

# A Study on Sustainable Entrepreneurship

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## ABSTRACT

Sustainable Entrepreneurship essentially enables in preservation of nature, life aid and network. Sustainable Entrepreneurship contributes to solving societal and environmental hassle through the realization of a success enterprise. In this specific paper the method is to throw some light and tries to explain with the help of sustainable entrepreneurship approximately green agencies advantage to society. The have a look at discussed the sort of business get merchandising outside and inside India and its critical toward environment and society.

**Keywords:** *Sustainable Entrepreneurship, Environment, Society, Green Business*

## Introduction

Sustainable entrepreneurship is in essence the conclusion of sustainability enhancements geared in the direction of the mass market and offering benefit to the larger a part of society. Actors or corporations contributing significantly to sustainable improvement with their middle businesses may be known as sustainable entrepreneurs. Sustainable entrepreneurship is possibility orientated and objectives at producing new merchandise, offerings, production methods, techniques, and organizational modes which considerably reduce social and environmental affects, and which boom the quality of lifestyles.

## Sustainable entrepreneurial ecosystem

The notion of a sustainable entrepreneurial environment (SEE), which connects entrepreneurial ecosystems to sustainability challenges and concentrates on promoting sustainable entrepreneurship, is also a wholly original concept. Given the mounting pressure from pressing societal issues like climate change, the availability of potable water for an expanding global population, and the development of sustainable production and consumption patterns (United Nations preferred meeting, 2015), researchers started examining the peculiarities of sustainable project initiation from the vantage point provided by the concept of sustainable entrepreneurial ecosystems. Only a very small number of academics have up till now specifically focused on sustainable aspects of entrepreneurial ecosystems.

## **Literature Review**

Cohen (2006) describes a sustainable business environment as one within an incredible geographic network committed to sustainable improvement by supporting and fostering recent sustainable ventures. It states that it is an interconnected enterprise of parties.

Udin *et al.* (2015) explored his completion of SEE within the Green IT region.

Simatupang *et al.* (2015) looked at how SEE emerged and evolved to support innovation and the emergence of new businesses.

Fichte *et al.* (2018) study explores the association between the incubator his package and the establishment of sustainable businesses, and the relationship between business craze and the advancement of sustainable businesses in entrepreneurial ecosystems.

Bischoff and Volkmann (2018) emphasize the need to integrate the literature on sustainable entrepreneurship with research on entrepreneurial ecosystems. This is because Bischoff combines two research (in this singular study) and empirically discovers that some contextual aspects, such involvement in sustainable business, are particularly multidimensional for his SEE.

Sunny & Shu (2019) Innovation environment and social norms influencing the adoption of sustainable tasks in geographic clusters.

## **Objectives**

To know sustainable entrepreneurship benefits for the society and the environment and type of business gets promotion from sustainable entrepreneurship.

## **Importance of Sustainable Entrepreneurship**

Entrepreneur growth opposition and raise productivity

One of the main reasons people generally become entrepreneurs is the fact that they can't find the right job. Entrepreneurs create new businesses and create job opportunities for people one after another. Many seniors are laid off due to his COVID-19. For this reason, starting a business is a risk to yourself and helps support and expand the entrepreneur's business. Entrepreneurs may not be able to generate income themselves, but they also appoint other people to their business operation and provide the opportunity to pursue.

## **Entrepreneurs create new business and new markets**

As global trends change, so do people's demands, giving entrepreneurs the opportunity to start new businesses. Market saturation drives entrepreneurs to seek new markets

for their services and products. This is believed to have beneficial effects on the financial system. Entrepreneurs may even create entirely new industries that will drive future growth.

### **Entrepreneurs upload national earnings**

A new product or service created by a marketer brings new wealth from an entirely new market. In addition, increased income from entrepreneurship helps increase national revenues. This often comes in the form of improved government spending and taxation, which leads to financing sales, which in turn helps fund ailing sectors and human capital.

### **Entrepreneurs introduce revolutionary technologies**

Individuals often turn to entrepreneurship to provide answers to their areas of interest or to use their creativity, technical know-how, or budget to generate their own income. Sophisticated ideas and ingenuity are the fundamental driving force for entrepreneurs and make significant contributions to the economy.

A corporation that includes sustainability into every aspect is considered to be "green" or sustainable. Inexperienced business owners aim to solve environmental issues while also having a positive influence on society through their innovative commercial ventures and top-notch consumer goods. Promotion of previously used, new, or scarcely used products, a sort of ethical consumption, is one of his business owner strategies for averting this risk. He may also consider resuming his trade.

### **Green enterprise ideas for 2021**

In order to start a sustainable business, we would like to strive to choose eco-friendly products or services that no one else can offer in your market. Start thinking about how we can structure our processes around this product.

### **A list of 10 sustainable enterprise ideas to assist to get commenced**

#### **Up cycling**

Upcycling is a system that remodels things that are no longer needed and gives them a second lifestyle. This is a fantastic way to give your customers something special and adds the ideal element to the experience of reducing post-customer waste. This applies to everything from fashion to home goods and everything in between. Change can be as small as painting an antique dresser and replacing the handles, or as significant as turning an antique newspaper into a ball of yarn. It is as much as our imagination and skill. For example, the Up-cycle Corporation of the UK is an up cycle furniture company that offers customers an inexpensive way to add certain pieces to their home. In addition, for a fee, the UK-based, wholly-for-profit business collaborates with clients to professionally update their own furniture.

## **Remanufacturing or recycling tech**

Remanufacturing is often a short to full repair before the device is resold. This is usually effectively second-hand technology, and component purchasers have the alternative to help reduce the amount of technology waste that ends up in the environment but pay much less. Speaking of activity, check out David Wright's Electrickery - Recycled Laptop Artwork. David first recycled the card when he noticed the function of his tool's calculator on his broken computer in 1999. Fast forward to today and he saves virtual additives from the junkyard and turns them into special commodities. We can buy sculptures, lamps, jewelry, and even key chains on his website.

## **Green cleansing**

It's no secret that the majority of cleaning supplies we use today include potentially harmful chemicals. Most of these products, including dish soap, bleach, and surface cleaning, come in single-use plastic boxes that you can discard as soon as you're done with them. Create a private cleaning service, working only with suppliers who limit or do away with single-use plastics, and relying heavily on the motivation of inexperienced cleaners. Review deliberate location strategies for reducing waste and water use in the workplace and techniques for demonstrating the benefits of an inexperienced approach to performance clients. For example, consider gray water recycling, which is fairly smooth drainage from our own family's washing machines and other household systems. For example, our experienced dry her cleaners guarantee low price offers, convenient use of green products for families and business apartments.

## **Apps**

Creating apps is perfect for creating a greener future while minimizing our impact on the environment. We wish to conduct our firm with the fewest resources possible so that we produce less waste and use very little water and power. To help individuals make more educated purchasing decisions, develop an app that will help them locate the closest recycling facility or a list of the environmental initiatives and carbon footprints of various brands. For instance, the UK's Too Good to Travel app reduces waste.

The app makes it possible to buy and collect cheap groceries that are still fresh and appealing but haven't been sold by working with shops and restaurants.

## **Reusable food and beverage storage and cutlery**

The UK alone used an estimated 42 billion plastic straws in 2018. It can take up to 200 years for a single plastic straw to disintegrate. And that gives them just enough time to devastate the environment. By decreasing trash, we can simplify our lives with items like bamboo containers, travel cups, and stainless-steel straws. There are numerous approaches to simplify it. For instance, the UK-based company Sustainable sells a variety of bamboo and biodegradable goods to consumers, including flatware, reusable

shopping bags, and toothbrushes. Reusable and sustainable products.

### **Zero waste grocery delivery**

More people than ever want to use less packaging when they go grocery shopping each week. want to manufacture or purchase organic food in large quantities that is packaged in recyclable or reusable containers. In order to eliminate single-use plastics and create items for the local market, we would like to collaborate with nearby farmers. It benefits both parties. In the UK, The Zero Waste Delivery Company, for instance, is doing a fantastic job of phasing out the usage of single-use plastics and sending plastic refills to homes.

### **Ink cartridge refill shop**

By offering an ink refill service, people can reduce their environmental impact when printing. Reusing old ink cartridges can prevent tons of non-biodegradable material from accumulating in landfills and, if done correctly, can be a lucrative company.

To acquire market share, start by keeping an eye on the rivalry in our area and providing a superior mix of competitive price and first-rate customer service. West Sussex-based Zero Waste Recycling is a fantastic illustration of this idea. The business is dedicated to responsibly recycling cartridges, and all elements that cannot be recycled or reused are carefully broken down into component pieces that can be utilized to create a variety of goods, from paving materials to vehicle parts.

### **Sustainable buildings**

We can be a slightly different development company. Make it a priority to use recyclable and renewable materials and minimize waste in construction projects. Showcase effective methods for managing energy use on the job site while safeguarding the surrounding environment. The construction of an eco-friendly edifice is what we're aiming for here.

For instance, the real estate and investment company Lendlease is incrementally improving neighbourhoods by employing eco-friendly building materials. Every facet of our business, from the energy we use to the businesses we engage with, reflects our dedication to minimizing our environmental effect.

### **Reusable shopping bags**

In contrast to disposable paper or plastic shopping bags, reusable shopping bags, also known as lifetime bags in the UK, can be used repeatedly. Totes are frequently composed of materials like canvas, woven synthetics, natural fibers like jute, or thick plastic that are more robust and may be reused rather than single-use plastic bags. Other purchasers might utilize wheeled trolley bags or string bags, which are frequently available at supermarkets and clothes stores.

## **Sustainable event planning**

Paper plates, balloons, tents, beer cans, and straws. No matter how many people are there, there is a tremendous quantity of waste produced per person. According to a survey, the 279 summer music festivals in the UK (which draw in an estimated 3.17 million music fans) produce an astounding 23,500 mounds of trash on their own. Waste has financial costs as well; cleaning expenses might reach thousands of dollars. Reduce trash and your event's carbon footprint, from birthday parties to weddings, trade shows, and festivals. For all the standard things people need to do to be the most effective hosts, start researching green providers and look for green venue and accommodation options. A UK company that helps make your events greener by planning and executing events of all sizes.

An Indian entrepreneur wants to upend everything from how you shop to how you order food to fix a leaky faucet. However, excessive consumption causes waste, pollution, and environmental damage. Fortunately, there are start-up businesses working to reduce these environmental risks. for the good of technology-based products and society. They contribute to the nation being greener when combined with love of the world. Private actors are entering the arena in India, where official corruption and disinterest typically overwhelm environmental challenges. and encouraging attention.

Indian businesspeople want to revolutionize every aspect of our lives, including the way we buy, order food, and replace leaky faucets. However, waste, pollution, and environmental harm problems accompany excessive consumption. Fortunately, there are entrepreneurs working to reduce these environmental risks. They are assisting the nation in becoming greener by fusing a passion for social good with a technology-driven product. It is encouraging to see private firms launching and concentrating on this area in India, where public apathy and corruption sometimes push environmental objectives to the side.

Meet Indian businesspeople and activists who have started organizations for sustainable development that deal with waste management, alternative energy sources, and awareness-building initiatives.

## **Digital Green**

In order to improve agriculture, health, and nutrition, Digital Green may be a nonprofit organization that links social organizations and technology. They are developing a cutting-edge platform to let regional groups produce and distribute movies for widespread adoption of regionally pertinent techniques. Through locally created movies, they collaborate with local governmental, commercial, and civil society organizations to spread knowledge about enhancing farming methods, livelihoods, health, and nutrition.

### **Waste ventures - waste management**

Recycling Programs India produces nutrient-rich organic compost that reduces landfill waste by up to 90%. With the help of a waste collector, they can segregate the materials at the treatment facility thanks to a multi-year arrangement they have with the local government. The Delhi-based company was established in 2011 and has 44 projects planned for 2018. These two launches happened in a government-run community.

### **Fourth partner energy - making solar energy accessible**

**Founded in 2010 by Vivek Subramanian, Saif Dhorajiwala and Vikas Saluguti,**

Fourth Partner Energy (4PEL) finances rooftop solar projects for commercial, industrial, and residential clients. They focus on sourcing and building. It recently raised \$2 million on funding.

### **Banyan nation - plastic recycling**

Banyan Nation collects plastic waste from industry and recycles it for further use in industry. Taking a big step forward on the technology side, adding performance enhancers to recycled plastics to extend their lifespan as well as plastic bag manufacturing unit in Patancher, Hyderabad. The company recycles over 300 tonnes of plastic each month.

### **Say Trees - Tree planting trip**

SayTrees not only protects the environment, but also educates and empowers others about the importance of protecting the environment. A group of professionally managed individuals who are determined to participate in a tree planting campaign. The organization is made up of ardent nature lovers who adore trees on the weekends and work in businesses during the week. He now has his 50th planting action throughout his four months of monsoons, which began as a weekend endeavor in 2007.

### **Priti International - E-commerce of products from waste**

Hritesh Lohiya genuinely struck gold in a huge rubbish bin. His business, Priti International, turns trash from the industrial and consumer sectors into beneficial products. This \$10 million business creates handcrafted goods from leftover wood, including handbags made from denim pants and old burlap sacks that were once used to store military tents. Additionally, they create furniture from trash cans, barrels, repurposed tractor parts, old military jeeps, scrap machinery, and ramps built from scooter and bicycle ramps.

### **HelpUsGreen - recycled flower waste**

Kanpur-based HelpUsGreen uses repurposed flowers to create natural and organic items. Additionally, they gather flower waste from religious sites and the Ganges River and use it in their own unique ways for vermicomposting, opulent incense, and bath



products. They work with civil society to engage citizens through data communications platforms to hold business, cultural and government leaders to account. They came into the spotlight after a video went viral showing toxic mercury left behind by Hindustan's Unilever factory in Kodaikanal. Hindustan Unilever recently compensated workers affected after Jhatkaa's efforts agreed to do so.

### **Jhatkaa - campaign platform**

Jhatkaa could be a new campaign organization specializing in campaigns on environmental problems. They work with civil society to employ citizens through data communications platforms to hold business, cultural and government leaders to account. They came into the limelight after a video went viral that featured toxic mercury left by a Unilever factory in Hindustan on Kodaikanal. Agreed to compensate

### **D&D Ecotech – rainwater harvesting**

The majority of Indian towns are currently experiencing a water problem as a result of erratic rainfall, population expansion, and increasing urbanisation. The water table has considerably decreased in India as a result of excessive groundwater consumption, which has prompted the government to implement stringent limits on its use. Enter D&D ecotech, a start-up that aids in the adoption of rainwater harvesting by homes and businesses. To meet the demands and requirements of the client, D&D Ecotech also creates distinctive rainwater replenishment and collection systems.

### **The Ugly Indian – citizen activism platform**

A group of Bangalore residents who came together to find their assigned "solutions" around the city created the anonymous collective known as The Ugly Indian, which also has a Facebook page. It began concentrating on the need to raise a generation of activists across the nation who will design these on-site repairs themselves, such cleaning up certain areas of the city, painting them, and adding plants.

### **Feeding India - bringing leftovers to the poor**

The opportunity exists for Feeding India to develop into a humanitarian company monitoring two ubiquitous and interconnected issues in India: food waste and hunger. This is often accomplished by making surplus prepared food accessible from restaurants and caterers to those in need.

### **The Living Greens - rooftop farming**

Agricultural engineer and MBA from the Indian Institute of Trade Prateek Tiwari founded Living Greens Organics, a start-up with offices in Jaipur that specializes in rooftop farms and vegetable gardens. By cultivating organic vegetables on every roof and converting every building into a living green building, they contribute to their mission of producing the largest urban carbon credits in the world.



## Green Ventures – sustainable energy solutions

Green Ventures creates cutting-edge business concepts and eco-friendly technologies for renewable energy solutions. Large-scale renewable energy generation projects, enhanced energy efficiency programmes, and regional social energy initiatives are some of their solutions.

## Conclusion

Entrepreneurship and innovation are frequently necessary to succeed in sustainable business practices. The topic is most pertinent to sustainable entrepreneurship, which is concerned with providing novel goods and services in response to societal issues. The study contributes to identifying that factors other than entrepreneurial will such as social and cultural contexts and institutional realities may have an impact on the adoption of sustainable practices in small businesses, which broadens our understanding of the concept of sustainable entrepreneurship.

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