initiates and runs a venture from the moment it is set up, that is designed to be green in its products and processes".

Berle Defined "Green entrepreneurship is taking up the responsibility to create the world we dream of."

As noted by Farinelli et al. (2011), green entrepreneurship models becomes important in a reality where big corporations prefers to invest in green marketing rather than in green innovations.

So, Green Entrepreneurship is about taking conscious action to address the problem, in this case actions of the companies in day by day activities. These activities include as simple as creating a recycle and reuse policy in the company for materials such as paper, plastic and others; and also include 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 friendlier and "greener" to the environment. For example : Google has set up a project to create their own energy via renewable sources, like sunlight and wind.

Every year more and more people are conscious about this major problem. 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 advising people all over the world that they can help to 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. This vision is not entirely false; however there are two counter arguments that have to be analyzed:

First, there are some steps that can be taken to reduce pollution and 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. This will show up nice on their social responsibility report.

Costs are definitely an important factor to weigh in Green Entrepreneurship. This happens because of a lack of wanting and political will. Adopting the directives of Green Entrepreneurship will turn the directives to Green ideas and into the green direction.

As always analyze costs, however see that small changes can be the start of a new business, that is a green business. Small changes are not difficult to implement and they can be the beginning of the road to greener solutions. At the end, it's a personal decision, but is a decision that will benefit you, your family, your employees, consumers and why not, all your surroundings.

The Terms "eco entrepreneurship", "green entrepreneurship" and "sustainable entrepreneurship" are used interchangeably. It is difficult to imagine that green business can be only environmentally sustainable, without being economically and socially sustainable, because it draws upon a holistic understanding of the connectedness of all dimensions.

Sustainable entrepreneurship can turn into the driving force for the emergence of new sustainable systems into 3 dimensions – environment, economy and society.

Eco entrepreneurs are the agents of change who destroy the existing conventional methods of production, market structures, products and consumption models and replace them with new, superior ecological services and products.

**Characteristics of Green Entrepreneurs:**

- They act as entrepreneurs who understand their ideas with a high level of risk
- They have strong internal motivation related to a 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 nature and environment and at the same time they are financially sustainable
- They consciously contribute to a more sustainable future, contributing both with their environmental and social values.

There is a need to make a difference between green management of existing companies and the conscious creation of business ideas that are green at their core essence.

In order to distinguish between the two types of eco entrepreneurs, Isaak (1998) coined the term “green-green businesses” – those that take care of environment at their core and are looking to bring about the ethical and social transformation of their business sector.

Such companies are starting to become the norm and not the exception all over the world. (Gibbs 2009). The danger with the words “bio”, “organic”, “eco”, etc. is always there and the only solution is a requirement for each company to publicly disclose detailed information about its production processes, the origin of its raw materials, the product life cycle, as well as its progress on its measurable goals for environmental footprint reduction.

Companies that do not reveal detailed information on these issues to their consumers should immediately raise doubts and required to be more transparent in order to dispel any suspicion.

Conclusion:

To sum up, green entrepreneurship can be apparent itself in either of these ways:

Softer forms of ecological modernization which keep the present economic structures and mechanisms, but a higher level of ecological effectiveness is achieved through better technologies. More radical forms of rethinking of the economic paradigm and achieving disruptive innovation. Examples of these are the local exchange trading systems, where goods and services are exchanged using local or without currencies; or community supported agriculture, which enables farmers to receive s funding from the community at the beginning of the growing season in order to guarantee access to fresh and clean food for the members of the community.

REFERENCES :

1. *Farinelli F. et al (2011) Green entrepreneurship: the missing link towards a greener economy. ATDF JOURNAL.*
2. *Gibbs D. (2009) Sustainability entrepreneurs, ecopreneurs and the development of a sustainable economy.*



3. *Greenleaf Publishing Ltd. Hall R. (2013) The Enterprising Ecovillager – Achieving Community Development through Innovative Green Entrepreneurship.*
4. *Isaak, R. (1998) Green Logic: Ecopreneurship, Theory and Ethics (Sheffield, UK: Greenleaf Publishing).*
5. *Schaper M. (2010) Understanding the green entrepreneur. In: Making Ecopreneurs – Developing Sustainable Entrepreneurship. Gower Publishing Ltd.*