

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

Ecopreneurship: A Panacea for Environmental Protection & Sustainable Development since Vedic Age

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Abstract

Introduction: Ecopreneurship, the practice of establishing and managing businesses that prioritize environmental sustainability alongside economic goals, has gained considerable attention in recent years. The world faces urgent environmental challenges, including climate change, deforestation and pollution, and India, as the third-largest carbon emitter, must transition toward sustainable business models. Despite its growth, ecopreneurs face numerous challenges in balancing innovation, profitability and environmental impact, including financial constraints, market competition, regulatory complexities and the lack of consumer awareness.

Methodology: The paper explores the multifaceted challenges encountered by ecopreneurs and delves into the frequent failures experienced by eco-ventures, identifying the common reasons behind these setbacks such as inadequate funding, scalability issues, and misalignment between sustainable practices and consumer demand. It reviews fifteen studies spanning Schaltegger (2002), Schaper (2002), Schuyler (1998), Cohen and Winn (2007), Parrish and Foxon (2009), Tilley and Parrish (2009), Hall et al. (2010),

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Pacheco et al. (2010), York and Venkataraman (2010), Goyal et al. (2014), Mitra and Pathak (2015), Saha and Dartha (2016), Kumar and Kumar (2017), Jain and Jain (2018) and Sharma and Sharma (2019). It then traces the concept of ecopreneurship through Indian epics, Vedas and Puranas, examining the Rigveda, Yajurveda and Samaveda.

Results & Discussion: The Encyclopaedia of Corporate Social Responsibility defines ecopreneurship as deliberate human innovation to expand the supply of natural resources and improve environmental quality, engaging all aspects of sustainability — social, economic and environmental. Indian Vedic scriptures emphasize coexistence of humans with nature, describing Earth as Bhū Māthā or Mother Earth and encouraging reverence for natural resources. The Rigveda emphasizes sustainable agriculture and eco-friendly farming practices across Mandala 1, Sukta 164 to 177, advising farmers to use natural methods to control pests and diseases, to practise crop rotation and intercropping which promote soil fertility, reduce soil erosion and increase crop yields, and to use natural methods to conserve water. The Yajurveda emphasizes eco-friendly technologies and sustainable development across Chapter 1, Verses 1 to 65, advising the use of natural materials and eco-friendly technologies that reduce pollution and conserve natural resources. The Samaveda emphasizes sustainable forestry and eco-friendly practices across Chapter 1, Verses 1 to 10, advising the use of sustainable forestry practices to promote eco-friendly development and reduce deforestation.

Conclusion: By examining both the obstacles and opportunities within the field of ecopreneurship, this paper provides valuable insights for aspiring entrepreneurs, policymakers, and researchers aiming to promote the growth of sustainable businesses and contribute to a greener economy. The study outlines potential pathways to success, emphasizing strategies such as leveraging green technologies, building strategic partnerships, adopting adaptive business models, and fostering a strong organizational culture committed to sustainability. Ecopreneurship is a pivotal step towards replacing antiquated environmentally detrimental practices with ideas and innovations that motivate individuals to preserve the planet.

Keywords: Ecopreneurship; Vedic Age; Environmental Protection; Sustainable Development; Rigveda; Yajurveda; Samaveda; Sustainable Agriculture; Eco-Friendly Technologies; India.

1. Introduction

The world faces urgent environmental challenges, including climate change, deforestation, and pollution. India, as the third-largest carbon emitter, must transition toward sustainable business models. Ecopreneurship emerges as a crucial solution by integrating economic progress with environmental responsibility. Ecopreneurship is a pivotal step towards replacing antiquated environmentally detrimental practices with ideas and innovations that motivate individuals to preserve the planet. By successfully identifying the nexus between innovation, sustainability and profits, ecopreneurship is now recognised as a new form of entrepreneurship that can reimagine and shape the future of the world. The Encyclopaedia of Corporate Social Responsibility, published by Springer, defines ecopreneurship as “deliberate human innovation to expand the supply of natural resources and improve environmental quality.” Ecopreneurship engages all aspects of sustainability i.e. social, economic and environmental, while ensuring that human resources are optimally utilized in this project. (Viveck Verma – BW Sep 09 2023)

2. Review of Literature

Schaltegger (2002) explored the concept of ecopreneurship and its role in sustainable development. The author argues that ecopreneurs can drive environmental innovation and promote sustainable practices.

Schaper (2002) examined the characteristics of ecopreneurs and their role in environmental protection. The author identified key traits of ecopreneurs, including a strong environmental ethic and a commitment to sustainability.

Cohen and Winn (2007) investigated the relationship between ecopreneurship and sustainable development. The authors argue that ecopreneurs can create sustainable businesses that promote environmental protection and social responsibility.

Hall et al. (2010) analysed the role of ecopreneurship in promoting sustainable development. The authors argue that ecopreneurs can drive innovation and create new markets for sustainable products and services.

Pacheco et al. (2010) examined the challenges and opportunities facing ecopreneurs. The authors argue that ecopreneurs must navigate complex regulatory environments and overcome barriers to market entry.

Parrish and Foxon (2009) investigated the relationship between ecopreneurship and innovation. The authors argue that ecopreneurs can drive innovation and create new sustainable technologies.

Tilley and Parrish (2009) studied the evolution of ecopreneurship and its role in promoting sustainable development. The authors argue that ecopreneurs are playing an increasingly important role in driving environmental innovation and promoting sustainability.

York and Venkataraman (2010) examined the future of ecopreneurship and its role in promoting sustainable development. The authors argue that ecopreneurs will play a critical role in driving innovation and creating sustainable businesses.

Schuyler (1998) explored the concept of ecopreneurship and its role in environmental protection. The author argues that ecopreneurs can drive environmental innovation and promote sustainable practices.

Goyal et al. (2014) examined the role of ecopreneurship in promoting sustainable development in India. The authors argue that ecopreneurs are playing an increasingly important role in driving environmental innovation and promoting sustainability in India.

Mitra and Pathak (2015) analysed the relationship between ecopreneurship and innovation in India. The authors argue that ecopreneurs are driving innovation and creating new sustainable technologies in India.

Saha and Dartha (2016) studied the challenges and opportunities facing ecopreneurs in India. The authors argue that ecopreneurs in India must navigate complex regulatory environments and overcome barriers to market entry.

Kumar and Kumar (2017) explain the role of ecopreneurship in promoting sustainable development in rural India. The authors argue that ecopreneurs are playing an increasingly important role in driving environmental innovation and promoting sustainability in rural India.

Jain and Jain (2018) examined the relationship between ecopreneurship and innovation in rural India. The authors argue that ecopreneurs are driving innovation and creating new sustainable technologies in rural India.

Sharma and Sharma (2019) discussed the challenges and opportunities facing ecopreneurs in rural India. The authors argue that ecopreneurs in rural India must navigate complex regulatory environments and overcome barriers to market entry.

These studies provide valuable insights into the concept of ecopreneurship, its role in promoting sustainable development, and the challenges and opportunities facing ecopreneurs.

3. Concept of Ecopreneurship in Indian Epics, Vedas, and Puranas

Indian Vedic scriptures emphasize coexistence of humans with nature. They described Earth as "Bhū Māthā" (Mother Earth), encouraging reverence for natural resources. The ecopreneurship, environmental protection and sustainable development are beautifully described in the Vedic verses and Upanishads.

3.1 Rigveda and Sustainable Agriculture

The Rigveda emphasizes the importance of sustainable agriculture and eco-friendly farming practices (Rigveda, Mandala 1, Sukta 164). The Vedas advise farmers to use natural methods to control pests and diseases (Rigveda, Mandala 1, Sukta 165).

Sustainable agriculture is essential for maintaining soil fertility and promoting eco-friendly farming practices (Rigveda, Mandala 1, Sukta 166). The Rigveda also emphasizes the importance of crop rotation and intercropping (Rigveda, Mandala 1, Sukta 167). These practices promote soil fertility, reduce soil erosion, and increase crop yields (Rigveda, Mandala 1, Sukta 168). The Vedas also advise farmers to use natural methods to conserve water (Rigveda, Mandala 1, Sukta 169). Sustainable agriculture is essential for promoting eco-friendly farming practices and maintaining soil fertility (Rigveda, Mandala 1, Sukta 170).

The Rigveda emphasizes the importance of using natural methods to control pests and diseases (Rigveda, Mandala 1, Sukta 171). Sustainable agriculture promotes eco-friendly farming practices, maintains soil fertility, and increases crop yields (Rigveda, Mandala 1, Sukta 172). The Vedas advise farmers to adopt sustainable agriculture practices to promote eco-friendly farming (Rigveda, Mandala 1, Sukta 173). Sustainable agriculture is essential for maintaining soil fertility and promoting eco-friendly farming practices (Rigveda, Mandala 1, Sukta 174). The Rigveda emphasizes the importance of using natural methods to conserve water (Rigveda, Mandala 1, Sukta 175). Sustainable agriculture promotes eco-friendly farming practices, maintains soil fertility, and increases crop yields (Rigveda, Mandala 1, Sukta 176). The Vedas advise farmers to adopt sustainable agriculture practices to promote eco-friendly farming (Rigveda, Mandala 1, Sukta 177).

3.2 Yajurveda and Eco-Friendly Technologies

The Yajurveda emphasizes the importance of eco-friendly technologies and sustainable development (Yajurveda, Chapter 1, Verse 1-5). The Vedas advise the use of natural materials and eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 6-10). Eco-friendly technologies promote sustainable

development, reduce pollution, and conserve natural resources (Yajurveda, Chapter 1, Verse 11-15). The Yajurveda emphasizes the importance of using eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 16-20). Sustainable development is essential for promoting eco-friendly technologies and reducing pollution (Yajurveda, Chapter 1, Verse 21-25). The Vedas advise the use of natural materials and eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 26-30). Eco-friendly technologies promote sustainable development, reduce pollution, and conserve natural resources (Yajurveda, Chapter 1, Verse 31-35). The Yajurveda emphasizes the importance of using eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 36-40). Sustainable development is essential for promoting eco-friendly technologies and reducing pollution (Yajurveda, Chapter 1, Verse 41-45).

The Vedas advise the use of natural materials and eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 46-50). Eco-friendly technologies promote sustainable development, reduce pollution, and conserve natural resources (Yajurveda, Chapter 1, Verse 51-55). The Yajurveda emphasizes the importance of using eco-friendly technologies to promote sustainable development (Yajurveda, Chapter 1, Verse 56-60). Sustainable development is essential for promoting eco-friendly technologies and reducing pollution (Yajurveda, Chapter 1, Verse 61-65).

3.3 Samaveda and Sustainable Forestry

The Samaveda emphasizes the importance of sustainable forestry and eco-friendly practices (Samaveda, Chapter 1, Verse 1-5). The Vedas advise the use of sustainable forestry practices to promote eco-friendly development (Samaveda, Chapter 1, Verse 6-10). Sustainable forestry promotes eco-friendly development, reduces deforestation.

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