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

A Study on the Role of Indian Government in Supporting Ecopreneurs: Policies, Incentives, and Market Development

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Abstract

Introduction: Ecopreneurship, or environmentally responsible entrepreneurship, is pivotal in tackling the pressing sustainability challenges that our planet faces today. Ecopreneurs are innovators who integrate ecological values into their business models, striving to minimize environmental impact while achieving economic success. Despite the growing importance of ecopreneurship, many ecopreneurs encounter substantial barriers, such as high startup costs, intense market competition, and complex regulatory environments. In this context, the role of government becomes critical, and this paper examines how governments, particularly in India, support ecopreneurs.

Methodology: The paper reviews the conceptual literature on ecopreneurship, drawing on Schaper (2002) on the essence of ecopreneurship, Isaak (2002) on the distinction from traditional entrepreneurship, Kirkwood and Walton (2010) and Schaltegger (2002) on motivations, Dean and McMullen (2007) on institutional influences, Bocken et al. (2014) and Hall et al. (2010) on challenges, Elkington (1997) on the triple-bottom-line and Ghisellini et al. (2016) on circular economy models. It then

examines four dimensions of government support in India: policy frameworks, financial incentives, infrastructure and market development, and education and capacity building. The analysis is illustrated with company cases including Gravity Homes, Vayve Mobility, Gencrest, Sarla Aviation, Jothipapers, Jiwya, Blue Cat Paper, Zomato's Project Zeal and DLF.

Results & Discussion: India's policy framework includes the National Action Plan on Climate Change of 2008 with its eight national missions, Make in India launched in 2014, and Swachh Bharat Abhiyan. Under Make in India, India received $60 billion in FDI in FY 2016-17, its Ease of Doing Business ranking improved from 130th in 2016 to 63rd in 2019, manufacturing grew at 6.9% per annum between 2014-15 and 2019-20, and Make in India Week attracted investment commitments worth over ₹15.2 lakh crore. India targets 500 GW of non-fossil fuel-based energy and 40% of electricity from non-fossil fuels by 2030; solar capacity rose from 2.5 GW in 2014 to 94.16 GW as of November 2024, with wind at 47.95 GW. The UJALA scheme has distributed over 360 million LED bulbs, reducing energy consumption by 55% and emissions by 40%. Under PMMY, ₹1,08,472.51 crore was disbursed under Shishu, ₹1,00,370.49 crore under Kishore and ₹13,454.27 crore under Tarun in 2023-24. The Solar Park Scheme has sanctioned 50 parks totalling 37,990 MW across 12 states.

Conclusion: Government support is essential for the success of ecopreneurs. By implementing favorable policies, providing financial incentives, investing in infrastructure, and fostering education, governments can create a thriving ecosystem for sustainable businesses. Despite government efforts, several challenges remain, including policy inconsistencies, bureaucracy, and limited financial resources; governments should streamline regulatory processes, expand access to green financing by partnering with banks and investors, strengthen public-private collaborations, and enhance consumer awareness programs. Strengthening these efforts will not only benefit ecopreneurs but also contribute to global sustainability goals, though there is still scope for improvement, particularly in terms of job creation and increasing the share of eco manufacturing in India's GDP.

Keywords: Ecopreneurship; Government Policy; India; NAPCC; Make in India; Swachh Bharat Abhiyan; Renewable Energy Targets; Financial Incentives; Green Certification; Capacity Building.

1. Introduction

Ecopreneurs leverage innovation to develop businesses that address environmental challenges while ensuring economic viability. Despite their potential, many face difficulties in scaling their ventures due to financial constraints, limited consumer awareness, and policy gaps. Government intervention can mitigate these challenges by creating an enabling environment for green enterprises. This paper examines the various ways in which governments support ecopreneurs, including regulatory frameworks, funding programs, market development initiatives, and capacity-building efforts.

2. Review of Literature

Schaper (2002), in his journal "The Essence Of Ecopreneurship" defined and conceptualised the term "ecopreneur" as a combination of "eco," referring to the environment, and "entrepreneur," denoting business innovation. Schaper (2002) defines ecopreneurs as individuals who create and manage businesses with an explicit commitment to environmental sustainability. Isaak (2002) differentiates ecopreneurs from traditional entrepreneurs by emphasizing their intrinsic motivation to solve environmental issues rather than focusing solely on profit.

2.1 Motivations of Ecopreneurs

Ecopreneurs are driven by diverse motivations, including personal values, regulatory frameworks, and market opportunities. Past research highlights that many ecopreneurs are guided by strong ethical convictions and a commitment to sustainability (Kirkwood & Walton, 2010). Additionally, the increasing consumer demand for green products and services presents profitable opportunities for ecopreneurs (Schaltegger, 2002). Government incentives and environmental regulations also influence the emergence of ecopreneurial ventures (Dean & McMullen, 2007).

2.2 Challenges Faced by Ecopreneurs

Despite their growing presence, ecopreneurs face unique challenges that can hinder business success. Financial constraints are among the most significant barriers, as securing funding for sustainable ventures can be difficult (Bocken et al., 2014). Other challenges include market acceptance, supply chain complexities, and policy inconsistencies (Hall et al., 2010). Overcoming these challenges requires innovation, strategic networking, and effective policy advocacy.

2.3 Ecopreneurial Business Models

According to Elkington (1997), ecopreneurs adopt various business models to integrate sustainability into their operations. The triple-bottom-line approach (people, planet, profit) is a widely recognized framework that balances economic, social, and environmental goals. Circular economy models, which emphasize resource efficiency and waste reduction, have also gained traction among ecopreneurs (Ghisellini et al., 2016). Additionally, collaborative and community-based business models enable ecopreneurs to leverage shared resources and collective action for greater impact.

2.4 Impact of Ecopreneurs

Ecopreneurs play a vital role in driving sustainable economic development. Their businesses contribute to environmental conservation by reducing carbon footprints, promoting renewable energy, and minimizing waste (Cohen & Winn, 2007). Additionally, ecopreneurial ventures create green jobs and enhance social well-being through ethical business practices (Hockerts & Wüstenhagen, 2010). The broader impact of ecopreneurship extends to influencing industry standards and shaping consumer behavior toward sustainability.

2.5 Research Gap

While many policies exist to support ecopreneurs, there is limited research on their actual impact. Studies could analyze how different policy frameworks influence

ecopreneurial success in various regions, the effectiveness of incentives like tax breaks and grants in driving long-term sustainable entrepreneurship, and whether mandatory sustainability reporting leads to tangible environmental benefits.

3. Policy Frameworks for Ecopreneurship

Governments implement policies to encourage sustainable business practices and reduce environmental harm. These include:

3.1 National Action Plan on Climate Change (NAPCC)

NAPCC aims to promote sustainable development and reduce greenhouse gas emissions. The National Action Plan on Climate Change (NAPCC) is a comprehensive plan launched by the Government of India in 2008 to address the challenges of climate change. The plan outlines a national strategy for mitigating and adapting to climate change. The key objectives include reducing greenhouse gas emissions through sustainable development practices, enhancing the country's resilience to climate change impacts, and promoting sustainable development practices that balance economic, social, and environmental considerations.

Eight National Missions:

- National Solar Mission: Promote solar energy development.
- National Mission for Enhanced Energy Efficiency: Improve energy efficiency in industries and buildings.
- National Mission on Sustainable Habitat: Promote sustainable urban planning and development.
- National Water Mission: Improve water management practices.
- National Mission for Sustaining the Himalayan Ecosystem: Protect the Himalayan ecosystem.

- National Mission for a Green India: Enhance forest cover and promote sustainable forest management.
- National Mission on Strategic Knowledge for Climate Change: Promote research and development on climate change.
- National Mission on Climate Resilient Agriculture: Promote climate-resilient agricultural practices.

The NAPCC is implemented through a multi-stakeholder approach, involving government agencies, civil society organizations, and private sector entities. Progress is monitored through regular reviews and assessments. The NAPCC has contributed to India's climate change mitigation and adaptation efforts, including increased use of renewable energy sources, improved energy efficiency in industries and buildings, enhanced forest cover and sustainable forest management practices, and promoted climate-resilient agricultural practices. Overall, the NAPCC provides a framework for India's climate change actions, promoting sustainable development and reducing the country's vulnerability to climate change impacts.

3.2 Make in India

This initiative, launched in 2014, aims to promote manufacturing in India and encourages companies to adopt sustainable practices. The program has made significant progress over the years, with several notable achievements.

- **Foreign Direct Investment (FDI):** India received $60 billion in FDI in FY 2016-17, with 100% FDI permitted in all sectors, except space, defense, and media.
- **Ease of Doing Business:** India's ranking in the World Bank's Ease of Doing Business index improved from 130th in 2016 to 63rd in 2019.
- **Manufacturing Growth:** The growth rate of manufacturing averaged 6.9% per annum between 2014-15 and 2019-20.

- **Job Creation:** Although the initiative aimed to create 100 million additional manufacturing jobs by 2022, the progress has been slow.
- **Sector-specific Progress:** Significant investments have been made in sectors like aviation, biotechnology, and defense manufacturing.

Some notable initiatives under the "Make in India" program include Make in India Week, a multi-sectoral industrial event held in 2016, which attracted investment commitments worth over ₹15.2 lakh crore; and sector-specific policies like the National Solar Mission, National Mission for Enhanced Energy Efficiency, and National Mission on Sustainable Habitat, which have been launched to promote sustainable development.

3.3 Swachh Bharat Abhiyan

This cleanliness drive, launched in 2014, aims to promote waste management and sanitation, creating opportunities for sustainable businesses. Here are some ways SBA is contributing to sustainable development:

Environmental Benefits

- **Reduced Pollution:** By promoting proper waste disposal and sanitation practices, SBA has helped reduce pollution in India's cities and villages.
- **Conservation of Water:** By constructing toilets and promoting proper sanitation practices, SBA has helped conserve water and reduce the risk of water-borne diseases.
- **Improved Air Quality:** By reducing the amount of waste burned in the open, SBA has helped improve air quality in India's cities and villages.

Social Benefits

- **Improved Health:** By promoting proper sanitation practices, SBA has helped reduce the incidence of diseases such as diarrhea, cholera, and typhoid fever.

- **Increased Education:** By promoting education and awareness about sanitation and hygiene, SBA has helped increase education levels and promote behavioral change.
- **Empowerment of Women:** By promoting the construction of toilets and improving sanitation facilities, SBA has helped empower women and reduce the risk of violence and harassment.

Economic Benefits

- **Reduced Healthcare Costs:** By reducing the incidence of diseases, SBA has helped reduce healthcare costs and promote economic growth.
- **Increased Productivity:** By promoting proper sanitation practices, SBA has helped increase productivity and promote economic growth.
- **Job Creation:** By promoting the construction of toilets and sanitation facilities, SBA has helped create jobs and promote economic growth.

SBA is contributing to the achievement of several SDGs, including SDG 6: Clean Water and Sanitation; SDG 3: Good Health and Well-being; SDG 5: Gender Equality; SDG 8: Decent Work and Economic Growth; and SDG 11: Sustainable Cities and Communities. Altogether, the Swachh Bharat Abhiyan has been instrumental in promoting sustainable development in India, and its impact will be felt for generations to come.

3.4 Renewable Energy Targets

India has set ambitious renewable energy targets to reduce its dependence on fossil fuels and mitigate climate change. The country aims to achieve 500 GW of non-fossil fuel-based energy and aiming to generate 40% of its electricity from non-fossil fuels by 2030, which includes nuclear and large hydro power.

Breakdown of Renewable Energy Targets:

- **Solar Power:** India has made significant strides in solar power, with installed capacity increasing from 2.5 GW in 2014 to 94.16 GW as of November 2024. The government aims to achieve 100 GW of solar power capacity by 2022.
- **Wind Power:** India has set a target of achieving 60 GW of wind power capacity by 2022. As of November 2024, the installed wind power capacity stands at 47.95 GW.
- **Hydroelectric Power:** India ranks 5th globally for installed hydroelectric power capacity. The government aims to increase hydroelectric power capacity to 50 GW by 2022.
- **Biomass Power:** India has set a target of achieving 10 GW of biomass power capacity by 2022.
- **Waste-to-Power:** India aims to achieve 0.168 GW of waste-to-power capacity by 2022.

Initiatives to Achieve Renewable Energy Targets:

- **International Solar Alliance:** India has initiated the International Solar Alliance, an alliance of 121 countries, to promote solar energy globally.
- **National Solar Mission:** The government has launched the National Solar Mission to promote solar energy development in India.
- **Wind-Solar Hybrid Policy:** The government has announced a wind-solar hybrid policy to promote the development of hybrid renewable energy projects.

3.5 Energy Efficiency Initiatives

The government has launched several energy efficiency initiatives, such as the Energy Efficiency Services Limited (EESL) and the Bureau of Energy Efficiency (BEE). India has launched several energy-efficient initiatives to reduce its carbon footprint and promote sustainable development. Some of the notable initiatives include:

- **Bureau of Energy Efficiency (BEE):** Established by the Government of India, BEE is responsible for promoting energy efficiency and conservation in the country. It has implemented various schemes, including the Star Labeling Program, which rates appliances based on their energy efficiency.
- **Energy Efficiency Services Limited (EESL):** A joint venture between the Ministry of Power and various public sector undertakings, EESL aims to promote energy efficiency in the country. It has implemented various initiatives, including the Unnat Jyoti by Affordable LEDs for All (UJALA) scheme, which has distributed over 360 million LED bulbs, reducing energy consumption by 55% and emissions by 40%.
- **National Mission for Enhanced Energy Efficiency (NMEEE):** Launched by the Ministry of Power, NMEEE aims to promote energy efficiency in the country. It has implemented various initiatives, including the Perform, Achieve and Trade (PAT) scheme, which encourages industries to reduce their energy consumption.

3.6 Transportation, Waste Management and Regulation

- **Electric Vehicles:** India aims to have 30% of its vehicles electric by 2030, reducing emissions from transportation.
- **Cleaner Fuels:** India has introduced cleaner fuels like BS-VI, reducing emissions from vehicles.
- **Waste management:** Conserve and protect natural resources, and dispose of waste properly. Waste management encompasses the collection, transport, processing, recycling, and disposal of waste materials to minimize their environmental and health impacts.

Common waste management methods include landfilling, disposing of waste in designated areas often with engineered systems to minimize environmental impact; incineration, burning waste to reduce volume and potentially recover energy; recycling,

converting waste materials into new products, saving resources and energy; and composting, decomposing organic waste materials naturally, creating nutrient-rich soil.

- **Green Certification Programs:** Encouraging eco-labeling systems, such as Energy Star, Fair Trade, and LEED certification, to boost consumer trust in sustainable products.
- **Bans and Restrictions:** Prohibiting harmful materials like single-use plastics and non-recyclable packaging to create demand for sustainable alternatives.
- **Regulations:** Enforce stricter regulations on emissions, waste disposal, and industrial practices.
- **Technological innovations:** Use clean technologies to reduce pollution.

These initiatives demonstrate India's commitment to promoting energy efficiency and reducing its carbon footprint.

4. Financial Incentives for Ecopreneurs

India offers various financial incentives to encourage sustainable businesses. Government-backed loans and incentives are available to support businesses focused on sustainability and green projects. These include:

- **Green Business Loans:** Specifically designed to fund projects with a positive environmental impact, such as renewable energy, waste management, and sustainable product development.
- **Renewable Energy Loans:** Support businesses investing in renewable energy sources like solar, wind, and biomass, with features like lower interest rates and extended repayment periods.
- **Sustainable Agriculture Loans:** Customized loan solutions for agribusinesses adopting sustainable farming practices, such as organic farming and eco-friendly pest control methods.

- **Environmental Protection Loans:** Funding for businesses involved in pollution control, waste management, and other environmental protection activities.

4.1 Pradhan Mantri Mudra Yojana (PMMY)

Loans for small green businesses. The Pradhan Mantri Mudra Yojana (PMMY) has been a game-changer for small businesses and entrepreneurs in India. Launched in 2015, the scheme aims to provide microcredit and loans up to ₹10 lakhs to income-generating activities in manufacturing, trading, and services sectors.

Key Features and Implementation:

- **Loan Categories:** PMMY offers loans under four categories: Shishu (up to ₹50,000), Kishore (₹50,001 to ₹5 lakhs), Tarun (₹5 lakhs to ₹10 lakhs), and Tarun Plus (₹10 lakhs to ₹20 lakhs).
- **Interest Subvention:** The scheme provides an interest subvention of 2% on prompt repayment of Shishu loans extended under PMMY for a period of 12 months to all eligible borrowers.
- **MUDRA Card:** The MUDRA Card is an innovative credit product that provides a hassle-free and flexible credit facility to borrowers.
- **MUDRA App:** The MUDRA MITRA app provides information regarding MUDRA loans and guides loan seekers to approach bankers.

Achievements:

- **Sanctions and Disbursements:** In the financial year 2023-24, ₹1,08,472.51 crore was disbursed under the Shishu category, ₹1,00,370.49 crore under Kishore, and ₹13,454.27 crore under the Tarun category.
- **Women and Minority Borrowers:** A significant portion of the disbursements went to women and minority borrowers, promoting financial inclusion and empowerment.

4.2 Scheme for Development of Solar Parks and Ultra Mega Solar Power Projects

The Solar Park Scheme, launched by the Ministry of New and Renewable Energy in 2014, aims to promote the development of solar power projects in India. The scheme's objective is to facilitate the setting up of solar power projects by providing developed land with all necessary infrastructure, including transmission systems, roads, water, and communication networks.

Key Features of the Scheme:

- **Capacity Target:** The scheme aims to develop 50 solar parks with an aggregate capacity of 40,000 MW by 2026.
- **Central Financial Assistance (CFA):** The Ministry provides CFA of up to Rs. 25 lakh per solar park for preparing the Detailed Project Report (DPR) and up to Rs. 20 lakh per MW or 30% of the project cost for developing the solar park.
- **Eligibility:** All states and union territories are eligible to benefit from the scheme.

As of June 2023, the government has sanctioned 50 solar parks with an aggregate capacity of 37,990 MW across 12 states. Out of these, 11 solar parks with a capacity of 8,521 MW have been completed, and 7 solar parks with a capacity of 3,985 MW are partially completed. Some of the states with the highest number of solar parks include Rajasthan with 9 solar parks and a capacity of 8,276 MW; Madhya Pradesh with 8 solar parks and 4,680 MW; and Gujarat with 7 solar parks and 12,150 MW.

4.3 Tax Benefits

Tax benefits are also available for sustainable businesses, including accelerated depreciation of up to 60% in the year of installation for solar plant machinery, and income tax exemption of 100% from income tax for profits derived from setting up and managing a new solar power plant for ten years. These incentives demonstrate India's commitment to promoting sustainable businesses and reducing its environmental footprint.

5. Infrastructure and Market Development

Governments facilitate ecopreneurship by investing in sustainable infrastructure and market opportunities:

- **Eco-Industrial Parks:** Special zones with renewable energy sources, recycling facilities, and green technology hubs.
- **Government Procurement Programs:** Preference for sustainable products and services in public sector contracts, providing a stable market for ecopreneurs.
- **Circular Economy Initiatives:** Encouraging businesses to engage in recycling, upcycling, and waste-to-energy innovations.

6. Education and Capacity Building

Raising awareness and equipping ecopreneurs with necessary skills is crucial for business sustainability. Governments promote green entrepreneurship through:

- **Training and Incubation Programs:** Business development workshops and startup incubators specializing in sustainability.
- **Research and Development Support:** Funding for universities and research institutions to drive green technology innovations.
- **Consumer Awareness Campaigns:** Public education on sustainable consumption to increase market demand for eco-friendly products.

7. Cases on How Businesses Choose Sustainability

7.1 Gravity Homes

At Gravity Homes they redefine how we think about sustainable living. They create eco-conscious spaces that blend nature with modern comfort living. The homes are designed keeping energy efficiency in mind. They use earth blocks and not regular bricks and even the tiles are made from natural materials. They design their properties using biophilic architecture, which means you are never too far away from nature.

Gravity Homes is a developer based out of Bengaluru and they have projects across the city.

7.2 Vayve Mobility: Eva

A solar-powered electric car that fits city life — sounds futuristic, right? Pune-based Vayve Mobility is turning that vision into reality with Eva, India's first compact solar EV. They aim to make sustainable mobility a reality. This tiny, energy-efficient EV is designed for urban roads, featuring a three-seater, an ultra-light body, and solar panels on the roof. The EVA car can run upto 70 km on a single charge with solar-assisted charging for extra range. It's designed for city traffic and easy parking. With fuel prices soaring and pollution worsening, solar EVs could be a breakthrough. But will India's traffic, infrastructure, and sunlight conditions make it a practical solution — or just an ambitious experiment?

7.3 Gencrest

Banana stems often go to waste, but Gencrest is changing that by transforming it into high-value products like super fibre and bio-fertilisers. This fibre can be blended with cotton and other natural fabrics to make T-shirts, jeans and other clothing.

7.4 Sarla Aviation

Bengaluru-based startup Sarla Aviation is pioneering the future of transportation with their innovative electric Vertical Take-Off and Landing (eVTOL) aircraft, named Shunya. Founded in 2024 by engineers Adrian Schmidt, Rakesh Gaonkar, and Shivam Chauhan, Sarla Aviation is committed to revolutionizing urban transit in India. Their mission is to provide affordable, efficient, and eco-friendly air mobility solutions to address challenges like traffic congestion and pollution in major cities. Unveiled in January 2025 at the Bharat Mobility Global Expo in New Delhi, Shunya is designed to carry up to six

passengers and a pilot, with a payload capacity of 680 kilograms. The aircraft boasts a flying range optimized for 20-30 km trips.

7.5 Jothipapers

Jothipapers in Erode, Tamil Nadu wants to change the way we look at mannequins. The environmental impact of mannequins, usually made from plastic or fibreglass, is significant in the fashion industry. They are sometimes recycled but are also dumped in 'mannequin graveyards' or landfills. But a couple from India have come up with an innovative solution. They collect fabric waste, such as cuttings from nearby factories and turn them into eco-friendly mannequins. They also use glue and paint made from natural materials to ensure these mannequins and busts are fully bio-degradable.

7.6 Jiwya

These textile scientists want to change our fashion supply chain. Aishwarya and Adhiraj quit their jobs in the US to start a fashion brand in India. They travelled over 19,000+ km across two hundred locations and convinced 150 artisans to join their vision. Jiwya is a 100% plant-based fashion brand that relies on human creativity and environmental integrity. Every piece that Jiwya creates is crafted from regenerated materials and celebrates Indian art and artisans. They aim to reshape the way the world thinks about fashion.

7.7 Blue Cat Paper

Most paper comes at the cost of cutting down trees. But Bangalore-based Blue Cat Paper is creating tree-free paper that's eco-friendly. They make paper out of waste like cotton rags, coffee husks and even elephant poop. This waste would otherwise be discarded. These are then turned into sustainable sheets that can be used for notebooks, gift wrapping, packaging and much more. Would you use tree-free paper?

7.8 Zeal

Zomato is revolutionizing food deliveries through Project Zeal by empowering people with locomotor disabilities. This opens up a new opportunity for people who are wheelchair-bound. The wheelchair by Neomotion is designed to tackle the challenges of busy city streets. It can navigate through crowded areas and even climb curbs, giving users a new level of freedom and independence. Zomato has waived the onboarding fees for these delivery partners with disabilities. These partners are assigned shorter delivery distances, accommodating their mobility needs while still helping them earn a living. Every time an order is assigned to a ZEAL delivery partner, both the customer and the restaurant get a special notification through the app.

7.9 DLF

Founded in 1946 by Chaudhary Raghvendra Singh, DLF began with the development of 22 urban colonies in Delhi. In 1985, the company expanded into the then-unknown region of Gurugram, creating exceptional living and working spaces for India's emerging global professionals. Today, DLF is the largest publicly listed real estate company in India, with residential, commercial, and retail properties spanning 15 states and 24 cities. At DLF, they embrace their unique position as industry pioneers to redefine the Indian real estate narrative. They take pride in setting, exemplifying, and surpassing the highest environmental standards, addressing some of the most pressing challenges faced by our nation. DLF is committed to driving sustainability across every vertical — from pioneering wastewater treatment systems in the DLF Golf and Country Club, to responsibly recycling construction materials. They give priority to educate and empower all of their stakeholders with respect to shared environmental obligations. They operate with the intention of placing Indian industry at the global forefront of green innovation

because of which it achieved LEED certification offered by Green Business Research Institute (GBRI).

8. Challenges and Recommendations

Despite government efforts, several challenges remain, including policy inconsistencies, bureaucracy, and limited financial resources. To enhance support for ecopreneurs, governments should:

- Streamline regulatory processes to make compliance easier for startups.
- Expand access to green financing by partnering with banks and investors.
- Strengthen public-private collaborations to drive large-scale sustainable innovations.
- Enhance consumer awareness programs to boost market demand for green products.

9. Conclusion

Government support is essential for the success of ecopreneurs. By implementing favorable policies, providing financial incentives, investing in infrastructure, and fostering education, governments can create a thriving ecosystem for sustainable businesses. Strengthening these efforts will not only benefit ecopreneurs but also contribute to global sustainability goals. Overall, while the Government initiative has made significant progress, there is still scope for improvement, particularly in terms of job creation and increasing the share of Eco manufacturing in India's GDP.

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