

# **BECOMING AN ECOLOGICALLY RESPONSIBLE ENTREPRENEUR: PATHWAY TO GREEN ENTREPRENEURSHIP**

**Dr. S. Mayilvaganan**

Assistant Professor, PG and Research Department of Commerce  
A.V.C. College (Autonomous), Mayiladuthurai, Mannampandal – 609305, Tamil Nadu, India  
E-Mail: yesyemvee@gmail.com

**Dr. V. Sowmya**

Assistant Professor, Department of Commerce with Computer Applications  
PSG College of Arts & Science, Coimbatore – 641014, Tamil Nadu, India  
E-mail: sowmya02@outlook.com

**Abstract:** The crux of this paper is to elaborate on the importance of green entrepreneurship and to highlight the distinguished benefits of green entrepreneurship. The role of green entrepreneurship is noteworthy concerning both entrepreneurial developments in the economy and the environmental development of the economy. This paper reflects the green entrepreneurial traits that are required by an aspiring green entrepreneur to conduct the business successfully.

**Keywords:** Green entrepreneurship, traits, environment, business and ecology.

## **I. Introduction**

Change is inevitable in all walks of life, especially in a business scenario. The business scenario keeps on changing every then and now according to the trend that is prevailing and the consumer buying behavior of consumers. As soon as consumers became aware of the environmental pollution or any other type of environmental damage that is caused in the world due to the carbon footprints where business activities are mainly to be blamed for, consumers started behaving environmentally responsible. This changing concern for the environment has made consumers prefer environmentally friendly products rather than the products that harm the environment. The same has extended towards the level of green start-ups among business fraternity in large. People who are thinking of startups are viewing green entrepreneurship as an adequate opportunity to do so. Green enterprises started up in the past few years have witnessed

tremendous growth. The growth of green creative startups is very encouraging and engaging for the commerce and trade field in the light of conservation of biodiversity and sustainability. The earth should be sustained in all the business activities and functions that are performed in the business environment. When the natural resources are damaged to an irrecoverable extent and there is rapid destruction to the scarce resources of the earth it shows that entrepreneurs are capitalizing on the environmental disfigurement by starting new enterprises in a manner that is wrecking the earth. To make a new venture successful in all phases of business and trade cycle and to maintain sustainability at the same time entrepreneurs should focus more on green entrepreneurship. Greening the business is the continuous process of developing the environment and keeping it sustained at the right time and right place in the business.

## **II. Objectives of the Study**

- To dissect the concept of building a green economy.
- To assess the blend of “Green” and “Entrepreneurship” and the benefits of the same.
- To study the traits that are needed for becoming a green entrepreneur.

## **III. Statement of the problem**

Entrepreneurship is where new business is launched with new products and services and innovations in technologies. Entrepreneurship is no doubt aids in a rapid increase in the economic condition of the earth. Advancement in technology has been made globalized and new enterprises are innovating more with redesigning a product, creating more employment opportunities, and investing more in the sectors that yield high. Now the question is that the corporate strategies that are evolved in doing business while starting a new venture have an impact on the ecological development or not. The environmental concern of an entrepreneur is what is important when he launches a new product with emerging technologies. An entrepreneur should seek the environmental report that is going to be generated in the future after the implementation of his business strategies. Entrepreneurship does not simply end with the discovery of a new product or renovation to an existing product by other means but it also relies on the ecological, economic, and social development of the nation while doing so. Environmental ethics are not found in the new ventures that are started by an entrepreneur. Entrepreneurs consider anthropocentrism as an important value in running a business enterprise

where humans are considered as the center point of any business activity and all the products and services are targeted towards humans thus leaving no space for the environment. This anthropocentric approach does not consider animals that exist along with the man on the earth nor does it not have any concern for the natural resources that are prevailing on the earth and its conservation thus creating a gap between sustainability and economic development. Also, only a few funding agencies like banks and other financial institutions that provide finance for new ventures are concerned about green projects and green innovations.

#### **IV. Need for building a green economy**

The green economy needs to be built where the economic development of the nation is associated with reduced carbon footprints, lesser pollution, and enhancement of resource usage whether renewable or non-renewable is justified in the course of development. The protection of biodiversity of various species including plants and herbs is something to be watched for in the sequence of economic development as loss of biodiversity is a serious issue that is to be addressed today. When an economic development takes into consideration the globalized ecological challenges that are present today then the same can persistently sustain millions of life on earth. Natural resources such as petroleum and coal and other rare resources should be used in the sense that it does not affect the resilience power of nature and should not result in itself an environmental degraded form. Businesses using highly polluting vehicles to move their products from one place to another place will result in a volatility rate increase on the earth. The efforts for creating a green economy may differ among countries according to the economic crisis that is facing and the loss of employment rate that exists in the present situation. Underdeveloped countries may focus on solving the economic crisis of their nation while giving less preference for environmental development. These countries are not ready to invest more in the environmental management system as they have to incur a heavy cost at the beginning of the business startup itself which is not possible with the poor countries. In fact, creating a green economy may at the beginning sound very costly but it will for sure end up with good results thereby increasing the return on investment and at the same time it conserves the environment and reduces the pollution. Building a green economy needs the harmonized efforts of all the developed, developing, and underdeveloped countries altogether. Underdeveloped countries and developed countries should start encouraging green creative business opportunities that are

undertaken by entrepreneurs by providing ample financial aid. New green business opportunities will make a tremendous take off for the purpose of preserving and conserving nature as all the business activities are environmentally purposeful from the very beginning itself.

## **V. Blending “Green” and “Entrepreneurship”**

Entrepreneurship means starting a new business venture for the first time and the person starting it is called an entrepreneur. At the same time, the word green means taking all the efforts that will make the world clean and green without any degradation to the ecosystem. The blend of both the terms “Green” and “Entrepreneurship” is known as “Green entrepreneurship” which is also called ecopreneur in other words. Generally, an entrepreneur will make new products and redesign new products using innovative technology. But in the case of green entrepreneurship, the entrepreneur will devise new products and innovative technologies in such a way that does not cause any disruption to the environment and will help in earning money also at the same time. The production processes are done with the help of carbon-reducing technology, usage of green innovative techniques, and without cutting trees at any cost. Green entrepreneurship starts protecting the environment on its inception and continuously managing the environmental activities of the business concern until it reaches the point of winding up.

## **VI. Entrepreneurial traits required for becoming a green entrepreneur**

### **1. Finding green business opportunities**

A person who desires to become a green entrepreneur should first of all find business opportunities that will enable him to save the planet accompanied by marketing and managing skills. He should be passionate about what he is doing. He must be capable of finding ways and means of starting a new business in an environmentally friendly sector. The green buying behavior of consumers should be studied well enough before starting a new venture. Consumers acting green enough and consumers who are behaving like a green consumer just to fit in the trend must be carefully identified by an entrepreneur. If consumers are caring for the environment, then the expectations of a consumer from a business concern should be anticipated for the sake of fulfilling the needs and wants of consumers who still want to be environmentally friendly in every manner. Business opportunities can be foreseen by those entrepreneurs who understand the ecological concern of the consumers who are acting responsibly towards the

environment. Green entrepreneurs should make their business integrated with environmental principles if they wish to utilize business opportunities truly. Entrepreneurs should not be tending to pretend as if they are concerned for the needs of the green consumer and end up being a concern that is greenwashing the consumers. Green entrepreneurs should identify suitable avenues irrespective of the high costs they incur in the very beginning for starting a green creative startup. The entrepreneur should search for business avenues in such a manner that it can stabilize the climatic instability that is prevailing due to carbon emissions and eradicate the toxic waste that is accumulated years together.

## **2. Developing green projects**

Once the business opportunities that encourage green entrepreneurial development have been identified the next trait that an entrepreneur has to develop is the development of new ideas and projects based on environmental development. Development of green projects can be done with the help of establishing Research and development (R&D) centers in the business concern for conducting research on the environmental projects that can be undertaken by the green entrepreneurs after starting their business. Starting a green venture alone does not help in achieving the objective of environmental protection. The research and development cell should find the areas of business where environmental issues are prevailing and solutions should be obtained in the new business enterprise by developing new projects. Based on the research conducted by the R&D cell and the findings that are interpreted by them, the green entrepreneurs should conduct workshops for the employees working there to get them equipped for the green project that is to be undertaken by the company. Apart from conducting various researches with the help of research and development department, green entrepreneurs could also ask the consumers to drop their suggestions for a green project in the suggestions box and the one with best suggestions could also be rewarded or can even be employed as a project assistant in the conduct of the green projects. The passion of a green entrepreneur to undertake multiple types of green projects can enhance the environmental image of the business enterprise. Ecological entrepreneurs can even collaborate with other environmentally responsible companies in western countries for various green projects devised and protect Mother Nature as well as by investing in feasible international business avenues.

### **3. Generating green employment opportunities**

Finding green business opportunities and green projects have to be followed by creating suitable green employment opportunities in the future by the emerging green entrepreneurs. In the process of inventing green business techniques and methods, green-collar jobs are also automatically generated by environmentally responsible entrepreneurs. The foremost important aspect that ecological entrepreneurs have to pay attention to is the training programs that have to be given to the newly recruited employees or workers to perform their function in an environmentally responsible way. Training and development programs conducted are ought to enhance the green managing capability of the employees of the concern. Green entrepreneurship not only promotes sustainable development in the country but also generates employment opportunities to millions of youth who are facing unemployment problem. Green collar jobs generate revenues worth many millions and billions thereby uplifting backward economy in several states. A green entrepreneur should be capable of developing an employee network inside the organization and devise the workforce in such a manner that the workers are motivated in protecting and conserving the environment. The green jobs thus created should make the workers experts in the environmental sectors of the economy such as energy efficiency, waste management, reduction of carbon emission, and overall eradication of toxic gases. The generation of green jobs will also improve the environmental persistence of reducing pollution and eliminating toxic gases that are detrimental to the earth. The human resources of an organization will only decide the success rate of the organization and the goodwill that a company earns in course of its business. Origination of green employment by a green entrepreneur can bring about a green revolution in the nation's economy and the workforce of the country.

### **4. Green management system**

To establish a successful new business organization, an entrepreneur should know the tactics in managing the same. A green entrepreneur should develop good interpersonal skills and equip himself with excellent communication skills. The mettlesome goal of an entrepreneur of developing an environmentally friendly business has to be communicated well to the consumers at the right time with the company's vision and mission. A green entrepreneur is also expected to be honest in all its dealings and safeguard the interest of its consumers. A company newly

established claiming itself to be environmentally responsible should follow the environmental principles without breaching the trust of the consumers. Breach of trust can land the company in the punished category as consumers will stop buying products and dealers will no longer make any business tie-up with the concern. Green entrepreneurs should be able to direct and guide the concern in the right manner. The environmental activities that are to be done should be preplanned by the entrepreneur and the objective for which the enterprise was started should be attained with a clear devised plan in the future. Finance should be arranged in the form of working capital and short term or long term finance to get equipped with all the material needed and pay the employees and creditors of the organization time to time for getting engaged in environmental activities. An entrepreneur should also have the ability to promote eco-friendly products to consumers and ecologically market the products. A green entrepreneur should be decisive in times of uncertainty and he must know how to convert every environmental issue into environmental business opportunities.

#### **5. Self assessment of environmental impact**

Any process or any business activity will have an impact on the environment. The gain or loss that each business activity has caused whether it is again to the human welfare or a loss to the biodiversity can be easily accessed by an entrepreneur based on the environmental reports that are generated at each point of time. The environmental impact of a particular activity can be measured by the population, resources used and technology used. The amount of pollution that is generated for every single unit of resource that is used with a specified technology is the criteria for determining the environmental impact caused by a business concern towards the earth. At the end of the day, the environmental impact should be minimized to the maximum extent possible to reach the goal of the pollution-free nation. An entrepreneur who is interested in saving the environment must take the necessary steps to undertake environmental auditing every year and maintain environmental accounting for all the transactions that are made throughout the year. A green entrepreneur should make a self-assessment of the environmental impact caused by his new business concern every time a new project or transaction is carried out. Self-assessment helps the green entrepreneur to identify the areas of weakness where there is environmental degradation and how it should be rectified. Self-assessment can bring success to the entrepreneur and helps him to achieve his goal.

## **VII. Suggestions and concluding remarks**

The person aspiring to become a green entrepreneur ought to be passionate about starting a green enterprise that does not harm the environment and is more beneficial to society in all possible ways. It is not enough to just design the production and supply chain and distribution process in an eco-friendly way. But the entrepreneur should also make sure that he promotes his firm in an environmentally friendly method with the help of a green marketing mix. The green marketing mix that is deployed by the entrepreneur should reach the consumers and make the consumers ecologically conscious about the environment. An ecologically conscious consumer will prefer the products and services of the entrepreneurs who are going green. Thus the effort to promote green entrepreneurship will uphold the economy as well as Mother Nature.

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