

GREEN ENTREPRENEURS

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Abstract

Green entrepreneurs are the entrepreneurs those who commence the activity in term to make reuse or recycle of wasteful resources. As India is a developing country and living as a status of mixed economy.

New generation (Gen Y & Gen Z) is occurring with the problem of unemployment while having the latest knowledge of technical skills, conceptual skills and intellectual skills. So the concept of work on Green entrepreneur (best out of waste) is more convergent with in new generation.

It help in reducing the problem of unemployment and because of new application and adaptability of new opportunities efficient utilization of growth & development takes place in economy. So it is a kind of liberal approach to anticipate the problem of polluted environment.

According to National and International survey various schemes and functions are organized by WTO, International Trade & Investment have become freer of restrictions, ITES – Information enable services, UNIDO – United Nations Industrial Development Organisation.

Benefits of Green Entrepreneurs are:

1. It helps in increasing the GDP.
2. It helps to overcome the problem of unemployment.
3. It helps to generate the capital formation.
4. It helps for the betterment of the society.
5. It helps in increasing the women empowerment.
6. It reduces the problem of poverty.
7. It increases the standard of living of people in the country.

Purpose – The paper seeks to explore whether green entrepreneurs may be more engaged with green issues rather than artificial science. The study was undertaken to add to our understanding of gendered attitudes and behaviors around green entrepreneurship.

Core Competencies of entrepreneurs are KASH:

K – Knowledge

A – Attitude

S – Skills

H – Habits

Review of Literature

Patrice Braun, (2010) "Going green: women entrepreneurs and the environment", International Journal of Gender and Entrepreneurship, Vol. 2 Iss: 3, pp.245 - 259

Findings – The study found that participating women had stronger environmental attitudes and commitment to the green entrepreneurship program than males, suggesting that women entrepreneurs may be more engaged in green issues than male entrepreneurs

Peter Kilby.,(ed.), Entrepreneurship and economic development, New York: The free press, 1971.

Findings – An entrepreneur is on the lookout for and spots the business opportunities, assesses its value, develops it in the form of a product / service ideas, assembles he resources and gets going.

Challenges towards Green Entrepreneurs

- To influence the interest of the customers.
- To maintain quality and quantity for long lasting period.
- Contribution for betterment of the nation.
- Not to adhere erratic growth.
- Be authentic, loyal, accountable etc.

Conclusion :

"WHEN THERE IS WILL THERE IS WAY" This proverb defines that entrepreneurs are always visionary towards their ideology and thought but on the top of all Green entrepreneurs are looking forward for the betterment of the society , cities, towns & villages with serving of best quality of product with hygiene and maintain eco friendly status of the country as whole.