

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

Greeneurs: For Employment Proliferation with Environment Protection

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Abstract

Introduction: Green entrepreneurs have not been studied much in the past, and there are very few articles, research papers and books about them. Apparently, in today's era the most common problem we see globally is pollution, with air, noise, water and environment pollution causing damage to nature and resulting in casualties for humans and wildlife. People are getting aware about the adverse effects of conventional products on our nature, and consumers have become rational about what product they choose and how it will affect the environment simultaneously.

Methodology: This research is exploratory in nature and is based on secondary data. The data were taken from books, journals and websites of the Government of India as well. The entire study has been done on the basis of literature on entrepreneurs and green markets. The study is organised around three objectives: to promote entrepreneurs to become greeneurs, to highlight the role of a greeneur in reducing impediments of growth, and to discourage the use of non-degradable products. The review of literature draws on Sharma (2017), who observes that green entrepreneurship has opened enormous opportunity for beginners who have identified and explored change in consumer buying patterns on the basis of eco-friendly or green products, and who recommends green heating through solar water heating systems, green transportation and green building.

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Results & Discussion: The word greneurs refers to green entrepreneurs, those who produce eco-friendly products, and their contribution to society is of dual aspect: they provide employment as well as protect the environment. In the 1990s Gustav Berle discussed green entrepreneurs for the first time in his book "The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money", defining green entrepreneurship as taking responsibility to create the world we dream of. The researcher divides greneurs into two categories: innovators who produce green products, characterised by use of waste material and recycled items, products that are reusable and recyclable, and less or zero pollution; and businessmen who use green processes, including green supply chain management, green production processes and green packaging. Examples of green companies in India include Hindustan Computers Limited, whose HCL ME 40 notebooks avoid polyvinyl chloride and are rated 5 stars by the Bureau of Energy Efficiency, and Tata Consultancy Services, which won Newsweek's World's Greenest Company title with a global green score of 80.4%.

Conclusion: India is a nation which has a huge demographic dividend but the level of employment is very less. It is time for people to come up with ideas that can generate employment for local people while letting themselves earn profit. Greneurs can help reduce many social problems in our society such as poverty, unemployment and migration, and can preserve the environment through eco-friendly products, becoming a means of empowerment. Entrepreneurs need to jump in the green market with innovative ideas to serve the society. Various policies of the government can also help in getting sponsors, and there are also angel investors and incubators that provide help to entrepreneurs.

Keywords: Greneurs; Green Entrepreneurs; Employment Generation; Environment Protection; Sustainable Development; MSMEs; Green Products; Green Processes; Eco-Friendly; India.

1. Introduction

Apparently, in today's era the most common problem we see globally is pollution. There are various types of pollution like air pollution, noise pollution, water pollution, environment pollution etc. These pollutions cause damage to the nature resulting in casualties for humans and wildlife as well. Some common examples seen recently are

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Australian bush fire, melting of glaciers in Arctic and Antarctica Ocean, ozone layer depletion, etc. whereas in India, the driest state, Rajasthan which rarely saw monsoon is now experiencing hail storm with heavy rainfall almost every month. All this has incurred a heavy loss to the living beings.

People are getting aware about the adverse effects of conventional products on our nature. Consumers have become rationale about what product they choose and how will it affect the environment, simultaneously. There is a shift in the tastes and preferences of consumers, as they have understood that some of these products cause harm to the people in long run. Most common pollutant plastic has been banned in many countries for regular use. Plastic is dangerous because it is non-biodegradable. It means plastic does not get mixed or dissolved in the environment. If thrown in land it makes soil less fertile, left thrown in water it can choke pipes and if eaten by humans or animals they die because they can't digest it.

2. Entrepreneurs and MSME's

The entrepreneurs are the ones who uses their creativity and innovates products or services. They establish an enterprise which can be either for producing commodities or for providing services. They are the risk takers; they introduce such a product which has no market. The profit depends on how well the people accept the product and then create demand for the same. The vacuum in the market becomes the opportunity for the entrepreneurs. They seek the problem as an opportunity to make a new product. Hence, making them successful and earn profit rapidly.

Micro, Small and Medium Enterprises (MSME's) plays an important role in providing employment to the people in India. A lot of share is contributed by the MSME's in the GDP.

Table 1: Classification of enterprises by investment in plant and machinery

Enterprises	Manufacturing Sector	Service Sector
Micro Enterprises	Does not exceed twenty-five lakh rupees	Does not exceed ten lakh rupees
Small Enterprises	More than twenty-five lakh rupees but does not exceed five crore rupees	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees	More than two crore rupees but does not exceed five crore rupees

Source: Ministry of Micro, Small and Medium Enterprises.

3. Greneurs

The word Greneurs refers to Green Entrepreneurs. Greneurs are those entrepreneurs who produce eco-friendly products. Their contribution in the society is of dual aspect. They provide employment as well as protect the environment.

Green entrepreneurs adopt the practise of sustainable development production of commodities without affecting the future needs.

In 1990s Gustav Berle discussed about the green entrepreneurs for the first time in his book named, "The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money".

According to the author, "Green entrepreneurship is taking responsibility to create the world we dream of". Greneurs are slowly and steadily growing in India. Greneurs have introduced many products which are used as substitute for conventional products. They generally search for local bio-degradable resources which are comparatively safer than other pollution.

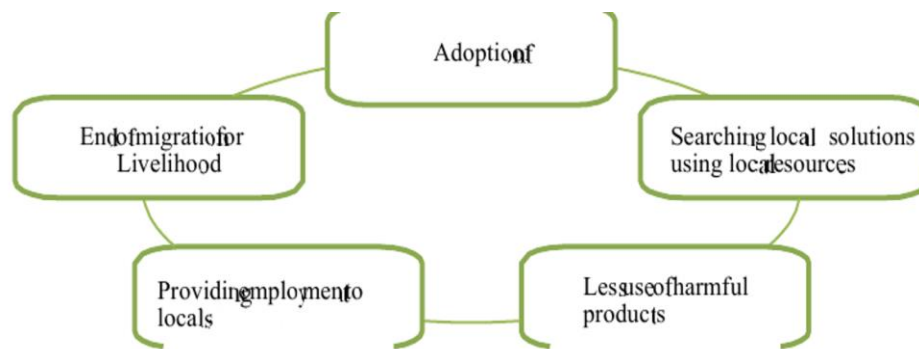


Figure 1: Cycle of benefits from adoption of green products

Source: Developed by the researcher

The researcher has divided greneurs into two categories i.e., innovators who produce green products and businessmen who uses green processes.

3.1 Innovators — Who Produce Green Products

Those entrepreneurs who introduce a product for conventional needs, using eco-friendly resources that does not harm human and after expiry, does not harm nature as well, comes under this category. These products generally do not emit gas and cause pollution. These are made with natural resources without their depletion. Some common examples of green products are solar energy, bags made up of cloth, utensils made up of clay, etc. The following are some characteristics of green products of innovators:

1. Use of waste material and recycled items.
2. Products are reusable and recyclable.
3. Less or zero pollution causing.

3.2 Businessmen — Who Use Green Processes

Apparently, businessmen too have upgraded their policies for sustainable development. Their claim varies from reduction in carbon emission to stopping the use of plastic. Many businesses have switched to green supply chain management, green production processes, green packaging, etc. in order to give their contribution to the environment.

Companies get certification for their contribution towards sustainable development. For
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instance, we see labels of stars representing energy savings by electronic items like Television, Refrigerator, Air Conditioners, etc. Such labels draw the attention of consumers towards their go green and save electricity policy.

Examples of green companies in India are as follows:

1. **Hindustan Computers Limited:** HCL has launched notebooks without using any polyvinyl chloride (PVC) material or other harmful chemicals called HCL ME 40 notebooks. It has been rated 5 stars by the Bureau of Energy Efficiency.
2. **Tata Consultancy Services:** TCS is globally recognized for Sustainability practice. It has grabbed the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.

4. Objectives

The idea behind this research paper is to throw some light on hindrances and make India grow faster through sustainable development. The objectives are:

1. To promote entrepreneurs to become greneurs.
2. To highlight the role of a greneur in reducing impediments of growth.
3. To discourage the use of non-degradable products.

5. Research Methodology

This research is exploratory in nature. It is based on secondary data. The data were taken from Book, Journals and websites of government of India as well. The entire study has been done on the basis of literature entrepreneurs, green markets.

6. Review of Literature

Green entrepreneurs or enviropreneurs have the responsibility towards achievements of social objectives, economic objectives, environmental objective and sustainable

objectives. Green entrepreneurs are the warriors who work, to protect the nation from all the evils such as poverty, unemployment and pollution etc.

(Sharma 2017), Green entrepreneurship has opened enormous opportunity for beginners who has identified and explored change in Consumer buying pattern on the basis of eco-friendly or green product. Green Entrepreneurs are a composition of Innovation, Technology, Sustainability and Environment. They can make profit as well as social recognition in the society. Recommendations according to the author for green businesses are:

1. Green Heating: Solar water heating systems
2. Green Transportation
3. Green Building

7. Conclusion and Recommendations

India is a nation which has a huge demographic dividend. The level of employment is very less. It's time for the people to come up with ideas that can generate employment for local people with letting themselves earn profit. Certainly, a whole new market is ready to serve. It is important to motivate people for a sustained economy and a healthy future. Greneurs can help reduce many social problems in our society like, poverty, unemployment, migration, etc. Additionally, they can preserve environment through eco-friendly products. They can become a means of empowerment. Entrepreneurs need to jump in the green market with innovative ideas to serve the society. The dynamic geography of our country has millions of needs to serve for.

Earlier before British rule, Indians were dependent on each other. They used to exchange, buy or sale goods within themselves. This made all of them economically

stable. In a pandemic situation like corona virus outbreak, people need to help each other with whatever they can offer. The result will be social upliftment with more people employed and increased GDP. Various policies of the government can also help in getting sponsors. There are also angel investors and incubators that provide help to the entrepreneurs. So, those with creative mind and innovative ideas must invent green products.

8. Scope of Further Study

Green market is still emerging in our country many products and services can be provided to the customers. There is a huge vacuum to fill with the help of research. Intensive research and development are needed specifically for green future in order to stop extravagant harm to the nature. More research should be done to provide insight about possible green initiatives that must also creates awareness among people. Green chains, green supply, green packaging, green marketing, green services, etc.

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