

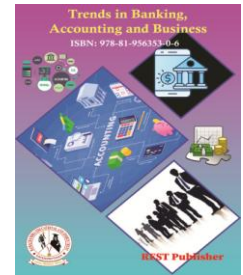


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# Ecopreneurs: A Study on a Factor Influencing Entrepreneur to Be Eco-Minded and Their Sustainability Challenges

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**Abstract.** The term 'Eco Friendly' plays a vital role in today's business world. Eco-friendly products create a positive impact in the society as well as, create brand image and it also increases the profit. As per the study, many of the US consumers make purchasing decisions based on the environmental factors and 66% of global consumers are ready to pay more for the eco-friendly products. After market analysis, many entrepreneurs started developing environmentally friendly products in order to seek the attention of consumers. When the product values and standards increase the consumers will be satisfied with the products. Sustainability will be a short-term trend, but many entrepreneurs started investing more time and effort on eco-friendly initiatives and they have become successful Ecopreneurs. Eco-friendly companies experience a host of advantages by making a positive impact on their communities. The ecopreneurs are finding solutions for the environmental problems that are existing in the world.

**Keywords:** Ecopreneurs, Sustainability, Eco-friendly, Environmental.

## 1. INTRODUCTION

The Ecopreneurs are entrepreneurs who are focusing on creating and sell the eco- friendly products in the market. Ecopreneurs are basically Environment entrepreneurs and eco-capitalism, a new way of approaching the market to make profit and produce good quality of product and service. Nowadays, entrepreneurs are focusing on environmentally friendly products in order to protect the earth from serious natural disasters and produce healthy products for the consumers. They can solve many issues like ocean pollution to Food waste recycling by following the environmental principle. Lot of companies started designing their product as per the environmental principle. They have inculcated in material procurement, logistics, manufacturing and marketing. Optimize production, streamline design, reduce material, procure sustainable products and improve distribution are the certain product design methods used by ecopreneurs. Companies started coming up with innovative ideas for the many environmental issues. For example, hybrid cars and solar panels where dependency of fossil fuel has been reduced. "Biomimicry is approach to innovation that seeks sustainable solution for the problems faced by the humans by emulating nature's time-tested patterns and strategies".

## 2. REVIEW OF LITERATURE

To The sustainability of start-up entrepreneurs in the market was very difficult for them to sustain because of a lot of obstacles from business advisors and banks as well as, interfering with the pursuit of ecological business. The government has to design the policy and schemes in favor of ecopreneurs where, the entrepreneur can protect the environment and improve the quality of life by developing eco-friendly products [1]. According to the study, they believe sustainable packaging reduces the carbon footprint and initiates the circular economy. The study talks about the disadvantages of using plastic and how it affects the environment and lives of humans. Disposal of plastic plays a vital role today's organization, how they are disposed, techniques used in different organizations and impact of plastic usage [2]. In this article, how environmental, economic, and sustainable deals in a holistic manner organizing logic to conventional entrepreneurs. Here they talk about how to develop a green product in an economic way. The strategies and operational cost of few organizations how they plan and implement were discussed in this study [3]. The study blends the oppositional logics and entrepreneurial-minded activists with an advanced ecological agenda in this article. In olden days, people were using eco-friendly products by nature but, now- a-days there is a demand and cultural change in consumer buying behavior again there is a switch to eco-friendly products [4]. Green consumerism and corporate environmentalism have become the important business fire in today's world. So, the companies started running behind

Green Marketing Strategies and Techniques. The government also started designing their policies and schemes as per today's business scenario and environment protection [5].

**Objective:**

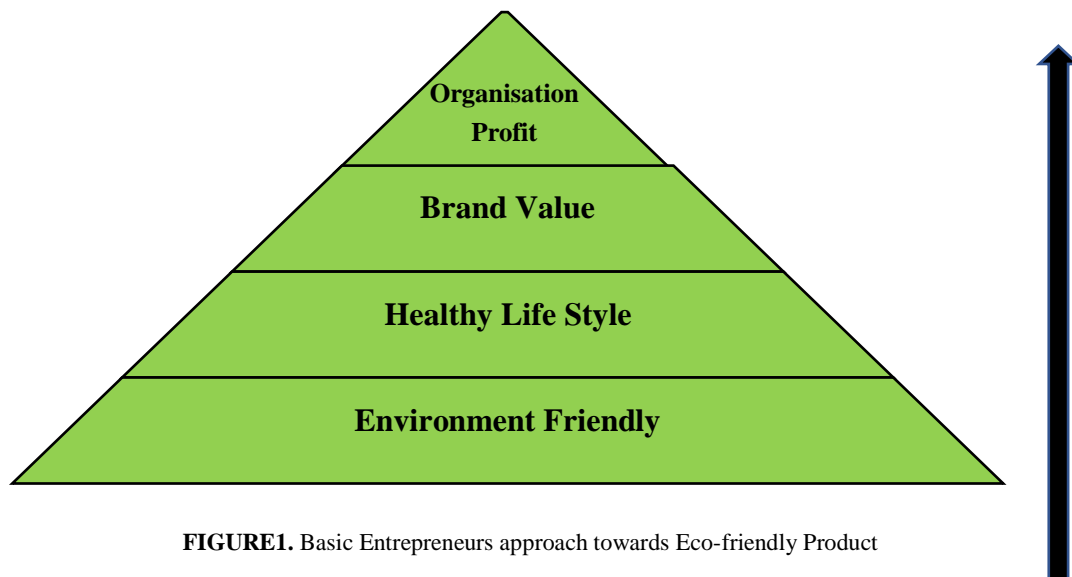
1. To identify the factors influencing entrepreneurs to be eco-minded
2. To identify the obstacles of sustainable development
3. To study the initiatives taken by the firms and government for sustainable development

**3. METHODOLOGY**

The study is descriptive in nature. We have collected secondary data for this study from various books, articles published in Journals, websites and used data from authorized government sites for understanding the government policies and schemes framed by the Indian government related to today's Eco-Friendly environment.

**Factors influencing entrepreneurs to focus on eco-friendly products:**

1. **Energy Conservation:** Many entrepreneurs prefer Eco-Friendly products because the energy consumption will be very less compared to other products. For example, designing a proper ventilation system using natural light for illumination.
2. **Streamlined Operation:** The process of increasing the efficiency of the organization in a systematic way. For example, many firms started adopting automated production processes for the firm.
3. **Healthier Living:** The firms started adopting sustainable ways of production where, usage of chemicals and toxic levels have drastically reduced. Consumers started focusing on organic products to lead a healthier life.
4. **Increasing the Sales:** Organizations started building their Brand Image through eco-labelling. Many Firms use renewable products logos in their products.
5. **Ecological Concern:** Organizations should manufacture the environment friendly products to protect the environment from ecological concerns such as, global warming, acid rain, waste disposal, ozone layer depletion etc.
6. **Better quality of Life:** The eco-friendly products lead to a better quality of life. People can lead a healthy and happier life through these eco-friendly products.
7. **Recycled:** The used product can be reused for the ultimate consumption and manufacturing and remarketed for a value. Many organizations started using renewable products and the wastes produced are recycled and reused.
8. **Reusable:** Instead of throwing the products many firms started reusing their waste disposal. Organizations started using renewable products so that the materials can be reused and the cost of the products can be saved.
9. **Cost- Saving:** Cost saving on the energy bills. Many firms started using renewable energy resources to save the operational cost used by other resources.
10. **Saving Green by going Green:** The ecologically responsible decision and lifestyle which helps to protect the environment and sustain natural resources for current and future generations. Going green reduces air pollution and environmental toxins that affect our body's immune system that fights infection and that can expose us to disease and fatal illness.



**FIGURE1.** Basic Entrepreneurs approach towards Eco-friendly Product

**Barriers for adopting eco-friendly products:**

1. Poverty and Exclusion

2. unemployment
3. Higher Cost
4. Government Instability
5. Climate Change
6. Building strong Institution of governance
7. supporting the rules of law
8. Pollution
9. Deforestation
10. Biodiversity Loss
11. Ecological Concerns like Global Warming, Acid Rain, Ozone Layer Depletion etc.

#### **Initiatives taken by the firms and government:**

##### **Firms initiatives:**

1. **Aditya Birla Group's:** They started extensive work on "<2C Futures" and how businesses must fundamentally alter and adjust processes to survive in a competitive world.
2. **Godrej Group's:** For environmental sustainability they have initiated 'Greener India'. They have reduced 51% of GHG Emissions and they consume energy from renewable sources.
3. **ITC's Landmark e-Choupal:** They have created a supply chain to deal with the problems such as: infrastructure issues, involvement of many intermediaries and fragmented farms.
4. **Mahindra Group:** This sector is synchronizing with India's vision for the adoption of Electric vehicles by 2030. So, they started transforming mobility through manufacturing EV's.
5. **UPL's:** Their technological innovations in the area of food supply chain for increasing the yield to tackle the food waste.
6. **Tata Group:** They have initiated the "closing the loop" principle through sustainable packing, extracting fertilizer through the waste and unlocking the industrial by-product such as fly ash, road construction.
7. **Reliance Industries:** they have started the project by collecting the plastic waste in India and supplying them for the Road construction. To aid this process they have started their own garbage collection and outsourced it.

##### **Government initiatives:**

1. Green Initiative Master circular, 2012: Reserve Bank of India has requested Non-Banking Financial Cooperation's (NBFCs) to initiate electronic payment service in order to reduce the use of cheques and postdated cheques.
2. iGovernment 2011: The union minister has initiated the scheme 600 crores initiatives in the union budget 2011 for protection of forest and Environment Management.
3. Ministry of Environment and Forest, Government of India, 2010: Government has set up the fuel efficiency and emission norms for vehicles, standards for electric appliances and Energy Conversion Building Code (ECBC).
4. Ministry of Corporate Affairs (MCA): "The government of India has taken Green Initiative in Corporate Governance". All the important documents to shareholders in the electronic form. Documents such as, Notice of the Meeting (Extra- ordinary and Annual General meeting), Reports and Financial Audit Statement.
5. As per the estimate, India spends approximately US \$45 billion in 2012 and they reach US \$70 billion on Green IT and Sustainability Initiatives..

## **4. FINDINGS OF THE STUDY**

As per the empirical study, conducted using the secondary data few finding are drawn from the study:

1. Most of the entrepreneurs are influenced to develop eco-friendly products because of Environment Friendly, Healthy lifestyle and Energy saving.
2. Eco- friendly products are not established on a larger scale because of lack of government support and ecological concerns.
3. Many large scale and medium scale firms designed their product development plan in a sustainable manner where end consumers and firms are mutually benefited. Current Government has designed their policies and schemes in order to benefit the entrepreneurs to develop eco-friendly products.

## **5. CONCLUSION**

Ecopreneurs are finding solutions for the problems existing in society. Many organizations focus only on the profit of the organization they are least worried about the environment. Best example is ocean pollution where the water and aquatic life are affected very badly. Entrepreneurs, when they design their business model it should be designed in a sustainable way. This sustainable model will have a great impact on the quality of the product and profit of the organization. The government should always be the backbone for the industries who produce sustainable products in the market.

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