

National Seminar on Effect of Ecopreneurship on Environment Protection & Sustainable Development

Challenges and Problems of Ecopreneurs

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Abstract

Introduction: Ecopreneurship, also known as ecological entrepreneurship, has arisen as a long-term solution to environmental issues while also promoting economic growth. With its numerous ecological zones and growing environmental consciousness, India offers both enormous potential and challenges for ecopreneurship. This article investigates the notion of ecopreneurship in India, stressing its challenges including limited access to funding, an immature market for sustainable products, and consumer behavior gaps between intentions and actual purchases, while also examining problems such as legislative impediments, financial limits, and cultural differences.

Methodology: This study relies on secondary data sources, including government publications, journal articles, trade journals, and other accessible online resources. Factors influencing the survival and growth of ecopreneurial ventures were examined through quantitative data analysis, focusing on specific markets and policy contexts. Case studies of emerging and proactive ecopreneurs in India were analyzed to gain deeper insights into their experiences and knowledge, and qualitative methods were employed to identify patterns and themes in the secondary data analysis. A comparative research strategy was used to assess the progress of ecopreneurship in India relative to global trends. The overall efficiency and effectiveness of ecopreneurial ventures were evaluated using common performance indicators such as environmental responsibility, market share, and business profitability.

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Results & Discussion: The analysis identifies challenges across regulatory and taxation complexities, financial constraints, market penetration, sociocultural barriers, infrastructure and implementation, skills shortage, and policy ambiguities. High-profile tax disputes such as Infosys' \$4 billion tax demand highlight unpredictable enforcement, while overlapping regulatory bodies and evolving tax laws increase compliance burdens. India needs \$68 billion annually for renewable energy but faces major investment gaps, green debt instruments remain in early development, and MSMEs rely on costly informal credit. Market penetration is restricted by the consumer value-action gap, high initial costs and inadequate infrastructure, competition from established players, and land disputes such as Tata Power's 100-megawatt Maharashtra solar project. In 2024, 8.5 GW of tenders were undersubscribed, over 40 GW of projects face Power Sale Agreement delays, and 38.3 GW were cancelled between 2020 and 2024, threatening the 500 GW non-fossil power target by 2030. By 2030 India needs 1.2 million skilled clean-energy workers while only 10% of youth receive relevant training, with Germany-India collaborations aiming to train 350,000 additional workers.

Conclusion: This study explores ecopreneurship in India, emphasizing its role in sustainable development, economic growth, and ecological solutions. However, challenges persist in regulation, funding, and cultural acceptance. Inconsistent policies and bureaucracy deter green investments, requiring streamlined procedures, tax incentives, and clear legal frameworks. Limited funding remains a hurdle, as traditional investors perceive green ventures as risky, so solutions like green bonds and low-cost financing are crucial. Societal bias toward conventional careers also slows adoption, but education and awareness can drive change. With abundant natural resources, a skilled workforce, and growing green consumerism, India can strengthen ecopreneurship through private partnerships, community engagement, and R&D, positioning itself as a sustainability leader.

Keywords: Ecopreneurship; Green Entrepreneurship; India; Sustainable Development; Green Financing; Regulatory Barriers; Market Penetration; Sociocultural Barriers; Renewable Energy; Green Skills Gap.

1. Introduction

Ecopreneurship, also known as ecological entrepreneurship, has arisen as a long-term solution to environmental issues while also promoting economic growth. With its

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numerous ecological zones and growing environmental consciousness, India offers both enormous potential and challenges for ecopreneurship. This article investigates the notion of ecopreneurship in India, stressing its Challenges including limited access to funding, an immature market for sustainable products, consumer behavior gaps between intentions and actual purchases, while also examining problems such as legislative impediments, financial limits, and cultural differences. Using secondary data, this research investigates the current condition of ecopreneurship in India, examining case studies related to challenges and trends to provide solutions for long-term growth.

2. Overview of Ecopreneurship in Indian Context

India has an abundance of natural resources. There are two very varied ecological hotspots in India. Because of the natural resources' great diversity and abundance, Indian officials are compelled to prioritise their preservation and conservation. The "felt need for sustainable development" in India is one of the main factors influencing governments' support and encouragement of ecopreneurship. The creation of the largest constitution in the world, the Indian Constitution, includes provisions for environmental conservation. "Article 48(A) protection and improvement of environment and safeguarding of forests and wildlife. "State shall endeavor to protect and improve the environment and to safeguard the forests and wildlife of the country." Article 48A was added by the Constitution (42nd Amendment) Act, 1976. "Article 51-A of the Indian Constitution. (i) To safeguard public property and to abjure violence; (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavor and achievements.

The key characteristics of ecopreneurship in India is Sustainability-Driven I.e. Preserving the environment is their main objective. Coming to Innovative they create fresh approaches to lowering carbon emissions. With a Socially Responsible of lot of them

also use moral labour practices. The Profit with Purpose is strike a balance between monetary gain and beneficial environmental effects with the circular economy mindset emphasises resource efficiency and waste reduction.

India has a growing number of ecopreneurs who are tackling environmental challenges through innovative and sustainable business models. Varun Deshpande (Good Dot & The Good Food Institute India) focuses on plant-based meat alternatives, encouraging sustainable food choices to lower the carbon footprint of meat consumption. Ankit Agarwal (Phool.co) converts flower waste from temples into eco-friendly products like incense sticks and biodegradable packaging, reducing river pollution. Tushar Mittal (Svante Group) specializes in sustainable architecture, designing eco-friendly workspaces to reduce commercial office carbon footprints. Prateek Tiwari (Living Greens) pioneers urban rooftop farming and vertical gardening, transforming unused urban spaces into productive green zones that support organic food production and a cleaner environment. Dhruv Khanna (Triton Foodworks) leads an agritech company specializing in hydroponic farming, using advanced techniques to grow pesticide-free, high-quality produce while significantly reducing water consumption.

Notable Ecopreneurs and Their Initiatives

Table 1: Ecopreneurship examples in India

Name	Initiative	Focus Area	Impact
Varun Deshpande	Good Dot & The Good Food Institute India	Plant-based meat alternatives	Encourages sustainable food choices to lower the carbon footprint of meat consumption
Ankit Agarwal	Phool.co	Recycling flower waste	Converts temple flower waste into eco-friendly products
Harsh Binani & Saurabh Bharara	Vruksha Ecosystem	Sustainable building	Provides green housing and sustainable urban development solutions
Tushar Mittal	Svante Group	Sustainable architecture	Designs eco-friendly workspaces to reduce carbon footprint in commercial buildings
Prateek Tiwari	Living Greens	Urban rooftop farming & vertical gardening	Transforms unused urban spaces into green zones for fresh organic food production

Name	Initiative	Focus Area	Impact
Dhruv Khanna	Triton Foodworks	Hydroponic farming	Uses advanced techniques for pesticide-free, high-quality produce with lower water consumption

Source: Secondary data

3. Literature Review

Ecopreneurship combines economic value with environmental sustainability. Despite its role in fostering a greener economy, ecopreneurs face challenges that hinder growth. This review explores key issues based on various studies. Ecopreneurs face several challenges that hinder their success. Financial constraints make securing funding difficult due to perceived risks, high initial costs, and regulatory compliance burdens (Schaper, 2016; York & Venkataraman, 2010). Market barriers, such as limited consumer awareness, skepticism about green claims, and high costs of eco-friendly products, restrict market penetration (Belz & Binder, 2017; Hockerts & Wüstenhagen, 2010). Regulatory challenges arise from bureaucratic hurdles, inconsistent policies, and subsidies favoring conventional businesses, creating disadvantages for ecopreneurs (Kirkwood & Walton, 2014; Gibbs, 2009). Technological challenges further complicate sustainable innovation, as required technologies are often costly and inaccessible, making integration into existing systems difficult (Demirel & Kesidou, 2019). Supply chain issues add to these difficulties, with ethical sourcing and eco-friendly raw materials being expensive and hard to procure, limiting operational efficiency (Bocken et al., 2014). Additionally, competition from established businesses benefiting from economies of scale and government support makes it harder for ecopreneurs to compete (Hall et al., 2010). Lastly, many ecopreneurs lack essential business skills, such as marketing and management expertise, which hampers their growth and sustainability (Volery, 2002).

4. Materials and Methods

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This study relies on secondary data sources, including government publications, journal articles, trade journals, and other accessible online resources. Factors influencing the survival and growth of ecopreneurial ventures were examined through quantitative data analysis, focusing on specific markets and policy contexts. To further explore these concepts, case studies of emerging and proactive ecopreneurs in India were analyzed to gain deeper insights into their experiences and knowledge. Qualitative methods were employed to identify patterns and themes in the secondary data analysis. A comparative research strategy was used to assess the progress of ecopreneurship in India relative to global trends. The overall efficiency and effectiveness of ecopreneurial ventures were evaluated using common performance indicators such as environmental responsibility, market share, and business profitability. Case studies were conducted to examine the operations of the following ecopreneurial initiatives.

5. Analysis and Discussion

Ecopreneurs in India, who integrate environmental sustainability into their business models, encounter several challenges and problems.

Over the years, ecopreneurs in India have faced evolving challenges. Between 2015 and 2017, limited consumer awareness and investor hesitation made it difficult for startups like Phool.co and Good Dot to gain traction. From 2018 to 2019, high production costs and unclear policies hindered growth, as seen with Takachar and Vruksha Ecosystem. The COVID-19 pandemic in 2020-2021 disrupted supply chains and shifted consumer priorities, affecting businesses like Triton Foodworks and Living Greens. By 2022-2023, scaling operations and competing with large corporations became major obstacles for startups like Svante Group. In 2024 and beyond, while government policies are improving, bureaucratic hurdles and pricing challenges persist, requiring green startups to navigate complex regulations and maintain affordability.

5.1. Regulatory and Taxation Complexities

India's intricate and unpredictable taxation system, often referred to as “tax terrorism,” poses significant hurdles for businesses, including ecopreneurs. Despite reforms aimed at easing business regulations, issues like overlapping regulatory bodies and prolonged legal disputes persist, deterring investment and complicating operations.

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Table 2: Challenges and Problems of Ecopreneurs under Regulatory and Taxation Complexities

Challenges	Description
High-Profile Tax Disputes	Cases like Infosys' \$4 billion tax demand highlight unpredictable enforcement.
Impact on Ecopreneurs	Regulatory complexities divert resources and deter investors in green businesses.
Complex Taxation System	Unexpected tax demands create uncertainty, deterring business growth.
Bureaucratic Hurdles	Lengthy registration and compliance processes slow down project execution.
Evolving Tax Laws	Frequent changes increase compliance burdens and operational costs.
Taxation on Green Tech	Sectors like EVs face high taxation on batteries and charging services.

Source: Secondary data

In Table 2 Ecopreneurs in India face significant taxation and regulatory challenges that hinder business growth. High-profile tax disputes, like Infosys' \$4 billion case, create uncertainty and deter investment. The complex taxation system and frequent regulatory changes increase compliance burdens, diverting resources from sustainability initiatives. Bureaucratic hurdles further delay project execution, while high taxes on green tech, such as EV batteries, slow adoption. Addressing these issues requires streamlined tax policies, regulatory simplification, and incentives to support sustainable businesses.

5.2. Financial Constraints

Securing funding remains a significant obstacle for ecopreneurs. Investors often perceive green businesses as high-risk, leading to a lack of tailored financial instruments to support these ventures.

Securing adequate funding is a significant challenge for ecopreneurs in India. Investors often perceive green business as high-risk, leading to a scarcity of tailored financial instruments to support these ventures. Several factors contribute to these financial constraints:

Table 3: Challenges and Problems of Ecopreneurs under Financial Constraints

Challenges	Description
Underinvestment in Renewable Energy	India needs \$68B annually but faces major investment gaps, limiting ecopreneurs growth.
Limited Green Financing	Green debt instruments are still in early development, restricting funding options.
Weak Domestic Financial Support	Banks lack green financial products and risk assessment frameworks.
High Risk Perception	Green businesses face investor reluctance due to uncertainty and long payback periods.
Limited International Support for SMEs	Institutions like KfW invest in large projects, but smaller ventures struggle.
Innovative Financing Models	Companies like Orb Energy offer in-house financing for SME solar adoption.
Costly Financing for MSMEs	Many rely on informal credit, limiting expansion and tech adoption.
Inconsistent ESG Data	Unreliable data makes sustainable investment decisions difficult.
Regulatory Hurdles	Complex taxes and overlapping rules create an unpredictable business climate.

Source: Secondary data

In Table 3 India's green sector faces significant financial constraints, limiting ecopreneurial growth and sustainability efforts. Underinvestment in renewable energy remains a critical challenge, as the country requires \$68 billion annually but receives significantly less, stalling progress toward clean energy targets. Limited access to green financing further hampers growth, with sustainable debt instruments still in early stages and not widely available. Domestic financial institutions also lack established green

financial products and risk assessment frameworks, making it difficult for ecopreneurs to secure funding.

High perceived risks and uncertain returns deter investors, as green ventures often face technological uncertainty, long payback periods, and market volatility. While international financial institutions like KfW Development Bank are increasing their investments, these funds primarily target large-scale projects, leaving smaller ventures struggling for capital. Despite these hurdles, innovative financing models have emerged, such as Orb Energy's in-house financing for SMEs to adopt rooftop solar solutions, offering alternative funding options.

However, MSMEs still struggle with affordable financing, relying on informal credit sources that restrict their growth. Additionally, inconsistent ESG data makes it challenging for investors to assess sustainability performance and allocate funds effectively. Lastly, regulatory and policy hurdles, including complex taxation systems and overlapping regulations, create an unpredictable business environment, further discouraging investment.

5.3. Market Penetration Challenges

Table 4: Challenges and Problems of Ecopreneurs under Market Penetration Challenges

Challenges	Description
Consumer Behavior and the Value-Action Gap	Despite environmental awareness, factors like price, brand loyalty, and convenience often outweigh sustainable choices.
High Initial Costs and Infrastructure Limitations	Expensive green technologies (e.g., EVs) and inadequate infrastructure (e.g., charging stations) hinder adoption.
Competition with Established Players	Large, well-known companies benefit from economies of scale, making it difficult for green startups to compete.
Land Acquisition and Community Resistance	Large-scale projects face opposition and legal hurdles, as seen in Tata Power's solar project delays.

Source: Secondary data

In Table 4 Ecopreneurs face several market challenges that hinder the growth and adoption of sustainable products and services. One major issue is the consumer

behavior and value-action gap, where, despite growing environmental awareness, consumers often prioritize price, brand loyalty, and convenience over sustainability. This makes it difficult for green businesses to drive demand for eco-friendly products.

Another challenge is high initial costs and infrastructure limitations, particularly in sectors like electric vehicles (EVs), where expensive battery imports and the lack of widespread charging stations deter consumers. Without adequate infrastructure and cost-effective solutions, green technologies struggle to gain mainstream acceptance.

Additionally, competition with established players poses a significant hurdle. Large corporations, even those that do not prioritize sustainability, benefit from strong brand recognition and economies of scale, making it difficult for smaller, eco-focused ventures to secure market share.

Moreover, land acquisition and community resistance often delay large-scale sustainable projects. For example, Tata Power's 100-megawatt solar project in Maharashtra faced opposition from local farmers, highlighting the complexities of implementing green initiatives in densely populated regions.

5.4. Sociocultural Barriers

Societal norms and cultural expectations can impede the growth of green enterprises, particularly those led by women. Challenges include lack of formal documentation, financial limitations, nominal ownership, networking difficulties, insufficient support systems, limited market access, and lack of technical and business skills. Ecopreneurs in India, particularly women, encounter significant sociocultural barriers that impede the growth of green enterprises. Key challenges include:

Table 5: Challenges and Problems of Ecopreneurs under Sociocultural Barriers

Challenges	Description
Financial Limitations & Lack of Formal Documentation	Women entrepreneurs struggle to access institutional credit due to the absence of formal documentation and workspaces.

Challenges	Description
Nominal Ownership & Networking Difficulties	Cultural norms often limit women's decision-making power and restrict their participation in business networks.
Insufficient Support Systems & Limited Market Access	Societal norms restricting women's mobility hinder their business growth and market penetration.
Safety Concerns & Workforce Participation	Safety issues deter women from entrepreneurship, reducing their economic contributions.
Gender-Based Challenges	Women ecopreneurs face barriers like restricted financial access, limited networking opportunities, and market biases.
Caste & Social Hierarchies	Lower castes face systemic barriers in entrepreneurship due to limited access to resources.
Cultural Attitudes Towards Waste Management	Public apathy towards waste disposal creates challenges for recycling and waste reduction businesses.
Minority Community Challenges	Socio-economic inequalities and institutional discrimination limit

Source: Secondary data

In Table 5 Women and minority ecopreneurs in India face financial constraints, with limited access to credit due to lack of formal documentation and workspaces. Cultural norms restrict women's ownership roles and networking opportunities, limiting business growth. Market access remains a challenge, as mobility restrictions and safety concerns deter women from entrepreneurship.

Caste and social hierarchies create disparities, with lower-caste and minority entrepreneurs facing systemic barriers and discrimination. Additionally, public apathy toward waste management hinders recycling and waste reduction businesses.

5.5. Infrastructure and Implementation Issues

Despite progress in renewable energy, local-level infrastructure inadequacies and bureaucratic inefficiencies impede the implementation of sustainable initiatives. For example, India's renewable energy sector has faced weak demand for tenders, delays in power agreements, and project cancellations, threatening the country's 2030 renewable energy targets.

Table 6: Challenges and Problems of Ecopreneurs under Infrastructure and Implementation Issues

Challenges	Description
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Challenges	Description
Weak Demand for Renewable Energy Tenders	In 2024, 8.5 GW of tenders were undersubscribed due to complex structures and transmission delays, misaligning with market readiness.
Delays in Power Sale Agreements (PSAs)	Over 40 GW of projects face PSA delays, creating uncertainty for developers and investors.
Project Cancellations	Between 2020-2024, 38.3 GW of projects were canceled due to design flaws, unsuitable locations, and agreement delays.
Bureaucratic Inefficiencies & Policy Implementation	Complex approvals and poor coordination slow project execution, as seen in Dholera Solar Park's repeated delays.
Impact on Renewable Energy Targets	Infrastructure and policy hurdles threaten India's 500 GW non-fossil power target by 2030.
Insufficient Sustainable Infrastructure	Urbanization outpaces green development due to funding gaps, bureaucracy, and low public awareness.
Land Acquisition & Community Opposition	Land disputes, like those in Tata Power's Maharashtra solar project, cause delays and protests.

Source: Secondary data

In Table 6 India's renewable energy sector faces infrastructure and implementation challenges that slow down progress toward its 500 GW non-fossil power target by 2030. One major issue is the weak demand for renewable energy tenders, as seen in 2024 when 8.5 GW of tenders remained undersubscribed due to complex structures and transmission delays.

Additionally, delays in Power Sale Agreements (PSAs) have stalled over 40 GW of renewable energy projects, creating uncertainty for developers and investors. Frequent project cancellations also pose a challenge — between 2020 and 2024, 38.3 GW of projects were canceled due to poor tender design, unsuitable locations, and delayed agreements, discouraging future investments.

Bureaucratic inefficiencies and policy implementation issues further hinder progress, with slow approval processes and poor regulatory coordination delaying large projects like the Dholera Solar Park in Gujarat. These obstacles, combined with insufficient sustainable infrastructure, mean that urbanization is outpacing the development of green technologies, leading to pollution and resource depletion.

Finally, land acquisition and community opposition remain significant hurdles. Projects like Tata Power's 100 MW solar plant in Maharashtra faced protests from local farmers, reflecting the tensions between green energy expansion and local livelihoods.

5.6. Skills Shortage

A shortage of skilled labor in the clean energy sector hampers India's clean energy aspirations. Challenges in manufacturing solar panels, cells, and batteries are leading to increased costs and project delays, potentially impeding progress towards reducing the carbon footprint and fulfilling international climate commitments.

India's ambitious clean energy goals are facing significant challenges due to a shortage of skilled labor in the sector. This deficit hampers the manufacturing and implementation of renewable energy technologies, leading to increased costs and project delays.

Table 7: Challenges and Problems of Ecopreneurs under Skills Shortage

Challenges	Description
Skilled Labor Shortage	By 2030, India needs 1.2 million skilled workers in clean energy, but only 10% of youth receive relevant training, creating a "green skills gap."
Challenges in Solar Manufacturing	Limited R&D, outdated infrastructure, and weak manufacturing capabilities increase reliance on imports and raise system costs.
Battery Cell Production Obstacles	Dependency on imported lithium, cobalt, and nickel causes supply chain bottlenecks, delaying energy storage solutions.
Initiatives to Bridge the Skills Gap	Germany-India collaborations aim to train 350,000 additional workers by 2030 for renewable energy and hydrogen production.

Source: Secondary data

In Table 7 India's clean energy sector faces workforce and manufacturing challenges that could hinder progress toward its climate goals. A major concern is the skilled labor shortage, with an estimated 1.2 million additional workers needed by 2030. However, only 10% of youth receive training for green jobs, creating a significant "green skills gap."

Another challenge lies in solar manufacturing, where limited R&D, outdated infrastructure, and weak production capabilities have increased reliance on imports, driving up system costs. Similarly, battery cell production is constrained by dependency on imported lithium, cobalt, and nickel, leading to supply chain bottlenecks that delay energy storage solutions.

Efforts to bridge the skills gap are underway, such as Germany-India collaborations to train an additional 350,000 workers by 2030 for renewable energy and hydrogen projects.

5.7. Policy Ambiguities

Initiatives like the Lifestyle for Environment (Mission Life) have faced challenges due to lack of sustained funding and clear policy direction, making it difficult for ecopreneurs to align their ventures with national sustainability goals.

Addressing these challenges requires a multifaceted approach, including policy reforms, financial innovations, infrastructure development, societal shifts, and enhanced awareness to foster a supportive ecosystem for ecopreneurs in India.

Table 8: Challenges and Problems of Ecopreneurs under Policy Ambiguities

Challenges	Description
Absence of Dedicated Green Entrepreneurship Policies	No specific frameworks exist to support ecopreneurs, with current policies favoring traditional business models.
Complex and Unpredictable Regulatory Environment	Overlapping regulatory bodies, prolonged legal disputes, and unpredictable taxation deter investments.
Implementation Challenges of Environmental Policies	Policies like the National Agroforestry Policy face hurdles due to low awareness and bureaucratic inefficiencies.
Regulatory Barriers	Some laws are misaligned with sustainable practices, making it harder for eco-enterprises to launch and scale.
Funding Challenges	Mission LIFE lacks sustained financial support, with no funding commitments in the recent budget.
Policy Direction and Implementation	The initiative struggles with balancing individual actions and systemic support, limiting its impact.

Challenges	Description
Impact on Ecopreneurs	Policy ambiguities and funding gaps create uncertainty, discouraging investment in green ventures.

Source: Secondary data

In Table 8 India's policy and regulatory landscape presents significant challenges for ecopreneurs, limiting the growth of sustainable businesses. A key issue is the absence of dedicated green entrepreneurship policies, as existing frameworks primarily support traditional business models, making it difficult for ecopreneurs to integrate sustainability into mainstream markets.

The complex and unpredictable regulatory environment further exacerbates these difficulties. Overlapping regulatory bodies, prolonged legal disputes, and an intricate taxation system deter investment and complicate business operations. Additionally, while policies like the National Agroforestry Policy aim to promote sustainability, their impact is weakened by low awareness and bureaucratic inefficiencies.

Regulatory barriers also pose challenges, as some laws are not aligned with sustainable practices, making it harder for eco-enterprises to scale. Compounding this issue, funding challenges persist, with initiatives like Mission LiFE receiving no financial commitments in the recent budget, reducing support for sustainable businesses.

Moreover, policy direction and implementation remain unclear, as efforts to balance individual responsibilities and systemic support have struggled, limiting their effectiveness. As a result, ecopreneurs face an uncertain business environment, discouraging investment and hindering the adoption of green business models.

6. Recommendations

Summing up, we can outline the following recommendations to overcome the problems and challenges, Present study offers the following recommendations.

For table 2 The Income-Tax Bill, 2025, seeks to streamline tax regulations, decriminalize specific offenses, and improve compliance. Government reforms, including digitization and labor law modernization, aim to facilitate business operations.

For table 3 Addressing these challenges require a comprehensive approach, incorporating policy reforms, customized financial instruments, and public-private partnerships to mitigate investment risks and improve financial access for ecopreneurs.

For table 4 A holistic approach is needed to tackle these challenges, encompassing consumer education to close the value-action gap, financial incentives to lower cost barriers, supportive policies to ease market entry for green businesses, and community engagement to secure local backing for sustainable projects.

For table 5 Overcoming these barriers demands policy reforms, financial inclusion initiatives, enhanced safety measures, and societal changes to challenge deep-rooted gender and caste biases, fostering equal opportunities for all ecopreneurs.

For table 6 Tackling these challenges calls for streamlined regulations, enhanced stakeholder collaboration, and improved infrastructure to fast-track India's renewable energy transition.

For table 7 Overcoming these barriers requires expanding training programs, investing in R&D, and strengthening domestic supply chains. These efforts will drive India's clean energy transition and reinforce global climate commitments.

For table 8 Building a thriving green economy requires clear policies for green entrepreneurs, streamlined regulations for sustainable business growth, and sustained funding to drive innovation and long-term environmental progress.

7. Conclusion

This study explores ecopreneurship in India, emphasizing its role in sustainable development, economic growth, and ecological solutions. However, challenges persist in

regulation, funding, and cultural acceptance. Inconsistent policies and bureaucracy deter green investments, requiring streamlined procedures, tax incentives, and clear legal frameworks. Limited funding remains a hurdle, as traditional investors perceive green ventures as risky. Solutions like green bonds and low-cost financing are crucial. Societal bias toward conventional careers also slow adoption, but education and awareness can drive change. With abundant natural resources, a skilled workforce, and growing green consumerism, India can strengthen ecopreneurship through private partnerships, community engagement, and R&D, positioning itself as a sustainability leader.

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