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INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI:10.21474/IJAR01/10928

DOI URL: <http://dx.doi.org/10.21474/IJAR01/10928>



RESEARCH ARTICLE

GRENEURS: FOR EMPLOYMENT PROLIFERATION WITH ENVIRONMENT PROTECTION

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Manuscript Info

Manuscript History

Received: 08 March 2020

Final Accepted: 10 April 2020

Published: May 2020

Key words:

Greneurs, Sustainable Development,
Employment, Climate Change,
Environment Protection

Abstract

Green entrepreneurs have not been studied much in the past. There are very few articles, research paper and books about them. In this paper, research is done about why greneurs i.e. green entrepreneurs need to be promoted for sustainable development. This paper has tried to make the people aware about the role of greneurs in the society. There are lots of government policies which can help people become an entrepreneur. Lack of awareness is a growth impediment in our society. This research paper had tried to bridge the gap between the innovator and the consumer. This research has found how conventional habits are harming the nature. The climate change is the signal through which consumer have switched to green products. Only greneurs have innovated such products which have caused less damages and also provided employment.

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Introduction:-

Apparently, in today's era the most common problem we see globally is pollution. There are various types of pollution like air pollution, noise pollution, water pollution, environment pollution etc. These pollutions cause damage to the nature resulting in casualties for humans and wildlife as well. Some common examples seen recently are Australian bush fire, melting of glaciers in Arctic and Antarctica Ocean, ozone layer depletion, etc. whereas in India, the driest state, Rajasthan which rarely saw monsoon is now experiencing hail storm with heavy rainfall almost every month. All this has incurred a heavy loss to the living beings.

People are getting aware about the adverse effects of conventional products on our nature. Consumers have become rationale about what product they choose and how will it affect the environment, simultaneously. There is a shift in the tastes and preferences of consumers, as they have understood that some of these products cause harm to the people in long run. Most common pollutant plastic has been banned in many countries for regular use. Plastic is dangerous because it is non-biodegradable. It means plastic does not get mixed or dissolved in the environment. If thrown in land it makes soil less fertile, if thrown in water it can choke pipes and if eaten by humans or animals they die because they can't digest it.

Unquestionably, other pollution causing activity is depletion of natural resources. Natural resources like iron, gold, copper, petroleum, coal, etc are used for the daily activities. Till now, they have been over-utilized which has affected the overall condition of earth. Some businessmen became so addicted to profit and money that they started utilising earth purely as a resource. Instead of adopting organic materials, chemicals have been used in products, to increase the durability and perishability. At last, everyone is suffering the loss either by making those products or by consuming them. These life-threatening practices must come to an end. The use of eco-friendly products along with MSME's should be promoted for a healthy and sustainable future.

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Entrepreneurs and MSME's:

The entrepreneurs are the ones who use their creativity and innovate products or services. They establish an enterprise which can be either for producing commodities or for providing services. They are the risk takers; they introduce such a product which has no market. The profit depends on how well the people accept the product and then create demand for the same. The vacuum in the market becomes the opportunity for the entrepreneurs. They seek the problem as an opportunity to make a new product. Hence, making themselves successful and earn profit rapidly.

Micro, Small and Medium Enterprises (MSME's) play an important role in providing employment to the people in India. A lot of share is contributed by the MSME's in the GDP. The government of India has divided MSMEs into 2 categories, manufacturing enterprises and service enterprises. The diagram below shows how enterprises are categorised as micro, small and medium ventures.

Enterprises	Investment in plant & machinery	
	Manufacturing Sector	Service Sector
Micro Enterprises	Does not exceed twenty-five lakh rupees	Does not exceed ten lakh rupees
Small Enterprises	More than twenty-five lakh rupees but does not exceed five crore rupees	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees	More than two crore rupees but does not exceed five crore rupees

Source: Ministry of Micro, Small and Medium Enterprises.

Greeneurs:

The word Greeneurs refers to Green Entrepreneurs. Greeneurs are those entrepreneurs who produce eco-friendly products. Their contribution in the society is of dual aspect. They provide employment as well as protect the environment. Green entrepreneurs adopt the practice of sustainable development i.e. production of commodities without affecting the future needs. In 1990s Gustav Berle discussed about the green entrepreneurs for the first time in his book named, "The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money". According to the author, "Green entrepreneurship is taking responsibility to create the world we dream of". Greeneurs are slowly and steadily growing in India.

Greeneurs have introduced many products which are used as substitute for conventional products. They generally search for local bio-degradable resources which are comparatively safer than other pollution causing resources. Greeneurs make an environment friendly product. In some cases, these products can be reused and recycled. If not, then these products have no side effects to the environment and are bio-degradable. Some examples of green products are straws of steel, pottery, solar power, electric vehicles, energy efficient bulbs, etc. Industries have also started changing their conventional methods to less harmful methods by adopting green supply management, green processes, etc.

India is a country where tastes and preferences change after a few miles, which makes it a huge market. After watching repercussions of climate change people have already switched to sustainable habits. So, it is not wrong to say that green market has emerged but it lacks many products and services. So, greeneurs can grab this opportunity and fill the void of products. Greeneurs not only provide employment but they also contribute in preventing migration by helping the locals. Eventually adoption of green products can create a cycle as shown below:-

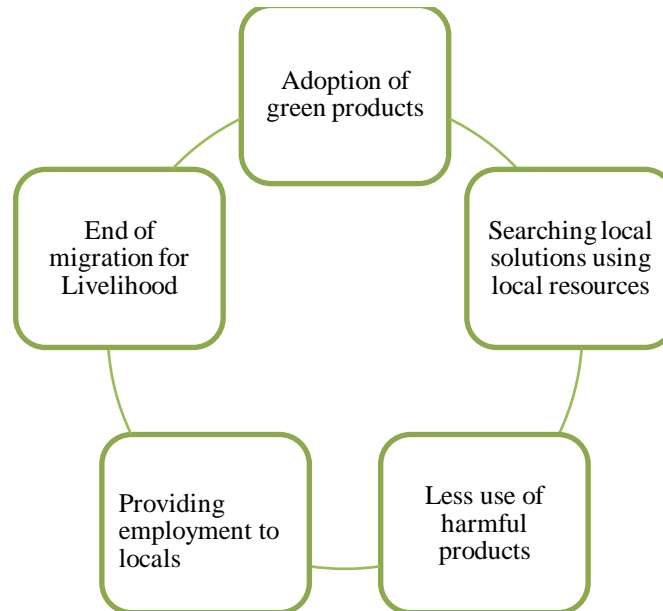


Figure 1:- Cycle of benefits from adoption of green products.

Source: Developed by the researcher

The researcher has divided greneurs into two categories i.e., innovators who produce green products and businessmen who uses green processes.

Innovators - who produce Green Products:

Those entrepreneurs who introduce a product for conventional needs, using eco-friendly resources that does not harm human and after expiry, does not harm nature as well, comes under this category. These products generally do not emit gas and cause pollution. These are made with natural resources without their depletion. Some common examples of green products are Solar energy, Bags made up of Cloth, Utensils made up of clay, etc. The following are some characteristics of green products of innovators-

1. Use of waste material and recycled items.
2. Products are reusable and recyclable
3. Less or zero pollution causing.

Businessmen - who uses Green Processes:

Apparently, businessman too have upgraded their policies for sustainable development. Their claim varies from reduction in carbon emission to stopping the use of plastic. Many businesses have switched to green supply chain management, green production processes, green packaging, etc. in order to give their contribution to the environment. Companies get certification for their contribution towards sustainable development. For instance, we see labels of stars representing energy savings by electronic items like Television, Refrigerator, Air Conditioners, etc. Such labels draw the attention of consumers towards their go green and save electricity policy.

Examples of green companies in India are as follows-

1. Hindustan Computers Limited: HCL has launched notebooks without using any polyvinyl chloride (PVC) material or other harmful chemicals called HCL ME 40 notebooks. It has been rated 5 stars by the Bureau of Energy Efficiency.
2. Tata Consultancy Services: TCS is globally recognized for Sustainability practice. It has grabbed the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
3. IndusInd Bank: One of the first banks in India to discourage the use of paper in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.

Objectives:-

The idea behind this research paper is to throw some light on hindrances and make India grow faster through sustainable development. The objectives are-

1. To promote entrepreneurs to become greneurs.
2. To highlight the role of a greneur in reducing impediments of growth.
3. To discourage the use of non-degradable products.

Research Methodology:-

This research is exploratory in nature. It is based on secondary data. The data were taken from Book, Journals and websites of government of India as well. The entire study has been done on the basis of literature available on the internet related to green entrepreneurs, green markets, sustainable development and climate change.

Review of Literature:-

Green companies have promising prospects as the green economy grows and consumer behaviour is in favor of the green market, (GS, 2015). India is going to be one of the world's best investment destinations. Green entrepreneurs or enviropreneurs have the responsibility towards achievements of social objectives, economic objectives, environmental objective and sustainable objectives. Green entrepreneurs are the warriors who work, to protect the nation from all the evils such as poverty, unemployment and pollution etc.

(Sharma 2017), Green entrepreneurship has opened enormous opportunity for beginners who has identified and explored change in Consumer buying pattern on the basis of eco-friendly or green product. Green Entrepreneurs are a composition of Innovation, Technology, Sustainability and Environment. They can make profit as well as social recognition in the society. Recommendations according to the author for green businesses are-

1. Green Heating: Solar water heating systems
2. Green Transportation
3. Green Building

(K.M., 2018) Green companies aim for economic, social and environmental sustainability with renewable resources, eco-friendly practices, reducing the negative environmental impacts of industry, thus ensuring the well-being of current and future generations. MSMEs are the foundation and key players in the Indian economy's transformation. Over 90 percent of the country's MSMEs are small-scale micro-enterprises that cause low environmental impacts, focusing on a wide range of products and services, especially in rural and less developed areas.

Conclusion and Recommendations:-

India is a nation which has a huge demographic dividend. The level of employment is very less. It's time for the people to come up with ideas that can generate employment for local people with letting themselves earn profit. Certainly, a whole new market is ready to serve. It is important to motivate people for a sustained economy and a healthy future. Greneurs can help reduce many social problems in our society like, poverty, unemployment, migration, etc. Additionally, they can preserve environment through eco-friendly products. They can become a means of empowerment. Entrepreneurs need to jump in the green market with innovative ideas to serve the society. The dynamic geography of our country has millions of needs to serve for.

Earlier before British rule, Indians were dependent on each other. They used to exchange, buy or sale goods within themselves. This made all of them economically stable. In a pandemic situation like corona virus outbreak, people need to help each other with whatever they can offer. The result will be social upliftment with more people employed and increased GDP. Various policies of the government can also help in getting sponsors. There are also angel investors and incubators that provide help to the entrepreneurs. So, those with creative mind and innovative ideas must invent green products.

Scope of further study:

Green market is still emerging in our country many products and services can be provided to the customers. There is a huge vacuum to fill with the help of research. Intensive research and development are needed specifically for green future in order to stop extravagant harm to the nature. More research should be done to provide insight about possible green initiatives that must also creates awareness among people. Green chains, green supply, green packaging, green marketing, green services, etc are some examples where further research can be done.

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