

## GREENS ENTREPRENEURSHIP: THE SURGING PARADIGM FOR SUSTAINABLE IMPROVEMENT AND EXPANSION IN INDIA A STUDY OF THE MILLENNIALS

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### **Abstract**

This research aims to examine and comprehend the possibilities and problems of green entrepreneurs in India confront. It aims to give guidance and effective solutions for preventing future environmental damage Via means of green entrepreneurship Statistical **Analysis/Methods:** Because the study is exploratory, it uses both. For this reason, primary and secondary data will be used. Primary data was gathered from student respondents in the millennial generation. They are either graduates or in the last year of their post-graduate management program. A total of 150 pupils were included in the study. The data was gathered using a random sampling procedure. ANOVA and a factor loading method were used, as well as ANOVA and a factor loading method. A hypothesis test and a correlation coefficient between components aided the research in reaching findings. Address both the motivating drivers and the major roadblocks to green entrepreneurship in India.

**Findings:** The research demonstrates that millennials have a high degree of environmental awareness in general. A weak correlation, on the other hand, maybe useful. Gender, age, environmental knowledge, beliefs, and attitudes inferred. Concerns about the environment were assessed. A typical factor analysis using a weighted technique revealed that high worries had a substantial impact on a variety of topics. Several variables, ranging from growing possibilities to innovative thinking, have influenced the demand and supply of green goods The availability of technical alternatives and interventions were major motivators. The emergence of several industries in the report identified India's economy as an emerging green driver to use current resources and green expertise. A developing entrepreneurial atmosphere, thanks to technology. A factor study of the impediments to green entrepreneurship, on the other hand, found that. The following issues were discovered: a lack of or limited understanding of green technology, high investment costs, and a lack of funding to implement green technology. Considering risk in the sector and a failure to comprehend the potential benefits derived from green businesses, it is thought. To be a significant deciding factor for responders **Improvements/Application:** Understanding is aided through research. The motivating variables, since the research gives significant insights into consumer attitudes, beliefs, and values that may be used to improve customer service. Marketers and businesses will find it useful in developing their strategy.

## Introduction

According to a recent World Bank research, the pace of environmental deterioration is growing, with air and water pollution, deforestation, and natural catastrophes all on the rise. Resulting in global climate change. Climate change is a serious issue. The world will confront an unavoidable dilemma in the twenty-first century. It has become a duty of both the government and the people in the twenty-first century. Both established and emerging economies are expected to grow. Provide long-term answers to the problem of Changes in the climate. The Intergovernmental Panel on Climate Change (IPCC) has defined Change is defined by the Intergovernmental Panel on Climate Change (IPCC) as "changes in the condition of the climate that occur throughout time." Changes in the environment may be detected (e.g., using statistical testing). In the standard deviation and variability of its characteristics, which lasts a long time, usually many decades maybe even longer. Any change in climate over time is referred to as climate change. Whether because of natural variability or a result of human intervention activity. This is not the case with the United Nations. Climate Change Framework Convention (UNFCCC), where "climate change" refers to a "change in climate that occurs throughout time." In addition to natural climatic variability, it is attributable directly or indirectly to human activity that modifies the composition of the global atmosphere. One of the main reasons for this is that there aren't any similar historical periods. Global warming is to blame for the fast shift in climate. Warming, depletion of natural resources, overuse of natural resources, fossil fuels, and increasing garbage output, both of which have not been addressed. Aided in the conservation of nature but degraded the quality-of-life air, water, land, and soil fertility were all harmed. Oceans, in general, Failure to address the problems has had a negative impact. Agriculture, energy, tourism, and various other industries are among them. As a result, although developed economies have typically had to, it is also a reality that they have borne the brunt of it. Aggravated the situation by adding to the dangers of adapting manufacturing practices combating climate change and products that have not aided in conserving natural resources. This is where green entrepreneurship comes into play. As a new paradigm for socioeconomic and ecological transformations, green processes develop. Green entrepreneurship has taken off all around the globe. It encapsulates a new set of information and metrics. It provides answers to the world's growing environmental challenges such as global warming and resource scarcity and establishes new capacity-building and capacity-building standards enhancement. It creates opportunities for innovation and technology. Adaptability, creation of jobs, and in the process fix many people's unemployment difficulties at the local level, emerging countries and a slew of related challenges and on a local level. India now boasts the world's greatest youth population. The world's population It is critical that the country and the world work together. Its young are aware of the benefits of a green economy and are working to make it a reality. The economy provides the necessary focus and push. To encourage a growing number of green business owners to Be a part of this worldwide movement. Adaptation Green business methods may bring up a slew of opportunities. These ecopreneurs will have more chances. To make as a result of this fact, policies and procedures must be implemented. To lower the carbon footprint of numerous industries, traditional techniques are discouraged in industries, and traditional

approaches are discouraged in industries. They use a lot of energy and contribute to a lot of pollution. The inclusive growth caters to all levels, and a strong network of producers, distributors and marketers might signal a change in green entrepreneurship from a topic to a profession. Of the elite to ordinary practice by businesses that are catering to those at the bottom of the food chain, The oldest example of green entrepreneurship may be found in may be traced back to 1960 when the Western world discovered the growing dangers of industrialization, as well as the impending environmental issues that the world would have to deal with. As a result, the Environmental Protection Agency was established. The Environmental Protection Agency (EPA) was created with the primary purpose of achieving that goal. Developing workable answers to environmental problems. Not only did this open new business options for them, but it also opened up new business opportunities for them. Green marketers also paved the way for product development. Adjustments, new raw material sources, and Alternatives to standard business procedures are being developed. The origins of the term "green entrepreneurship" may be traced back to the 1960s. who coined words such as recycling, renewable energy, conservation, and so forth. 'Business' is the title of his book 'Opportunities that can benefit the environment while also making you money; he supports environmental causes and states that "One man's trash is another man's treasure," as the saying goes. Thus, Entrepreneurs from various businesses, including small, medium, and micro businesses, stepped up to help the economy. Growth while also helping the environmental concerns, therefore resolving communal issues thoughts that are unique. As a result, in addition to the financial motivation, a new 'Potentially' a new breed of individual entrepreneurs has developed. 'Towards a Restructured Ecological Society' Entrepreneurship began to be seen in a new light. Fresh ideas and a new sense of environmental zeal, as a result, it wasn't until the late 1990s that environmental concerns became mainstream. 'Entrepreneurship' attracted attention, and words such as "environmental entrepreneurs," 'green entrepreneurs,' and 'eco entrepreneurs' are terms used to describe people who work to improve the environment. 'Entrepreneurs' and 'ecopreneurs' became popular terms. Persons involved in activities make money and make a difference while also looking for a long-term edge Ecopreneur ship Individuals who invested in green energy were known as eco-investors. Profit-making and societal-serving business practices through preserving the environment. As a result, green Initially, entrepreneurship related to introducing new products. Unique goods and services aimed towards certain demographic new prospects in developing markets.

As a result, research is necessary. A review of the literature on environmental definitions the term entrepreneurship refers to the start-up of a business. This is geared at environmental protection, and environmental stewardship became a basic value identify of such enterprises that aided in their promotion themselves as distinct and, as a result, gaining a 'competitive advantage', At this time, it's critical to emphasize that, because of an increase in environmental sensitivity, scholars were also asked to investigate the nature of green. Entrepreneurship from various angles one of the This is how green entrepreneurship is categorized. On two different levels. One of which, after it has grown to a significant size, Company houses take a green approach to business management, whereas start-ups put environmental concerns at the

forefront of their operations. They are built on the foundation of natural and ecological resources. The first criteria for firms that use environmentally friendly procedures are to acquire a competitive edge and make product development easier. This idea asserts a close link between differentiation and differentiation. environmental management as an element of a relationship firms' corporate social responsibility and, as a result, Gains in competitive advantage and innovation. Now, at the same time, some experts think that by doing so, they will be able to save money. The existing firms do not experience any costs due to this technique. It is an added expenditure that may hurt the business. Similarly, it is suggested that natural resources would give these businesses intangible advantages. It isn't easy to imitate. As a result, green has a special meaning in this context. Entrepreneurship is described as a person's endeavour to make a profit. Folks to "promote their environmentally friendly products" practices through the market or non-market channels" The second group of companies that have started with the environmental protection as a goal explains green entrepreneurship is defined as "the development of new goods that are environmentally friendly. Services or organizations to take advantage of market possibilities. Cohen and Winn went into further detail and thought about it. such enterprises as sustainable,' and with the goal of "creating future goods and services" is a term used to describe the process of "creating future products and services significant monetary, psychological, and societal ramifications." As a result, early green entrepreneurship literature was a mixed bag. Economic and environmental ideas are combined economics. Furthermore, research in the field reveals a different perspective on green enterprise, and the premise for this is an economy's degree of development. As a result, developing countries are taking a closer look at green entrepreneurship. From the standpoint of introducing new products and services new items to new possibilities on the contrary, Entrepreneurs in developing countries such as India are considering becoming green Entrepreneurship is defined as the creation of low-cost goods. To address the poor's needs and at the same time attempt to turn them green, so adding to the economy is changing. Nonetheless, this is a divergence from previous hypotheses. In addition, investigations have been conducted to establish the variables that encourage people to do things they don't want to do green entrepreneurship is a term used to describe a kind of business that is focused on. During various phases of Researchers have contributed to the specter of this study. entrepreneurship with a variety of outcomes As a result, it's mostly inconclusive. Another one the study's goal is to figure out what's going on. the importance of private and governmental organizations in promoting or discouraging green entrepreneurship At Lennenen has made an essential input at this point. It is necessary to emphasize green entrepreneurship in this context. According to Lennenen, creating a market for green products is difficult. Goods and a lack of knowledge with the financial community Also, a lack of understanding about green goods might be a problem. To be some of the most significant impediments to green entrepreneurship, on the other hand, maybe justified. It is not just a movement but also a real answer to various ethical, social, or environmental challenges in nature number. This study is an effort to comprehend the variables that influence help to inspire millennials in India to become green entrepreneurship, the difficulties they experienced while starting their businesses, and the procedure for doing so. While there is a lot of

information out there on entrepreneurial vocations and the nature that surrounds us as well as elucidating the value of entrepreneurship Institutional contributions, as well as orientation and culture represent the economic system's embeddedness In social and structural interactions, the environment is important., the majority of this material is restricted to the developed western world countries and do not take into account the most significant disparities in India is an example of a developing economy.

### Significance of Study

Most entrepreneurs in a rising market like India were doubtful of the growth opportunities at the 'Bottom of the Pyramid' until they pointed it out. Tackling entrepreneurial developments and on such size, there are environmental considerations. Environmentally friendly innovation remained a prestigious term used for huge companies and well-established businesses and as a corporate communication tool social responsibility and improving one's reputation are two of the most important aspects of a company. However, according to the index, with a shift in consumer behaviour and a rise in changes in education, wealth, and other social factors, green entrepreneurship is gaining popularity. Of the newest generation, the government, and the general public, Institutions are assisting in developing young people. Concerns about the environment the following ten years will undoubtedly be eventful. Globalization, industrialization, and technological advancements are all occurring quickly. The economy is deepening. Due to a scarcity of resources, the world must find a way to get there sustainably. Not harmful to environmental resources or human life in this world, there is a lot of humanity. As a result, this study tries to help bridge the gap between environmentally conscious customers and entrepreneurs who can help usher in a new era. A Study of Millennials on Green Entrepreneurship: The Emerging Paradigm for Sustainable Growth and Development in India environmental protection that is much needed. In the Indian setting, conservation is at the forefront.

Figure 1 Depicts of green business.



## Research Objectives

The main goal of this study is to learn about and analyse the following topics:

- To find out the role of green entrepreneurship in encouraging innovation Business expansion and economic prosperity.
- To analyse the motivating elements with a critical eye green entrepreneurship used to describe a business.
- To investigate the difficulties that Green Entrepreneurship faces.
- To explore Education's role and government assistance in providing a favourable atmosphere for the development of entrepreneurship.

## Hypothesis

Millennials' environmental knowledge and consciousness foster a favourable attitude toward the green enterprise.

H0-Environmental Consciousness and Awareness amongst Millennials Builds Positive Attitude towards Green Entrepreneurship

H1-Green entrepreneurial in motivating to improves public knowledge of environmentally favourable and sustainable practices of green goods are popular among customers.

H2: The importance of green entrepreneurship in influencing the projected demand changes and government policy in India's many sectors.

## Research Methodology

The exploratory character of the study necessitates the use of both primary and secondary data. Students who responded to the survey provided primary data. They are either graduates or in the last year of their postgraduate management program. A total of 150 pupils were included in the study. have been obtained using a random sampling technique. The survey's goal was to obtain information on environmental awareness and concern. Pupils, as well as to comprehend the things that inspire them. These respondents are more likely to choose entrepreneurship than work for someone else. Placement in businesses Data was gathered qualitatively. The analytic induction approach and the logical induction method are used in nature. To assess the data and develop conclusions, analytical approaches were applied. Conclusions.

## Research Findings

Table 1 provides the profile of respondents.

**Table 1.** Profile of respondents

<b>Gender</b>	<b>%</b>	
Male	88	60



Female	62	40
<b>Age</b>		
Mean	22.7	
Median	20	
Mode	19	
<b>Education</b>		
Graduate	62	40
Post Graduate	88	60
<b>Family Background</b>		
Entrepreneur	55	34.6
Service	68	44.6
<b>Total</b>		
	27	
Any Other	130	20.8

### 6.1 Ho- Environmental Consciousness and Awareness amongst Millennials Builds Positive Attitude towards Green Entrepreneurship

According to the theory, millennials have a high degree of environmental knowledge and care, which is expected to continue. According to the research, Millennials, on the whole, have a high degree of environmental awareness. Awareness of environmental conservation or promoting environmental protection via proactive measures action. The responders were concerned about the situation. Increasing environmental deterioration due to human activity deeds and are persuaded of the impending hazards that such reckless behaviour may lead to. Sanjeev Mathur and Neelam Tandon are Sanjeela Mathur and Neelam Tandon, respectively. The degree to which you comprehend environmental concerns as a whole. As well as Eco literacy among the participants revealed a response rate was over 80%, which paints a very positive picture. Positively to knowledge regarding assessing the damage caused to the environment by human actions and increasing industrial pollutants and automation. Eighty-three percent of the respondents surveyed displayed a predisposition towards the need for preventive actions and effective communication and action towards preventing further environmental degradation. Knowledge regarding the detrimental effects of environmental pollution on climate change, increasing air pollution, and related diseases was considerably high amongst this group, and most of them felt that sensitivity towards the problem could help develop critical thinking and skills to solve the problem effectively. Figure 2 provides a

standard correlation plot between Age, Gender, Beliefs, and Eco-Literacy; this is in the form of an asymmetric square matrix. Each row and column describe a variable, e.g., Gender, Age and Environmental Knowledge, Belief, and Attitude. The size and colour of the dots denote the correlation coefficient, which ranges from -1 to 1. The diagonal values show the largest dot, which of course, denotes 1. This is since the same variables represent the correlation. This correlation is performed by the Kendall methods as given by Kendall. Kendall's tau or Spearman's rho statistic is used to estimating a rank-based measure of association. These are more robust and recommended if the data do not necessarily come from a bivariate normal distribution.

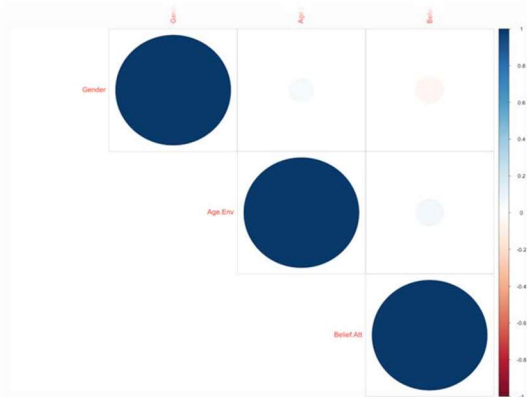


Figure 2. Correlation between Age, Gender, beliefs, and literacy.

A weak Correlation can be inferred between Gender, Age and environmental knowledge, beliefs and attitudes. The coefficients for all pairs lie in the range of (0,0.015) and hence can be treated insignificantly.

**6.2 H1- Green entrepreneurial in motivating to improves public knowledge of environmentally favourable and sustainable practices of green goods are popular among customers.**

Although the millennial responder showed increasing concern for the environment, it cannot be conclusively claimed that awareness and concern have increased. They became motivators by transforming themselves into drivers. This generation of kids to become business owners. There is a lot of belief in the transformation in mindset, but there isn't a lot of drive. Entrepreneurship included a wide range of concepts, from 'profitability' to 'creativity.' 'Innovation, sustainability, and ecological dedication' are three words that come to mind. Walley and Taylor<sup>31</sup>, in a previous investigation, Visionary' green entrepreneurs were recognized as one of four categories of green entrepreneurs. Champions- those who have fought for environmental causes.



Not at all serious	1	7.7%	Not at all serious	1	0%
somewhat not serious	0	0%	somewhat not serious	0	7.7%
Neutral	4	30.8%	Neutral	4	7.7%
Somewhat serious	3	23.1%	Somewhat serious	3	30.8%
Extremely Serious	5	38.5%	Extremely Serious	5	53.8%

And environmentally sound business methods The 'Ethical Mavericks' were the second kind recognized. Green principles and devotion are less important, but leadership is through generating ideas via realistic answers to a person's way of life or a community's challenges. 'Innovative Opportunists' is the third category. I was looking for a way to make money in an ecological 'niche.' Last. Still, 'Ad-hoc' was the identified category of green entrepreneurs. 'green entrepreneurs' are people who have started environmentally friendly businesses as a result of chance and whose social and ethical implications Concerns collided with the profit motive in the A new opportunity has emerged. Mixed motives were also discovered in the current study. Green Entrepreneurship is becoming more popular among the youth. Some of the graphical presentations are shown below. A summary of the environmental awareness level acts as an important driver for respondents Entrepreneurship that is environmentally friendly.

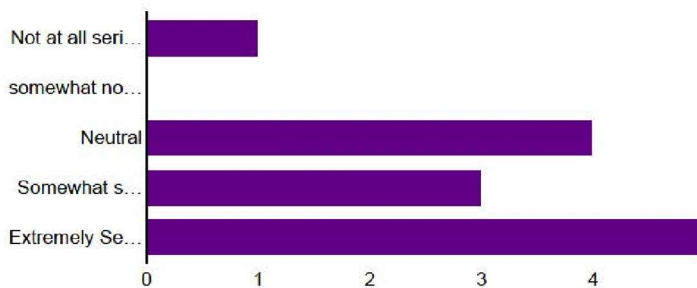
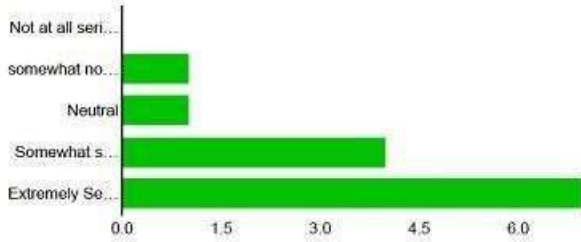


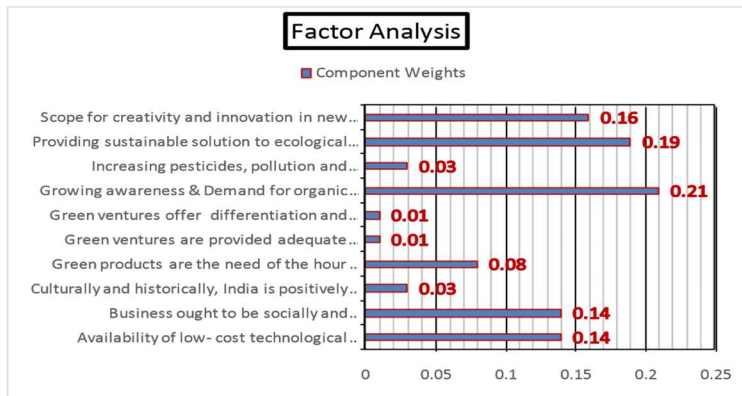
Figure 3 shows a bar graph showing the distribution of responders who evaluated Destruction of the Environment as crucial Ozone is one of the environmental issues concerned about, on a scale of 1 to 5, rate India. According to the distribution, 38.5 percent of individuals agree that ozone depletion is a serious problem according to the distribution. This is a major environmental issue. Only 7.7% of the population feel that it isn't a significant issue.



**Figure 4.** Environmental concerns : Global warming.

Similar plots were obtained on nine such environmental issues, as shown in Figures 3 and 4, to see whether the respondents were aware of diverse environmental problems. The graphical depiction (and others not included in this research) clearly shows that millennial respondents have a high degree of environmental knowledge and care. This is a critical aspect in the formation of favourable environmental attitudes and beliefs, which has a substantial influence on the demand and supply for green goods and the ultimate success of green marketing.

Figure 5 is a classic factor analysis diagram that depicts the numerous motivating elements that influence Green Entrepreneurship. The following are some of the useful conclusions that may be obtained from factor analysis:



**Figure 5.** Factor analysis of motivational factors.

- Increasing consumer knowledge and demand for organic goods; • Providing a long-term solution to environmental threats and preventing future deterioration.
- New developing prospects provide an opportunity for creativity and innovation.
- Business should be socially and environmentally conscious.
- Low-cost technical solutions to reduce costs in green businesses are available.
- Green goods are in high demand, and as a result, a firm may be successful.
- From a cultural and historical perspective, India favours classical natural product sciences.

- Consumer desire for natural ingredients and production has altered as pesticides, pollution, and contamination in common consumable items have increased.
- As a source of competitive advantage, green initiatives provide distinctiveness and the opportunity to establish a brand.
- Government subsidies and assistance are offered to green businesses.

### **6.3 H2: The importance of green entrepreneurship in influencing the projected demand changes and government policy in India's many sectors.**

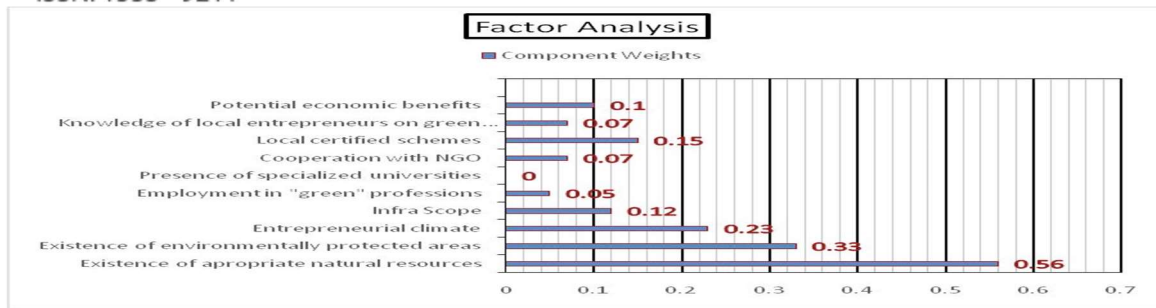
In the millennial generation, the importance of green entrepreneurship is generally appreciated. The general public's understanding of the environment and the negative consequences of human activity the destruction of the environment is profoundly felt and a source of worry It has been approved for improving the situation. a significant amount. The study team is well aware of this. Climate change is real, and it affects everyone on the earth. Acting on an individual, societal, and communal level can help alleviate the problem. Faced with the problem of natural resource depletion, Energy was seen as the most pressing issue. For the sake of the generation, the majority of those polled agreed that India's energy resources are under significant strain, and Growing industrialization has created a massive demand-supply mismatch. Electricity shortages are being recognized. The country's generating potential is widely recognized. This generation of people Simultaneously responses demonstrated a high degree of knowledge about renewable energy sources. Sun, wind, biogas, and natural gas are renewable energy sources. etc., in addition to positive variables such as a big population and geographical position, potential for development in the cleantech sector the amount of Energy is enormous and intense. The people who responded. However, it is believed that the sector can be completely optimized to flood fresh ideas to match the expanding potential inventive thinking, a sustainable supply chain, and a rapid turnaround. It is critical to act in terms of permissions and approvals. drivers for creating a favourable atmosphere for encouraging the spirit of entrepreneurship in his industry.

#### **Policy Outline**

The road map for environmental issues has been put out in India's 12th Five-Year Plan. Measures and regulations have been devised to reflect the move towards a 'low carbon' economy. The incentive has been given uniquely. A focus on promoting green energy sectors Agriculture, tourism, and so forth. Norms and regulations that are more stringent Mechanisms have been put in place to discourage companies that use a lot of energy and produce a lot of pollutants. The emphasis is on both inclusive and low-carbon development. A footprint Small and medium-sized businesses have 'Cluster' has been led with this vital duty. The main force behind it is the 'approach.' This has resulted in regional innovation centres with a track record of success as major proponents of green business. Solar and other renewable energy sources

are becoming more widely available. The Ministry of New and Renewable Energy is in charge of sources. The energy is generated from renewable sources. The pursuit of renewable energy is pursued. Vigorously, the government's goal has been met. Parity was achieved by moving away from policy-driven decisions. Entrepreneurs are all equal participants in the growth potential. At the federal and state levels, governments have Jawaharlal Nehru's, Jawaharlal Nehru. The National Solar Mission intends to generate 10% of the country's electricity from solar power.

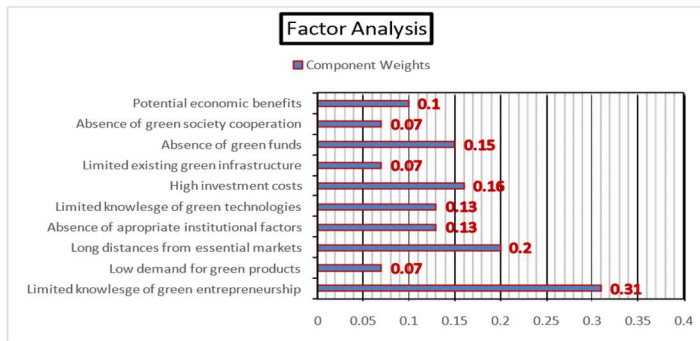
By 2022, solar energy will account for 20 GW. The nation has decided. The goal is to add 60,000 megawatts of capacity in the energy industry by 2017 in the energy industry A total investment of more than \$400 million has been made. The industry is certain to contribute to the sector's richness. Rajasthan and Gujarat have set frameworks to increase capacity and address the demand-supply mismatch. To make solar and other renewable energy more accessible to the general public, the impoverished in remote areas, agriculture, and renewable energy; another industry mentioned was food processing. Green enterprise has a lot of promise. Hence, Organic farming, seeds, and organic insecticides are just a few examples. And fertilizers, solar irrigation pumps, environmentally friendly packaging, and a slew of others in the food processing industry, some of the pioneering green initiatives included ecolabelling. Agriculture-related business endeavours There is also room for other green enterprises, such as trash management. Textiles, manufacturing, handicrafts, and housing are all examples of recycling. Other key areas were agriculture and building. For the sake of possible green entrepreneurship, these were the industries involved. acknowledged as being major contributors to the creation of new work possibilities, income generation, economic growth, and leadership the shift to a more environmentally friendly economy According to them. Market Potential for Indian Industries, Confederation of Indian Industries By 2025, green goods will be worth \$300 billion. Figure 6 depicts a typical factor analysis diagram. Several critical factors aid green Entrepreneurship. As a result, this factor analysis of multiple variables variables in the surrounding environment of developing a green product industry can be significant factors in promoting the green entrepreneurial spirit Millennials understand that resources are limited. Essential for a green enterprise are readily accessible, and supporting environmental legislation is a source of tremendous strength and confidence. India's entrepreneurial atmosphere is favourable to green businesses. Existing infrastructure and Additional entrepreneurship drive are provided through incentives. The concern is growing. Green goods are in high demand, which encourages investment in them. As a result, although millennials are very driven, they should join the upward trend. Still, at the same time, the context in which this initiative is taking place is very encouraging. And are proven to be important drivers.



**Figure 6.** Factor analysis of key drivers of green entrepreneurship.

However, although millennials are optimistic about the developing development potential and many environmental drivers for green entrepreneurship, there are some concerns. Particular flaws they believe may prevent and represent a threat to prevent the same. Millennials, on the other hand, are undeniably optimistic. The potential for future development and the numerous facilitators in Despite the favourable climate for green business, there are flaws that they believe may prevent and represent a threat to prevent the same. A typical factor analysis diagram is shown in Figure 7. highlighting crucial issues that hinder Green's popularity in Entrepreneurship. Millennials believe this to be the case. a lack of or a poor understanding of green technology and its application to supply conventional answers. A business methodology is a way of doing things in a certain way.

Furthermore, high Investing expenses, a lack of finances to take on risks. Some of the restrictions that green faces are also related to the industry. The rising potential advantage entrepreneurs obtain from green firms is underappreciated. by investors, and hence a significant deciding factor of the people who responded



### Outcome of the study

As a result, the potential for green entrepreneurship is expanding, and the environment sector is prepared to take the lead in terms of employment and income. Generation. The Millenials that responded are aware of the situation. New prospects in the environment sector are dedicated to economic growth in the most remote parts of the world's environmental, social, and economic sustainability. Their green enterprises are imbued with ethical principles. This is a good thing. Predisposition must be well-supported by suitable resources. Entrepreneurship, education, and training are all part of the ecosystem. Technology, financial assistance, tax

advantages concessions, and so on, to take advantage of the increased enthusiasm of the workers. The population is young. It is necessary to make a determined effort to embrace a green economy. Encouraged the growth of environmentally friendly businesses would improve the economy's resilience and a natural biosphere system. Green enterprise is the most long-term option. A remedy to the developing natural imbalance and the fast deterioration of the environment Natural resources are being destroyed. They provide major advantages. Contribution, not just in producing jobs but also in generating income while simultaneously acting as change agents harbingers of fresh ideas and catalysts for creativity to adopting new technology inflexible and timely manner sustainability. The next generation is in charge of the future, inheriting limited natural resources and trying to make the most of them. As a result, we are devoted to meeting the expanding population's demands. through making efficient and effective use of resources while being socially and ecologically conscious

### **Future Direction**

As a result, India is rapidly changing into a knowledge-based economy, with high-potential and bright Sanjeela Mathur and Neelam Tandon at the helm. It is unavoidable to tap into this reservoir of human resources. Pooling resources to build a self-sufficient country of entrepreneurs at this point, it's critical to commit. Creating and facilitating such an environment's development entrepreneurs who have been successful Some suggestions are possible. Outlined to make this a feasible choice at the individual level, local and national levels. The following are the details:

- Improving your green skills green enterprise will be ineffective until These businesspeople get the actual meaning of the term "green." business. Green skills refer to the education, training, and understanding required to operate in a green environment. experience that may be put to good use in terms of technological adaptation materials that reduce environmental risk
- Innovation Incubators: Platform for incubating unique ideas before their commercialization. Must be put in action, and an eco-friendly environment must be created. It is necessary to develop a system that allows for testing concepts. As well as being supported. A robust system would inspire more people to participate. And more young entrepreneurs who are willing to try out new concepts. Furthermore, test piloting absorbs a significant amount of risk.
- Public-Private-Community-Partnership (PPP) The cornerstone of long-term sustainability is a symbiotic interaction. Of green businesses, the trio can give the necessary support. Technological tool for harnessing innovation to get to the bottom of the pyramid, you'll need adaptability and scalability.



- Creating policies to encourage green initiatives, policymakers must take a proactive approach. Be put in place and efficiently executed to obtain tangible outcomes of social and economic transformation The country's scenery. Policy measures can make a big difference. in instilling confidence and the ability to embark on a new venture green business venture
- Increased awareness and positive attitudes towards Purchasing: A good attitude toward organic purchases is required. It's critical to develop demand for these things and ensure that additional industries embrace green Processes. As a result, awareness and its display are necessary to work on improving product qualities. A well-thought-out communication strategy and a positive attitude, "Word of mouth" is used to describe how people find out about something.
- Start-up Funding: A youthful entrepreneurial country with a budding economy, India, has the greatest constraint in terms of economic development. Lack of financial resources and lack of entrepreneurial initiative Support, and the lack of interest-free loans. This element is important. This puts off many new entrepreneurs. In uncharted territory, there is a danger. Mechanisms like start-up money, angel investors, and low-cost financing Are necessary to improve the ability to get commercial loans. enlist the support of a bigger percentage of the people
- Entrepreneurial Education is a term used to describe a program that teaches people Adequate entrepreneurial education in schools; the correct education may be found at the college and district centre levels. The drive to provide a hospitable environment by promoting entrepreneurship among young people Environmental deterioration is well-known, but there is also a lack of knowledge. Disseminate information on different strategies that may enhance the circumstance Education may also help you overcome obstacles. Jobs and 'placement' have societal compulsions tied to them. Start-ups have a higher chance of gaining societal approval. As a result, prospective ecopreneurs' potential may be realized. It is a crucial aspect in creating a more environmentally friendly economy. Environmental issues, Today, there are unquestionably entrepreneurship prospects. Green entrepreneurship, on the other hand, is the most long-term. Climate change is a solution to rising environmental degradation. Change, deforestation, increased air, water, and soil pollution are all factors to consider. A loss of biodiversity Ecopreneur ship is a new way of thinking about business. A paradigm change from the conventional business maxim of "doing business as usual" to "doing business From being masters to embracing a creative matrix, technical adaptation and product innovation are required to overcome the problem. environmental issues and, as a result, function as a catalyst in bridging the innovation and marketplace divide

### Limitation

The research was done on a small group of millennials in a specific location. The impression of the responder group's opinions may not always be accurate. Represent the young population. Moreover, the current research does not provide conclusive evidence. People's attitudes and

ideas about the environment would change compel you to engage in aggressive environmental action or entrepreneurship. The research is likewise restricted to a small group of people. geographical location.

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