GREEN ENTREPRENEURSHIP: ROAD TO GREEN ECONOMY- 
ENVIRONMENT- SUSTAINABLE SOCIAL SYSTEM

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ABSTRACT
Given the importance of green entrepreneurs in the transition towards a truly sustainable society, this paper proposes the meaning of green entrepreneurship and sustainable business. Green entrepreneurship is seen as the driving force for establishment of holistic and sustainable economic-environment-social system. The objective of the study is to identify and analyze the opportunities and challenges; the green entrepreneur is likely to face in future. It discusses about the basic concept, its effect on the GDP of an economy focusing on India and the provisions given for the same by Indian government in its Union budget (2014-15). It also includes current issues related to understanding the accurate definition of the concept “Green Entrepreneurship”, and then profiling and identifying typical characteristics of ‘Green Entrepreneurship’ and at the same time analyzing the barriers and issues faced by it in near future; developing a body of research-based case studies and quantitative statistics from 2009 to 2013; and also puts lights on the impact of green entrepreneur in the economy of any country mainly India and understanding policies which can be used of developing Green Entrepreneurship and for gaining an insight for the policy makers and educators to foster the growth of “Green Entrepreneurship”.

KEY WORDS: Entrepreneurship, green business, environmental entrepreneurs, green GDP, green economy, sustainability.

References


