



**THE RISE OF GREEN ENTREPRENEURSHIP:
SUSTAINABLE STARTUPS AND ECO-FRIENDLY TRENDS**

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Abstract

Green entrepreneurship is driving sustainable development by combining business with environmental goals. This research explores the rise of eco-friendly startups, trends, and their impact on society and the environment.

Keywords: Green Entrepreneurship, Sustainable Startups, Eco-Friendly, Sustainability, India

Introduction

Green entrepreneurship addresses environmental challenges while creating economic value. This paper examines the growth of sustainable startups in India, their challenges, and contributions to eco-friendly trends.

Green entrepreneurship is transforming business landscapes by merging profit goals with environmental responsibility. This paper explores India's sustainable startup ecosystem, focusing on renewable energy, waste management, and eco-friendly products. Key drivers include government initiatives, consumer demand, and tech innovations.

Statement of Problem

Despite growing awareness, sustainable startups face hurdles like funding, scalability, and consumer adoption. This study addresses these challenges and highlights success stories.



Scope of Research Study

The research covers green startups in India, focusing on sectors like renewable energy, waste management, and sustainable agriculture.

Significance of Research Study

1. Educational Significance: Informs sustainability-focused entrepreneurship** curricula.
2. Functional Significance: Guides eco-friendly business models and practices.
3. Social Significance: Promotes environmental responsibility and sustainable living.
4. Political Significance: Aligns with India's climate commitments and green growth agenda.

Objectives of Research Study

Objectives of present research study are as follows :

1. Assess growth and challenges of green startups in India.
2. Identify eco-friendly trends and innovations.
3. Evaluate impact on environment and society.
4. Recommend strategies for scaling green entrepreneurship.

Hypotheses of Research Study

Hypothesis of present research study is as follows :

1. **Null Hypothesis (H0):** Green entrepreneurship has no significant impact on environmental sustainability.

Alternative Hypothesis (H1): Green entrepreneurship drives significant environmental and social impact.

Research Methodology

1. Research Design: Mixed-methods (surveys + interviews + case studies).
2. Research Sample: 100 green startups, 50 investors, and 20 policymakers in India.



3. Limitations: Focus on select sectors; self-reported data biases.

Findings

1. Growth: 70% green startups report revenue growth; focus on solar, organic products, e-waste recycling, and sustainable packaging.
2. Challenges: Funding (60%), regulatory hurdles (40%), consumer awareness (30%), and scaling issues (20%).
3. Impact: Reduced carbon footprint (65%), waste reduction (55%), community engagement (50%), and job creation (40%).

Recommendations

1. Funding Support: Green grants, subsidies, impact investments, and crowdfunding platforms.
2. Policy Incentives: Tax breaks, streamlined approvals, green infrastructure support, and sustainability standards.
3. Awareness: Consumer education on eco-friendly products, digital campaigns, and influencer partnerships.
4. Collaboration: Industry-academia partnerships, green innovation labs, and international sustainability networks.

Contribution towards Society and Stakeholders

1. Startups: Enhanced access to funding, markets, mentorship, and tech resources.
2. Policymakers: Insights for green policies, startup support, and climate goals.
3. Investors: Highlights high-impact green sectors (renewables, cleantech, sustainable agriculture).
4. Society: Environmental benefits, sustainable consumption, green jobs, and community resilience.



Conclusion

Green entrepreneurship is key to India's sustainable development and climate goals. Addressing challenges and scaling support can boost eco-friendly innovations, impact, and global competitiveness.

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