



# “A STUDY ON AWARENESS OF GREEN STARTUP AND PRACTICES- BALLARI (DISTRICT)”

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### ABSTRACT

Green startups are entrepreneurial ventures that focus on sustainability and aim to deal with environmental challenges through advanced or innovative products, services, and business models. These startups focus on developing solutions that minimize harmful effects on the environment while promoting sustainable practices.

**KEYWORDS:** Green startups, Entrepreneur, Environment.

### INTRODUCTION

In recent years, India's new age start-up companies have increased their focus on environmental awareness and are going beyond advocacy for plastic-free or paper-free workplaces. The latest agenda is to drive initiatives centered on responsibility towards sustainability. Nearly all companies have begun adopting greener practices to reduce their carbon footprint- it refers to the amount of greenhouse gases produced by a single entity and is measured as tonnes of CO<sub>2</sub> emitted per year. The following are some examples of companies attempting to change their carbon equation.

#### Here are a some examples of green startups:

- **Renewable Energy Startups:** These startups motivation on developing and promoting renewable power or energy technologies for example solar power, wind power, and hydroelectric power. They may offer innovative solar or solar panels, Wind turbines, or energy storage solutions.
- **Clean Technology Startups:** Clean technology startups develop and arrange tools that decrease environmental pollution and resource consumption. Examples include companies that produce energy-efficient machines, electric vehicles, smart grids, and waste management solutions.
- **Sustainable Fashion Startups:** These startups focus on creating fashion goods that are eco-friendly and socially responsible. They may use organic and recycled things, adopt ethical manufacturing processes, and promote fair trade practices.
- **AgriTech Startups:** AgriTech startups improve technologies and practices to make agriculture more sustainable. They may focus on precision farming techniques, vertical farming, or developing sustainable alternatives to chemical-based fertilizers and pesticides.

## LITERATUREREVIEW

- I. **Mohammed Arif, Ph.D. and so on... [2009]**- has make clear that green construction in India, by clearing that overview of green practices in supply chain in construction sector in India, opportunity to capture issues, challenge, success factors, and research issue green practice, provide an avenue for people to engage with a community of organizations & institution with in a supply chain, and learn from others involved in the process. They Accomplish that the findings have highlighted major challenges, drivers, initiatives, & ways of effective implementation as well enforcement. The green practices in the construction sector in India provides a repository of issue, problem, & opportunities for future researchers.
- II. **Linda Bergset [2015]**- has described the rationality & irrationality of financing green startups, by covering that rational factors like (market demand, financial viability, long term returns, risk & risk migration), and irrational factors like (moral & ethical considerations, environmental advocacy, emotional attachments), balancing rationality & irrationality like (building strong investment thesis, education & awareness etc..). determined that while financial viability remains a crucial consideration, the increasing urgency to address environmental challenges bring forth a choice of moral, ethical, emotional aspects that can impact on investment decisions.
- III. **Ashish Sharda and so on... [2015]**- has studied on global evaluation, needs analysis, & drivers for growth of green enterprise in India, by identifying green entrepreneurship ecosystem in different countries, benchmarking India's GE against global trends, success factors, environmental challenges, opportunities, policy's, govt support, consumer awareness, technological advancement, social environment impact. They settled that GE in India holds immense potential to drive sustainable development address environmental challenges, & create economic opportunities. By evaluating global landscape, conducting a comprehensive needs analysis, & understanding the drivers & growth GE ecosystem in India.
- IV. **SanjeelaMathur and NeelamTandon [2016]**- has studied on the green entrepreneurship sustainable progress and development in India, by clearing that encouraging business growth & economic prosperity, motivational factors, challenges faced, role of education, government support, environment for conducive growth of green entrepreneurship. They ending that green entrepreneurship is the most sustainable solution to the rising imbalance of nature and rapid destruction of natural sources.
- V. **Ivan melay and so on... [2017]**- has examined that green enterprise in SMEs a configuration approach, by identifying that entrepreneurial orientation, Environmental Opportunity Recognition and Exploitation, Organizational Capabilities, Sustainability-focused Resources and Expertise, Stakeholder Engagement, Collaborative Partnerships and Sustainable Relationships, Regulatory Compliance and Policy Support. They conclude that the identified configurations of entrepreneurial orientation, organizational capabilities, stakeholder engagement, and regulatory compliance provide a framework for SMEs to improve their green entrepreneurship practices and drive sustainable innovation.

## STATISTICALTOOLSANDTECHNIQUES:

Collected data tabulated, analysed and interpreted by using various statistical tools and techniques like charts, graphs and tables.

## OBJECTIVES OF THE STUDY

- To identify the awareness level of green practices/ products in Ballari region
- To know the govt policy's support to green startups.
- To study the challenges and opportunities faced by green startups.

## NEED OF THE STUDY

The study of awareness on green startups and practices is crucial in addressing the current lack of understanding and knowledge among the general public regarding the importance and potential of green initiatives. By focusing on this aspect, we can identify strategies to enhance awareness, promote sustainable behaviours, and drive widespread adoption of green practices.

Green startup may look to be the modern trend, but it is a trend with a variety of advantages for the owners. Applying green practices to the workplace generates a healthy environment for employees, decreases unnecessary waste and identifies the role that business play in important the way for social change. For the business that is thoughtful about green practices, a variety of reason exist to acquire the charge.

## RESEARCH METHODOLOGY:

- The research methodology is largely based on extensive literature review and is or based created on exploratory research followed by descriptive analysis
- The collection through **questionnaire**, which is based on closed ended questions

The data collected during the project include both **primary** and **secondary**. The primary data was collected by using questionnaire. The **questionnaire** was prepared to check the consumer awareness and understanding about green startup and green practices. **Bellary** region is the selected area for the data collection for this study using **random sampling** method and the **sample size** is **40**.

## SCOPE OF THE STUDY:

The study mainly focuses on green startups and its practices and the level of awareness and challenges & opportunities of green practices. The aim is to instruct the owners about the green practices and make them conscious of the green products. It also helps to understand the decision made by the clients while purchasing green products and their willingness to pay. It helps to find the problems faced by the users towards green startups and green practices.

## GREEN STARTUP:

The green startup refers to the sector of the economy that aims on developing and implementing innovative solutions to focus environmental challenges and promote sustainability. These startups aim to create environmentally friendly products, services, and technologies that have a clear impact on the planet and society as a whole. Here is a profile of green startup industry:

1. **Growing Market:** The green startup industry has experienced pointed growth in latest years due to increased awareness of environmental issues, changing consumer preferences, and government regulations promoting sustainability. This has created a favourable market for startups offering green solutions.
2. **Diverse Sectors:** Green startups operate on various areas, together with renewable energy, clean technology, waste management, sustainable agriculture, water conservation, green building, transportation, and circular economy. These startups focus on developing innovative and sustainable alternatives to traditional practices in these sectors.
3. **Innovation and Technology:** Green startups leverage technology and invention or innovation to develop sustainable solutions. They often employ cutting-edge technologies as artificial intelligence, Internet of Things (IoT), blockchain, and data analytics to develop efficiency and reduce environmental impact.

4. **Impact-driven:** green startups prioritize environmental and social impact alongside financial profitability. They aim to address demanding global challenges for example climate change, resource depletion, pollution, and social inequality. These startups measure success not only in positions of financial returns but also their positive impact of the planet.
5. **Funding and Investment:** The green startup industry has involved major investment from venture capitalists, impact investors, and government programs promoting sustainable entrepreneurship. Funding options include angel investors, venture capital organizations, crowdfunding platforms, and grants specifically targeting green initiatives.
6. **Collaboration and Networking:** Green startups often collaborate with industry partners, research institutions, and government agencies to accelerate innovation and bring their products to market. Networking events, incubators, and accelerators focused on sustainability provide opportunities aimed at startups to connect with mentors, investors, and potential customers.
7. **Policy and Regulation:** Government policies and regulations play a vital role into shaping the green startup industry. Supportive policies, such as subsidies for renewable energy or tax encouragements or incentives for sustainable practices, can significantly impact the growth and success of green startups.
8. **Consumer Awareness and Demand:** Increasing consumer awareness and demand for sustainable goods and services have contributed to the victory of green startups. Customers are seeking environmentally friendly alternatives and are willing to support startups that support with their values.
9. **Scalability and Global Reach:** Many green startups have the possible to scale rapidly and expand their operations globally. The requirement for sustainable solutions is not limited to specific regions, allowing green startups to tap into international markets and have a broader impact.
10. **Challenges:** Despite the promising opportunities, green startups face challenges such as resource constraints, market competition, regulatory hurdles, and scaling difficulties. However, with the right support, funding, and collaboration, these challenges can be overcome.

Overall, the green startup industry is an exciting and dynamic sector that combines innovation, sustainability, and entrepreneurship. With growing global fears about climate change and sustainability, green startups are poised to play a dynamic role in shaping a more environmentally aware future.

## **PRODUCT/SERVICES:**

Green startups offer a broad range of goods and services that promote sustainability, address environmental challenges, and provide to a greener future. Here are few common examples of products and services provided by green startups:

- I. Renewable Energy Solutions:**
  - Solar panels and systems for residential, commercial, and industrial use.
  - Wind turbines and wind energy systems.
  - Energy storage solutions, such as batteries and advanced grid management systems.
  - Microgrids and smart energy management systems.
- II. Clean Technology and Energy Efficiency:**
  - Energy-efficient appliances and lighting solutions.
  - Building automation systems for optimized energy usage.
  - Energy auditing and consulting services to identify and implement energy-saving measures.
  - Smart home and building solutions for energy monitoring and control.
- III. Sustainable Transportation:**
  - Electric vehicles (EVs), including cars, bikes, and scooters.
  - EV charging infrastructure and services.
  - Carpooling and ride-sharing platforms with a focus on reducing emissions.
  - Fleet management solutions to optimize fuel efficiency and reduce carbon footprint.

**IV. Waste Management and Recycling:**

- Innovative recycling technologies and equipment.
- Waste-to-energy solutions, such as biomass and biogas systems.
- Waste management consulting services to promote recycling and waste reduction.
- Composting solutions for organic waste.

**V. Sustainable Agriculture:**

- Vertical farming systems and indoor agriculture solutions.
- Precision agriculture technologies to optimize resource usage.
- Organic and sustainable farming practices and certifications.
- Agricultural waste management solutions.

**VI. Green Building and Construction:**

- Energy-efficient and sustainable building materials.
- Green building design and consulting services.
- Smart building systems for energy and resource optimization.
- Water conservation solutions, such as rainwater harvesting and greywater recycling.

**VII. Environmental Consulting and Services:**

- Environmental impact assessments and audits.
- Sustainability strategy development and implementation.
- Carbon footprint measurement and reduction services.
- Biodiversity conservation and ecological restoration projects.

**VIII. Eco-friendly Consumer Products:**

- Sustainable and organic clothing and textiles.
- Biodegradable and compostable packaging materials.
- Eco-friendly personal care and cleaning products.
- Green home and lifestyle products, such as energy-saving devices and reusable alternatives.

**IX. Circular Economy Solutions:**

- Product lifecycle management and optimization.
- Recycling and upcycling initiatives to reduce waste.
- Collaborative consumption and sharing economy platforms.
- Product-as-a-Service models to encourage reuse and resource efficiency.

**X. Environmental Education and Awareness:**

- Sustainability training programs and workshops.
- Awareness campaigns and initiatives to promote environmental stewardship.
- Online platforms and apps to educate and engage individuals in sustainable practices.

These are the just a few examples of the disparate range of goods and services offered by green startups. These startups are continuously innovating to develop new and creative keys that report environmental challenges and contribute to a additional sustainable prospect.

## SWOT ANALYSIS:



### I. Strengths:

- **Innovative and Sustainable Solutions:** The green startup offers innovative products or services that discourse or address environmental challenges and promote sustainability. This unique selling proposition sets it apart from traditional competitors and appeals to environmentally conscious customers.
- **Strong Market Demand:** There is an increasing marketing demand for green and sustainable solutions. The startup can capitalize on this trend and invite customers who are enthusiastically seeking eco-friendly alternatives.
- **Passionate and Dedicated Team:** The startup has a passionate and dedicated team that is loyal to the mission and values of the company. Their expertise, enthusiasm, and shared vision drive the business forward.
- **Collaborative Partnerships:** The startup has recognized strategic partnerships with like-minded organizations, suppliers, or research institutions. These collaborations enhance the startup's capabilities, expand its reach, and foster knowledge sharing.

### II. Weaknesses:

- **Limited Market Awareness:** As a relatively new entrant, the startup may have limited brand recognition and market awareness. It needs to invest in marketing and promotional efforts to increase visibility and reach its target audience effectively.
- **Financial Constraints:** Green startups often face financial challenges suitable to high initial investment costs, research and growth expenses, and scaling operations. Limited financial resources may hinder the startup's ability to expand rapidly or invest in extensive marketing campaigns.
- **Potential Regulatory Barriers:** Compliance with environmental regulations and obtaining necessary permits or certifications can be complex and time-consuming. Failure to navigate these barriers effectively may hinder the startup's growth and operational efficiency.

### III. Opportunities:

- **Increasing Government Support:** Governments worldwide are implementing policies and incentives to support and promote green initiatives. The startup can leverage these opportunities by accessing grants, subsidies, or tax incentives that encourage sustainable practices.
- **Growing Consumer Awareness:** There is a increasing awareness amongst consumers around the need for sustainable and eco-friendly solutions. By targeting this environmentally conscious market segment, the startup can capitalize on the rising demand for green goods and facilities.
- **Market Expansion:** The green sector offers plenty opportunities for expansion into geographic areas or market segments. The startup can explore untapped markets, collaborate with international partners, or adapt its offerings to cater to specific customer needs.

### IV. Threats:

- **Intense Competition:** The green sector is becoming increasingly competitive as more companies enter the market. The startup might face rivalry from established players or new entrants offering similar or alternative sustainable solutions.

- **Price Sensitivity:** Some customers may prioritize cost over sustainability, posing a challenge for the startup to compete solely on price. It needs to effectively communicate the long-term benefits and value proposition of its eco-friendly offerings to overcome price sensitivity.
- **Technological Advancements:** Rapid technological advancements can disrupt the market or render certain solutions obsolete. The startup needs to stay abreast of emerging technologies and continuously innovate to maintain a competitive edge.

### Future growth:

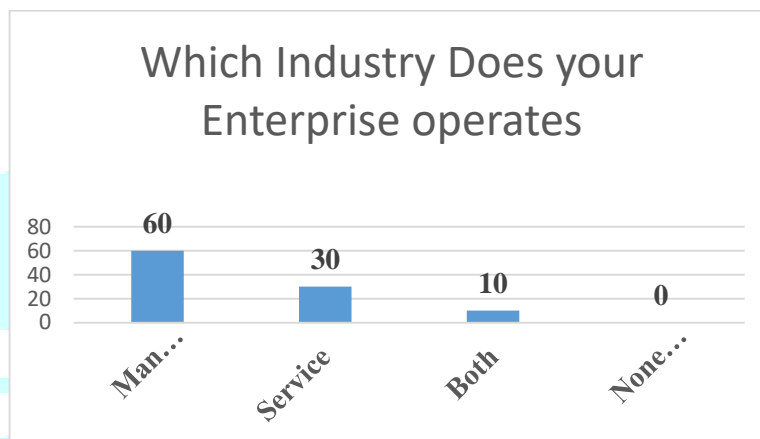
- **Increasing Demand for Sustainability:** There is an growing global awareness of environmental issues and a shift towards sustainable practices. Clients are becoming more aware of their environmental impact and actively seeking green alternatives. This demand for sustainable products and services provides significant opportunities for green startups to expand their customer base and capture market share.
- **Favourable Regulatory Environment:** Governments and regulatory bodies worldwide are implementing policies and regulations to promote sustainability and combat climate change. These measures include incentives, subsidies, and mandates that create a supportive environment for green startups. Access to government support can significantly boost the growth and development of these startups.
- **Technological Advancements:** Rapid advancements in clean technologies, renewable energy, and green infrastructure are driving innovation within the green startup ecosystem. Breakthroughs in areas such as energy storage, electric vehicles, and smart grids are opening up new possibilities for sustainable solutions. Green startups that leverage these technologies and stay at the forefront of innovation have strong growth prospects.
- **Investment and Funding Opportunities:** Investors, venture capitalists, and impact funds are increasingly recognizing the potential of green startups. There is a growing pool of capital available specifically for sustainable businesses. This access to funding enables green startups to secure the resources necessary for research and development, market expansion, and scaling their operations.
- **Collaboration and Partnerships:** Collaboration between green startups, established companies, and research institutions is becoming more prevalent. Partnerships can bring together complementary expertise, resources, and networks, enabling startups to accelerate their growth and tap into new markets. Collaborations with industry leaders can also lend credibility and provide access to distribution channels.
- **Cost Competitiveness:** Over time, the costs associated with maintainable machineries and practices have been decreasing. Renewable or reuse energy, for example, has become increasingly cost-competitive with traditional fossil fuel-based energy sources. As the costs of green solutions continue to decline, green startups can offer more competitive pricing, making their products and services more accessible to a wider audience.
- **Consumer Awareness and Behaviour Shifts:** There is a notable shift in consumer behaviour towards conscious consumption and preference for sustainable brands. As more people adopt environmentally friendly lifestyles, green startups are well-positioned to cater to this growing market. Consumer loyalty and positive brand perception can contribute to the long-term growth and success of these startups
- **International Market Opportunities:** Sustainability is a global concern, and the demand for green solutions extends beyond national borders. Green startups have the opportunity to expand into international markets, collaborate with global partners, and leverage emerging opportunities in regions with strong sustainability agenda

## DATA ANALYSIS

- Which Industry Does your Enterprise operates

Table:1

Sl no	particular	percentage	respondents
1	Manufacturing sector	60	24
2	Service	30	12
3	Both	10	04
4	None of them	0	0
	<b>total</b>	<b>100%</b>	<b>40</b>



### Interpretation:

The table:1 showing the data of the respondents, which they working in the company in that table the data was given which type of industry they worked or operating in Bellary region. In that table the respondents given the 60% for the manufacture industry and also 30% for the service sector and rest 10% from both sectors. Out of 40 responses manufacturing got 24response and service got 12 responses and both get 4 responses.

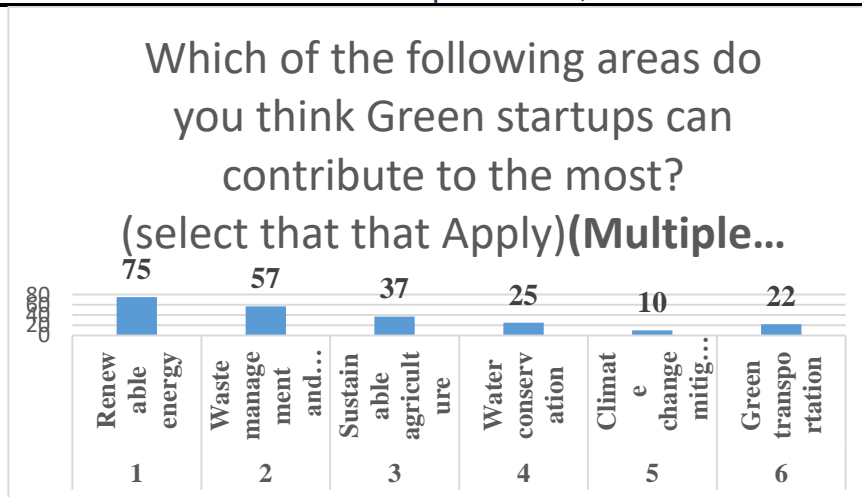
- Which of the following areas do you think Green startups can contribute to the most?

(Select that that Apply) **(Multiple selection)**

Table:2

Slno	Particular	percentage	respondents
1	Renewable energy	75	30/40
2	Waste management and recycling	57	23/40
3	Sustainable agriculture	37	15/40
4	Water conservation	25	10/40
5	Climate change mitigation	10	4/40
6	Green transportation	22	9/40
	<b>Total</b>		





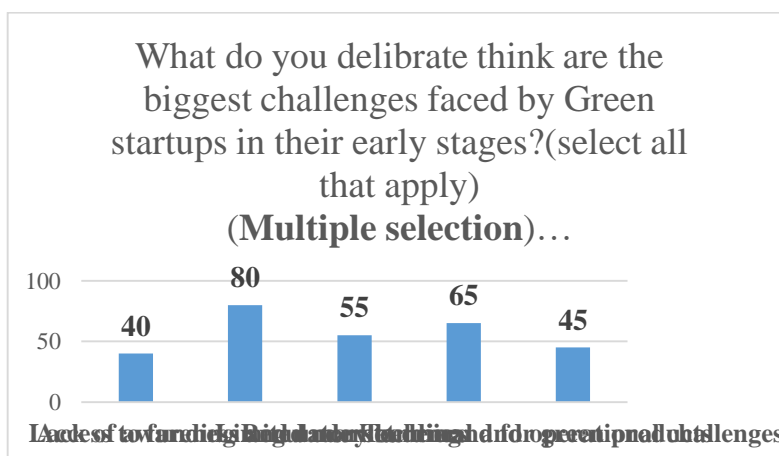
**Interpretation:**

In this chart the people are selecting multiple options for the involvement of green startup by their understanding. Most of the respondents are selecting **renewable energy** and **waste management recycling, sustainable agriculture** is the most they contribute in green startup, the people are thinking these are contribute the most in green startup.

- What do you deliberate or think are the biggest challenges faced by green startups in their early stages?(Select all that apply)(Multiple selection)

**Table:3**

Slno	Particulars	Percentage	respondents
1	Access to funding	40	16/40
2	Lack of awareness and understanding	80	32/40
3	Regulatory barriers	55	22/40
4	Limited market demand for green products	65	26/40
5	Technical and operational challenges.	45	18/40
	<b>total</b>		



**Interpretation:**

In this above chart the data was about biggest challenges faced by green startups in their early stages. They have selected multiple options those are “lack of awareness and understanding, limited market demand for green products and regulatory barriers” and others. Are the most of people selected and thought common point for the biggest challenges faced by green startups in their early stage.

## **SUMMARY OF FINDINGS:**

- 85% of the people are aware the concept of green startup.
- Only 50% of the people are the planning to expand their business on further invest in green initiatives.
- Out of 40 people or respondents the 14 people are not planning to extend their green initiatives in future.
- 15% of the people or respondents aren't aware the green startup model.
- 15% of the people are not sure about their further planning in their business.
- 40% of the respondents will be believed and agreed the green startup will play the crucial role in addressing environmental challenges.

## **SUGGESTIONS:**

- The govt would take an lead to promote green startup or green practices like giving them subsidies, tax benefits etc...
- The govt should take the initiative to convey the people or public the idea of green practices and its benefits.
- The govt should take care who didn't know fully about green practices.
- The govt must take an proposal to develop the green startups and also look forward about the public who are not believe the green practices.
- The enterprises can build or develop the products like eco friendly. And not polluting the environment it maybe mistakenly or intentionally.
- The enterprise has maintain the quality standards of eco-friendly products before launching in the marketplace check the quality and price standards.

## **CONCLUSION**

In conclusion, awareness of green startups and practices is on utmost importance in our efforts to address environmental challenges and promote sustainable development. The findings indicate a growing interest and recognition of the potential of green startups to drive positive change. Increased awareness has led to economic opportunities, with green startups creating new markets, generating jobs, and supporting to sustainable economic growth. Consumer appeal for eco-friendly products or goods and services has also risen, encouraging the growth of green startups and influencing market dynamics. Government have recognized the significance of green startups and have introduced policies, incentives, and funding programs to support them. Collaboration and networking among stakeholders have facilitated knowledge sharing, innovation, and replication of best practices.

In summary, awareness on green startups and practices is crucial for driving sustainable development, fostering innovation, and creating a more environmentally conscious society. By supporting and engaging with green startups, we can collectively work towards a greener and more sustainable future.

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