

# ROLE AND PRACTICES OF RURAL GREEN ENTREPRENEURS IN INDIA

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## ABSTRACT

*By offering green products and its related services, greener production development techniques are increasing in demand every year and also it helps in generating a lot of green jobs. Green entrepreneurs offer the groundwork for establishing and sustaining a green economy for our nation. In response to environmental concerns about climate change, pollution, resource shortages, ozone layer depletion, natural calamities and other global warming caused by ecosystem disruption, the concept of a green entrepreneur evolved. Due to this growing environmental awareness among the general population, consumers are becoming more receptive to eco-friendly goods. Consequently, this consumer trend helps the expansion of the green market. It is an expanding business that provides possibilities in various disciplines, including green manufacturing, green supply chains, and green design. This paper has addressed many variables associated with green entrepreneurs.*

**Keywords:** Green Entrepreneur - Green Value Added - Eco-Friendly Business

## Introduction

Green entrepreneurship is a novel approach to business, and it differs from conventional entrepreneurship in terms of how its companies operate inside. According to a study on green entrepreneurship, they think it is a method of producing green value added (GVA), which must advance the interests of corporate stakeholders and safeguard the environment. Entrepreneurs do the following green activities.

**a. Green production:** the careful use of green technology and manufacturing methods to produce or provide green services.

**b. Green marketing:** This term describes creating marketing channels and using environmental protection technologies. To generate revenue to achieve sustainable operations, it is essential to consider and satisfy the environmental expectations of society and customers and to accomplish the greening of the marketing network and recycling resources.

**c. Green service:** The green service connection consists of the service and the service-oriented green. The first goal is to minimize the adverse environmental effects of using goods or providing services, and the second is to influence customers' non-green consumption

patterns. Redesign and create some green services to help customers get into the habit of using green products.

## Who are called "Green Entrepreneurs"?

Entrepreneurship and the environment are combined to form the phrase "green entrepreneur." A person who develops a green company with the aid of green techniques is a green entrepreneur. A green entrepreneur intentionally tackles an environmental or social issue or need through awareness of entrepreneurial concepts. By substituting conventional items, they gain market share. The goal of the green entrepreneur is to educate people about the green ecosystem and provide the client with environmentally friendly goods or services.

## Background of the Article

Theoretical studies on the meaning and varieties of green entrepreneurship have substantially improved due to green entrepreneurship's growing fusion with other disciplines and subjects. To help businesses attain green production and improve green benefits, some academics

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have integrated social practice research with green entrepreneurship to develop a model of green entrepreneurial operations. Early studies on green entrepreneurship were conducted in western nations, which have yielded some conclusive findings. The relevant literature has started to advance due to the development of the green entrepreneurship theory and its integration with empirical research.

As a new area of study, there is no agreed-upon meaning of the word "green entrepreneurship," and academics use multiple terms to define it. There have been terms used in academia, including "environmental entrepreneurship," "green entrepreneurship," and "sustainable entrepreneurship." Scholars have approached the term "green entrepreneurship" from many perspectives. From the viewpoint of identifying entrepreneurial chances, "green entrepreneurship" is a procedure business used to find, assess, and take advantage of business prospects consistent with sustainable development objectives.

Modern-day green entrepreneurs are valued for introducing, innovating, putting into practice, and emerging new ideas and for their quick response to these changes. They are also the driving force behind the shift in consumer behaviour and play a significant role in the nation's economic development. There is a considerable difference between industrialised and developing nations' perspectives on green entrepreneurship. Therefore, understanding the prerequisites for developing "green innovation," as well as its catalysts and inhibitors, is essential. Instead of making changes to the legal, economic, and accounting systems, it would be better to change the whole system.

### **Need for Green Entrepreneurs**

Every day, environmental issues are steadily becoming an integral part of any business. The business units are developing alternative business strategies as a consequence of this environmental issues. The logic behind the concept of green marketing is to maintain a serene environment in the industry. It is the opportune moment for company to

enter the expanding green sector.

Consequently, businesses that use eco-friendly methods to operate their operations are lucrative. With all of these developments, new management models are developing, such as waste management, green marketing, reverse logistics, and green supply chain management (GSCM), that not only satisfy consumers' expectations but also uphold their green and clean environment promises.

### **Rural Green Entrepreneurs**

For years, India has been dealing with a covert rural employment problem. As farms become less profitable, young people from rural areas relocate in quest of employment. Consequently, the life of farmers has risen, endangering India's ability to feed its people. India worries about a potential food security catastrophe due to diminishing yields, increasing climatic sensitivity, and an ageing farmer population. Small enterprises are seen as the key to revitalizing rural communities, which is being stressed more these days. This research looks at how raising awareness of the environmental effects of green activities might encourage entrepreneurship in rural regions. The goal is to develop various projects for the populace, such as organic farming, renewable energy alternatives, eco-tourism, and minimising food waste, to discover solutions to transform the traditional rural economy into a sustainable one. Approximately 60% of the Indian economy is reliant on nature, including industries like food, fishing, tourism, and natural resources. The construction of a naturally positive economy, particularly in rural regions, is one of the low-hanging fruits we must cultivate in the next years.

### **Need of Rural Green Entrepreneurs**

The first stage is to manage India's farmlands effectively, which includes maximising land usage using agroforestry techniques. Facilitating the natural regeneration of soil via crop complementarity allows farmers to grow more crops in a given area while minimising total inputs. The use of biochar and the introduction of high-value,

low-input crops, such as bamboo or mushrooms, are other solutions. Initiatives to conserve heirloom seeds might generate employment possibilities. Likewise, restoring and repopulating the native bee species, which are necessary for the farm's natural support systems to function, would provide employment possibilities.

Investments are necessary for the management and restoration of India's forests. According to an estimate from 2009, investing in the forestry sector alone may generate up to 10 million jobs and \$4 billion in GDP value. Since then, the condition of India's forests has deteriorated, rendering the green job opportunities afforded by forest restoration, conservation, and management which make it extremely underutilised.

### **Conclusion**

Using entrepreneurial ideas to consciously solve an environmental or social need is known as "green entrepreneurship." However, the obstacles to being a green entrepreneur require an understanding of entrepreneurial concepts. It is a declaration that the conventional method of economic growth, which has thus far harmed the environment, cannot be employed to achieve environmental sustainability. As a result, it's crucial to build environmental considerations and a green orientation into every policy. With knowledge of the variables that may affect the emergence of an entrepreneurial propensity among new generation business owners, it is hoped that appropriate policies and procedures may be devised to help this agenda gain traction.

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