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**PROSPECTS OF GREEN ENTREPRENEURSHIP DEVELOPMENT IN
INDIA - AN EMPRICAL STUDY**

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ABSTRACT

An entrepreneur is a person who produces the products to the marketplace and he is determined as creative leader constantly in searching out possibilities to improve and enlarge his business. Likewise green entrepreneurs are also creating innovative ideas to make their business sustainable in the market. Green entrepreneurs enter into the green business where the environment of the society should not be affect from their business. Green entrepreneurs are the high risk takers when compared to the entrepreneurs as they have to take decision for the benefit of the environment. The green entrepreneurs are financially stable and their activities in their business will give positive effect in the natural environment of the society. Green entrepreneurs give jobs to the people and make them sustainable in the business. There are many technologies that develop the business in high level. Likewise in green business there are many technologies that can be used in the business. The ideas in their business have to improve the environment conditions and make the environment green. The green entrepreneurs are also called as social entrepreneurs as they take decisions for the benefit of the society.

Keywords: Prospects, green entrepreneurship, economic development, green products, environment.

INTRODUCTION

Green entrepreneurs are the formation and implementation of environmental benefit, business strategies and creating revenue. An entrepreneur is someone who produces for the marketplace and he is determined and creative leader constantly searching out possibilities to improve and enlarge his business. Likewise green entrepreneurs are also creating innovative ideas to make their business sustainable in the market. In every business the main factor to be stable in the market is sustainability which all the entrepreneurs and business people are making their business to reach that extent. The entrepreneurs those who made their product sustainable in the market will

make their objective to propose environmental and social friendly ideas for the benefit of the society. Green entrepreneurship is the main factor for the improvement of the economic development of the nation. They are particular in contributing and providing job opportunities and they drive the business to make a change in the society. (Sharma & Kushwaha, 2015)

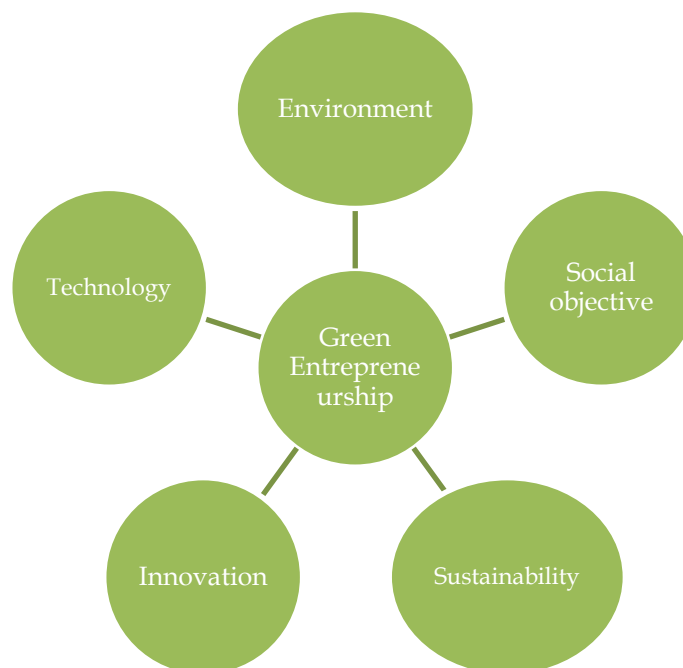
GREEN ENTREPRENEURS

Green entrepreneurs enter into the green business where the environment of the society should not be affected in their business. Green entrepreneurs are the high risk takers when compared to the entrepreneurs as they have to take decision for the benefit of the environment. Green entrepreneurship plays a major role in the economic development of the nation. The green entrepreneurs can make their business sustainable in the market as there is no pollution in their business. Green entrepreneur is a person who starts and runs the business and make their products green in the market. Green entrepreneurship makes green economy where the fund allotted for green entrepreneurship is spent for non-polluting business so it makes green economy in the nation and they have to produce innovative ideas to solve all the environmental problems and issues in the nation. The green entrepreneurs are financially stable and their activities in their business will give positive effect in the natural environment of the society. (Fulvia, Marino, Sule, & Philipp, 2011)

OBJECTIVES

1. To find out the prospects of green entrepreneurship development in India.
2. To find out the socio-demographic profile of green entrepreneurs.

COMPOSITION OF GREEN ENTREPRENEURSHIP



Sustainability

In Green entrepreneurship sustainability plays a major role to make the business familiar to the people. Green entrepreneurship is making the environment green so the business will have good opportunity in the sustainability of the business as the business is unpolluted there are many people who like the green products which is good for them. Green entrepreneurs give jobs to the people and make them sustainable in the business.

Technology

There are many technologies that develop the business in high level. Likewise in green business there are many technologies that can be used in the business. Recycling is the major process in the green business that the green entrepreneurs can develop in the business. It helps to recycle the noxious material which does not make any waste in the local area.

Innovation

Innovation is the important factor in the green entrepreneurship development as it is non polluting business the entrepreneur has to create innovative ideas to implement in the society for promoting their product in the market. There are many struggles in green entrepreneurship in political view from which they expect their support. Government also taking steps to provide funds to the entrepreneurs who needs to improve their innovative ideas in their business in the society.

Social objective

The green entrepreneurs have to put their main objective as non pollution product which will not be harmful to the society. The ideas in their business have to improve the environment conditions and make the environment green. The green entrepreneurs are also called as social entrepreneurs as they take decisions for the benefit of the society. The green entrepreneurs have to give better environmental changes to the society which is non-pollution in their business.

Environment

Environment plays a key role in the green entrepreneurship for which it opens the door for the sustainability in the business. They get more opportunities to improve the environmental conditions in the society. Environment is the main factor in all the aspects of the society as the environment is highly affected by the pollution definitely it is in need for the change in the environment for which the green entrepreneurs give innovative outcomes to avoid pollution in the environment.

RESEARCH METHODOLOGY

The research has conducted in Salem, Tamil nadu. The data of 30 respondents has been collected. Data for the study is collected from green entrepreneurs various places in Salem, Tamil nadu. The study was conducted among the green entrepreneurs. The snowball sampling method is used in the research with the reference of the respondents to collect the data in a simple manner.

DATA ANALYSIS AND INTERPRETATION

Table No: 1 Gender of the respondents

S.No	Particulars	No. of. Respondents	Percentage
1	Female	07	23
2	Male	23	77
	Total	30	100

Source: Primary data

INTERPRETATION

From the above table it is clear that 23% of the respondents are Female and 77% of the respondents are Male.

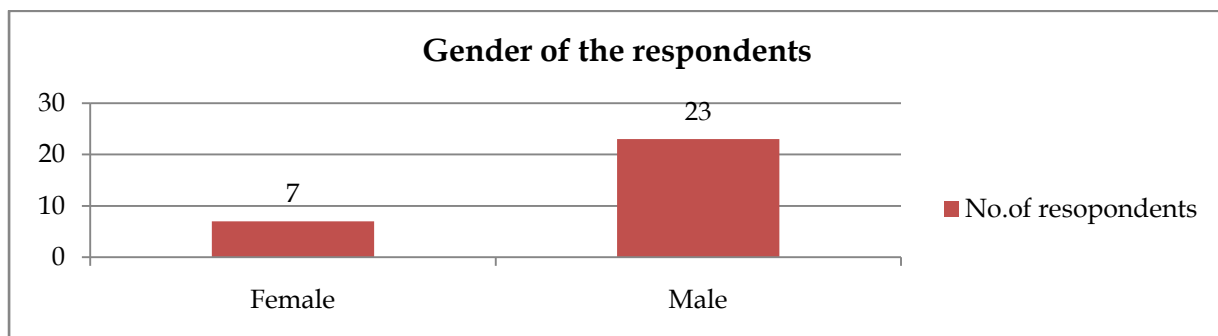


Table No: 2 Current Status of the respondents

S.No	Particulars	No. of. Respondents	Percentage
1	Unemployed	13	43
2	Employed	17	57
	Total	30	100

Source: Primary data

INTERPRETATION

From the table we can identify that 43% of the respondents are unemployed and 57% of the respondents are employed.

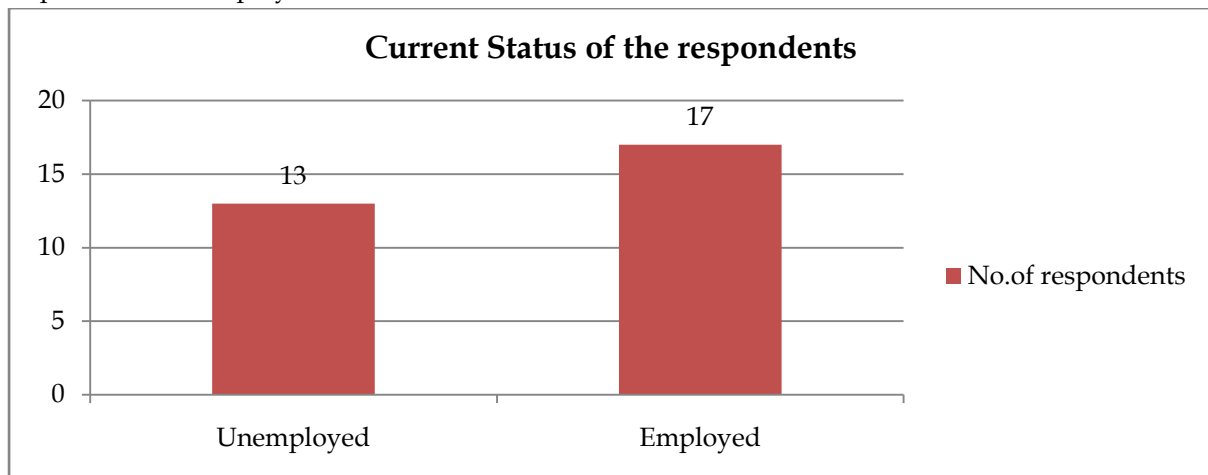


Table No: 4 Green Entrepreneurship promotes economic development of India

S.No	Particulars	No. of. Respondents	Percentage
1	Strongly Agree	12	40
2	Agree	14	47
3	Neutral	02	07
4	Disagree	01	03
5	Strongly Disagree	01	03
	Total	30	100

Source: Primary data

INTERPRETATION

The table shows that 40% of the respondents strongly agree that the green entrepreneurship promotes economic development in India and 47% of the respondents agree that the green entrepreneurship promotes economic development in India and 7% of the respondents are in neutral that green entrepreneurship promotes economic development in India and 3% of the respondents disagree that green entrepreneurship promotes economic development in India and 3% of the respondents strongly disagree that green entrepreneurship promotes economic development in India.

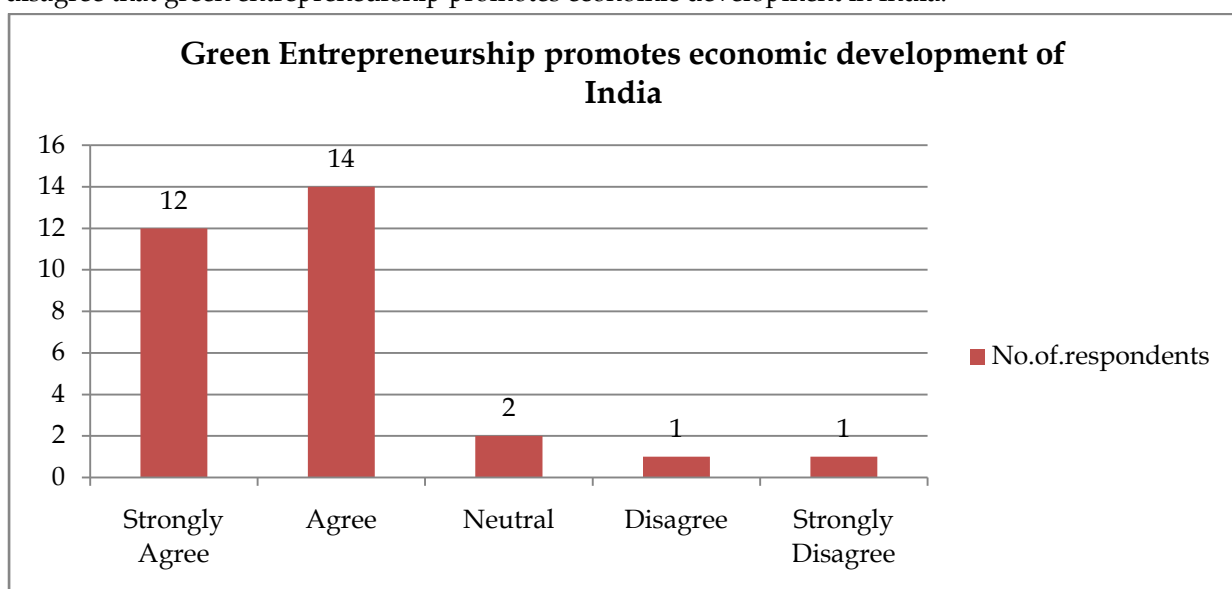


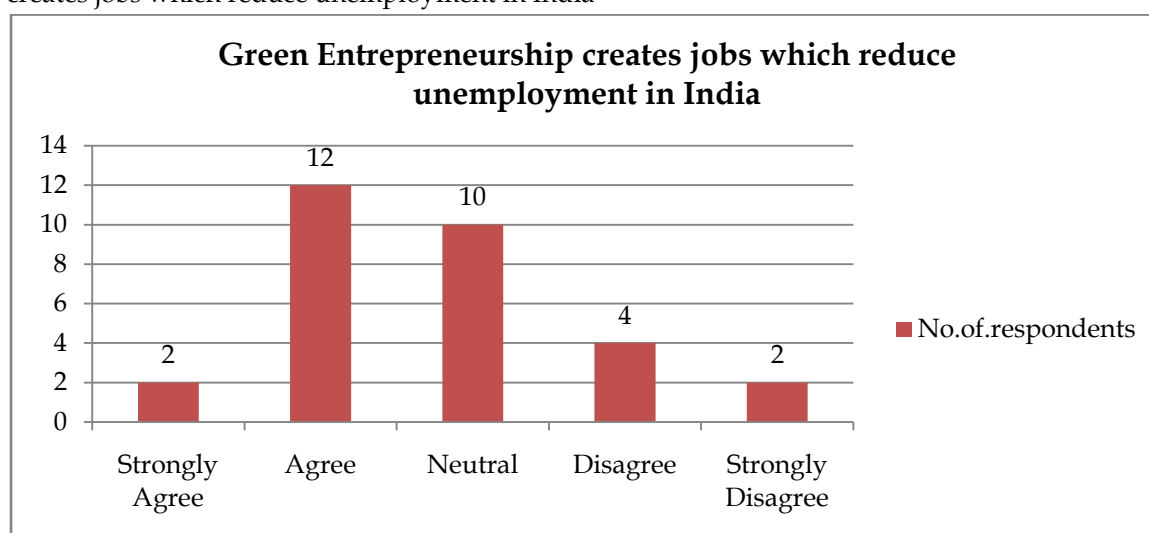
Table No: 5 Green Entrepreneurship creates jobs which reduce unemployment in India

S.No	Particulars	No. of. Respondents	Percentage
1	Strongly Agree	02	07
2	Agree	12	40
3	Neutral	10	33
4	Disagree	04	13
5	Strongly Disagree	02	07
	Total	30	100

Source: Primary data

INTERPRETATION

From the analysis we conclude that 07% of the respondents strongly agree that green entrepreneurship creates jobs which reduce unemployment in India and 40% of the respondents agree that green entrepreneurship creates jobs which reduce unemployment in India and 33% of the respondents are in neutral that green entrepreneurship creates jobs which reduce unemployment in India and 13% of the respondents disagree that green entrepreneurship creates jobs which reduce unemployment in India and 7% of the respondents strongly disagree that green entrepreneurship creates jobs which reduce unemployment in India

**Table No: 6 Green Entrepreneurship promotes the industrial development of India**

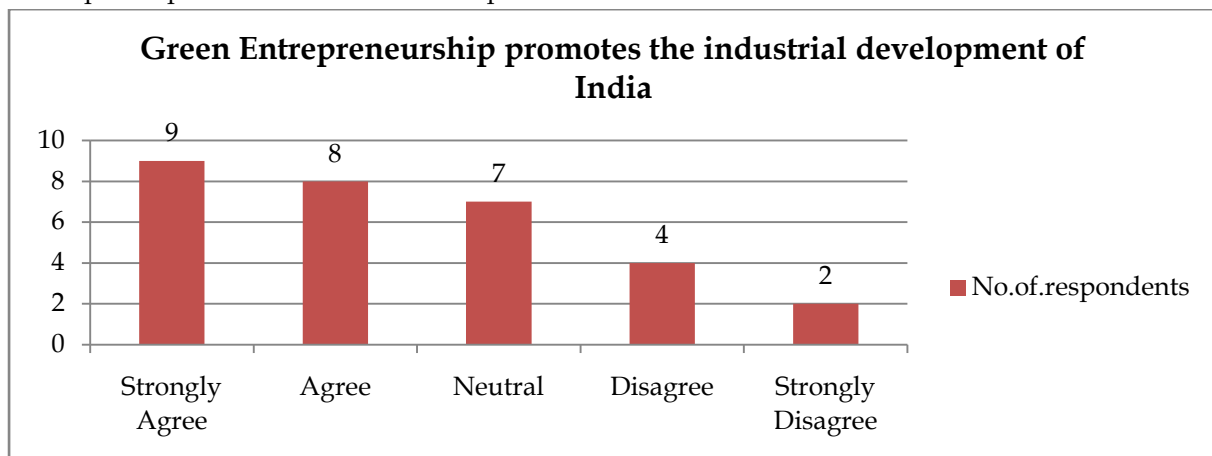
S.No	Particulars	No. of. Respondents	Percentage
1	Strongly Agree	09	30
2	Agree	08	27
3	Neutral	07	23
4	Disagree	04	13
5	Strongly Disagree	02	07
	Total	30	100

Source: Primary data

INTERPRETATION

The above analysis shows that 30% of the respondents strongly agree that green entrepreneurship development promotes industrial development of India and 27% of the respondents agree that green entrepreneurship development promotes industrial development of India and 23% of the respondents are in neutral that green entrepreneurship development promotes industrial development of India and 13 % of the respondents disagree that green entrepreneurship development promotes industrial

development of India and 07% of the respondents strongly disagree that green entrepreneurship development promotes industrial development of India



CONCLUSION

Green entrepreneurship is a difficult task for the entrepreneurs who do green business. The green entrepreneurship has many complicated tasks and decision making process where society should be affected in any of their activities and it also have a positive impact that the consumers will be in favor towards the green products and the market condition of the green products will be high. Green entrepreneurs are the warriors as they have save the country from the pollution and also which affects the positive environment in the nation. Their main objectives in their business are to protect the social, economical, and environmental condition in the nation thus green entrepreneurs are the hard workers and decision makers that they have to be trained and skilled for the positive impact in the environment.

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