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Culture, Governance and Corporate Alliance Promote Green Entrepreneurship for Environmental Protection

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Abstract---Today in business management practices, the emphasis is majorly on making the practices sustainable and environment friendly. The introduction of electronic vehicles, eco-friendly fast-moving consumer goods, recyclable consumer durables, and electronic products, all are massively targeted towards getting the green signal from the authorities to get the eco-friendly brand tag. A major role in achieving the goals of the green economy is being played by green entrepreneurs. This study starts with an assumption that green enterprises lead to sustainable protection of the environment. The hypotheses have been developed using a theoretical construct after reviewing the previous scholarships. Three cases of green enterprises have been scientifically studied with the defined units of analysis. The findings of the case study have been discussed in the wider context of how green enterprises as part of the Corporate Social Responsibility, start-ups, and organised initiatives contribute to sustainable protection of the environment. The units taken for the analysis of the cases are Education led Cultural Influence, Compliance, and Collaboration.

Keywords---collaboration, culture, compliance, environmental protection, green entrepreneurship.

Introduction

Times have been giving a wake-up call to the current civilisation of humans to embrace the sustainability-based lifestyle for environmental protection. If earning and getting higher rents from their businesses is the sole motive of humans, it is

time they let that business coexist in harmony with nature. Getting on the bandwagon of the green economy is the need of the hour for both governments and corporates. The stringent laws for green economy and environmental protection are the result of the push created by the United Nations that is striving hard to achieve the Sustainable Development Goals by the year 2030. The paper suggests that Green Entrepreneurship can be made more sustainable by having Education led Culture and vice versa to retain a more humanistic approach towards business. One thought in this direction is to give weightage to the indigenous businesses with practical technology-driven training to achieve sustenance in this super industrialised period. Introducing a fully green entrepreneurship concept would also require stronger state policies and their compliance to convince the youth to choose a non-profit-oriented enterprise out of the market imperfections created by big mainstream businesses. Also, how can the businesses help in protecting the environment unless the businesses could sustain themselves? This question has to be answered by the stakeholders of green entrepreneurship (Rudnicka, 2016). To popularise the benefits of green enterprise at the grass-root level for sustainable economic development, the third aspect which is the role of corporate bodies by way of collaboration with state entities is elaborated in the paper. The objective of the study is to identify how education-led cultural influence, compliance, and collaboration can convert green entrepreneurship into a lucrative career venture for the youth leading to effective environmental protection.

Literature review and conceptual framework

Society, environment, and economy

The study is emerging from past research that clearly and repetitively emphasised the interdependence among the three pillars of green enterprise, namely Society, Environment, and Economy. When we say society, it is largely about people who create civilisations and influence upcoming ones too. When we say environment, we cannot look at the ecosystem around us in isolation but in unison with the biotic, abiotic, physical, ethereal, and surreal factors. And, by the economy, we largely mean profit as growth and prosperity of citizens who build the nation. Figure 1 below represents the interdependence of the three elements on one another. Compromising on any one of them will not help in achieving the desired outcomes of green enterprise that should address the environmental protection issues.



Figure 1: Three pillars of green enterprise and their interdependence

Education led cultural influence

As per the core fundamental objectives of the Sustainable Development Goals set by the United Nations, the world now needs to function sustainably keeping holistic wellbeing of all life forms in mind and also pay attention to the mindful consumption of the natural resources for the generations to come by. This further substantiates the point that cultural influence induces green entrepreneurship that brings in non-monetary benefits as well as a well-rounded development of the civilisation with a more promising future for the generations ahead. The effect of massive industrialisation has invaded rural areas, leading to a diminishing scope for native businesses to survive. “The perception of opportunity is culturally influenced as is the measurement of success”, (Dana, 1995). Any practice backed by convention creates stronger conviction amongst the majority to adopt that practice at a mass scale. The Social Cognitive Theory of Bandura (1977) gives another dimension to the learning that in society some individuals are learners and some are performers. So, in communities, the traditional practices may be passed on from generation to generation, some must be doing it out of the fact that they have no other alternative hence taking up economy-led development as an alternative. But if the conviction in traditional business is further backed by education, the probability of learners from family tradition becoming performers is higher. The indigenous people know the art of living, utilising, and rebuilding cultures using what is available to them and making the most of it.

Many scholarly seniors have emphasised that education is the pillar to a civilised society and together with the culture it cultivates a society that grows on values and empathy. As described in detail by Uvarova *et al* (2021), it is the need of the hour to create an education system that builds up a value system and awareness amongst the new generation of entrepreneurs to support the Sustainable Development Goals set by the United Nations. While the latter stays alive through the new ways of learning and intellectual growth pattern the world follows for newer and more developed communities, the former stays bound to the human essence of emotions, empathy, and moral obligations that keep the growing technology-oriented society more humane. Education-led Cultural influence builds a more inclusive green economy, bringing in people from different generations and of different genders together. This creates a premise for:

Hypothesis 1: Education-led Cultural influence can induce green enterprise for environmental protection.

Compliance

The education system is not practical and evolving until it embraces the concept of innovation. Green entrepreneurship will get that large-scale acceptance and boost only if it is strongly supported by governance in the form of various policies, schemes, and laws. So, if a youth is desirous of doing something innovative for the greater good, policy support and acknowledgment would strengthen the action and the innovation would acquire a wider acceptance of it. The standardisation of such practices by making it the law of the land would encourage the upcoming entrepreneur to achieve green enterprise goals and get bigger recognition in the

society. The market imperfections like increased carbon footprint, depletion of water resources, overconsumption of electricity are created by bigger companies if the governance of environmental policies is not effectively strict. This creates a great enterprising opportunity for entrepreneurs who may generate innovative solutions to address the imperfections created by economic development without a sustainable approach. Lellis *et al* (2019) point out one such imperfection created by the textile industry that not only consumes a lot of water but also pollutes the water bodies through its dyes and chemicals. Now, strict compliance with environmental regulations gives scope for innovation to address such market imperfections that can be tapped as an opportunity to create a green enterprise. The researcher draws the second hypothesis based on the premise that efficacy the of governance of environmental policies and compliance by it to address the market imperfections contribute in promoting green enterprise and eventually environmental protection.

Hypothesis 2 – Compliance with Government laws to address market imperfections can induce green enterprise for environmental protection.

Collaboration

The role of private players could be largely instrumental in making the concept of sustainability and green enterprise a household name and a trend to follow. Irrespective of numerous policies formed by the states, the fact remains that most of the path-breaking environmental movements have been conducted by volunteers alone. Bruyere and Rappe (2007), mentioned in their work that there is a vast scope to tap the potential of those who are more than willing to contribute to climate action or restoration of the environment. The experiment conducted by the authors earlier indicated that helping the environment and learning new things about the environment happen to be the two prime factors behind the motivation of volunteers to work towards the conservation of natural resources. In a scenario like this, it is also important for the states and corporates to identify the motivating factors that act as the prime reasons for volunteers behind their benevolent acts of kindness towards the environment and society. So, the inclusion of sustainability in their annual business strategy must be the criteria for companies to get a license from the state to operate as a profit-making body. The corporates should have training programs to identify employees with sustainable orientations, train them and reward them for their achievements in this direction. Initiatives of the government to enhance green enterprise can gather bigger momentum if the corporates also take up joint ownership of ensuring fruits of such schemes and policies reach out to the remotest areas of the country. This also emphasizes the need for a robust Right to Information mechanism that makes such policies more public inclusive so that we have more participation from the masses (Jha and Vats, 2017). The third hypothesis is based on the need for collaboration between corporate and government as a factor for promoting green enterprise contributing to environmental protection.

Hypothesis 3 – Collaboration between Corporate and Government for generating skills and entrepreneurial opportunities can induce green enterprise for environmental protection.

Material and Method

The researcher has used three cases namely, a. Tharangini Studios – a cultural enterprise, b. Kagzi Bottles - an enterprise for compostable paper bottles, and c. Schneider Electric and Skill Council – a collaboration for green jobs. The method used is a qualitative analysis of the case studies. Units of analysis have been developed from a theoretical construct to understand and describe the relationship between the exogenous and endogenous factors of sustainability about environmental protection. The exogenous factors are the measurable of the cases like level of education and cultural influence, compliance, and collaboration which affect the endogenous variable green entrepreneurship. Units of measurement of the case studies for analysis:

- Education-led cultural influence as the first unit has been measured in the case of Tharangini Studio to ascertain that unit one is a contributory factor for the green enterprise.
- The second unit Compliance is measured in the analysis of the case of Kagzi bottles enterprise replacing and reducing plastic waste, based on the compliance by the regulatory ban on the usage of plastic bottles by the Ministry of Urban Development and Housing in 2019.
- The third unit for the analysis of the case is Collaboration is measured using the case study of Schneider Electric in collaboration with the Skill Council of India which has trained several youths from underprivileged communities and engaged them in sustainable jobs.
- The correlation of units with green enterprises contributing to sustainable protection of the environment is shown in the Construct for analysis of the cases in Figure 2.

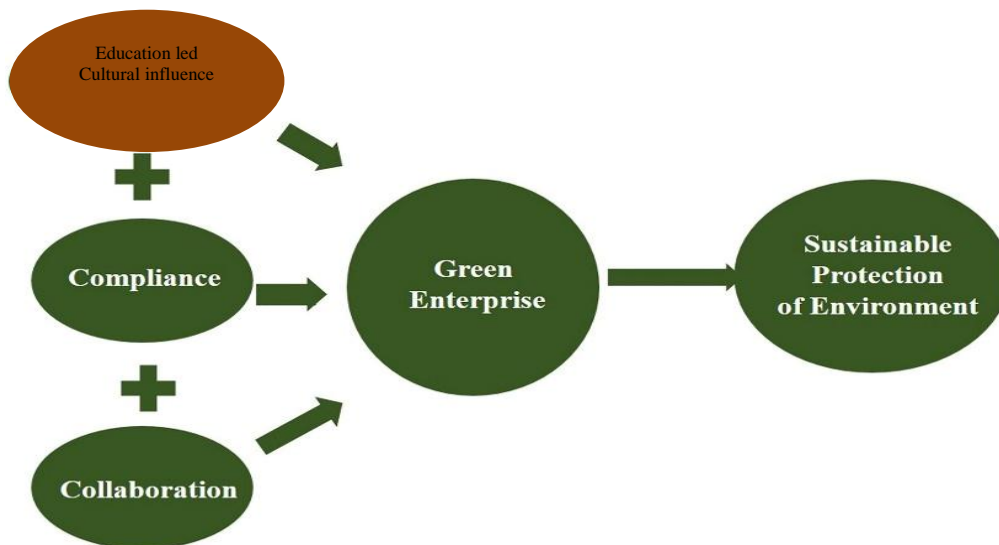


Figure 2. Construct for analysis of the cases

Result and Discussion

Education led Cultural influence

Case Study1: Tharangini Studios – a cultural enterprise: Gutgutia (2019), the 45-year-old enterprise, Tharangini Studios based out of Bengaluru was started by Ms. Lakshmi Srivatsa in 1977, who was trained by a veteran from Lalit Kala Academy. The studio grew to cater to the business-to-business needs of Royal Nepal Airlines and is now the oldest surviving hand block printing studio specializing in organically and ethically made hand block printed fibers for various usage. Later Ms. Lakshmi passed on the reign of this business to her daughter Ms. Padmini, who was then a successful Computer Science professional in the corporate world of the United States. Padmini had her heart lying with the traditional business of her mother for which she left the job in the US and took complete charge of Tharangini.

Findings for Hypothesis 1: Education-led Cultural influence can induce Sustainable Enterprise for environment protection: The technical education and corporate experience helped Ms. Padmini to cater to the new demands of the market with changing times. The deep-rooted bonding with culture coupled with her business skill helped her upgrade the business into the fabric for home décor. Tharangini uses 100 percent organic dyes and natural fabric with a traceable source that reduces water and soil pollution while the close-by and minimal offshoring for import and export check the release of toxins in the air. These factors of the cultural enterprise of organic hand block printing impact the subject of environmental protection positively. Figure 3 shows the impact of the green enterprise of Tharangini on the three major elements of the environment that are air, water, and soil. The findings of the analysis of the case study show a positive and significant correlation between the education-led cultural enterprise which is green and contributes significantly to the protection of the environment.

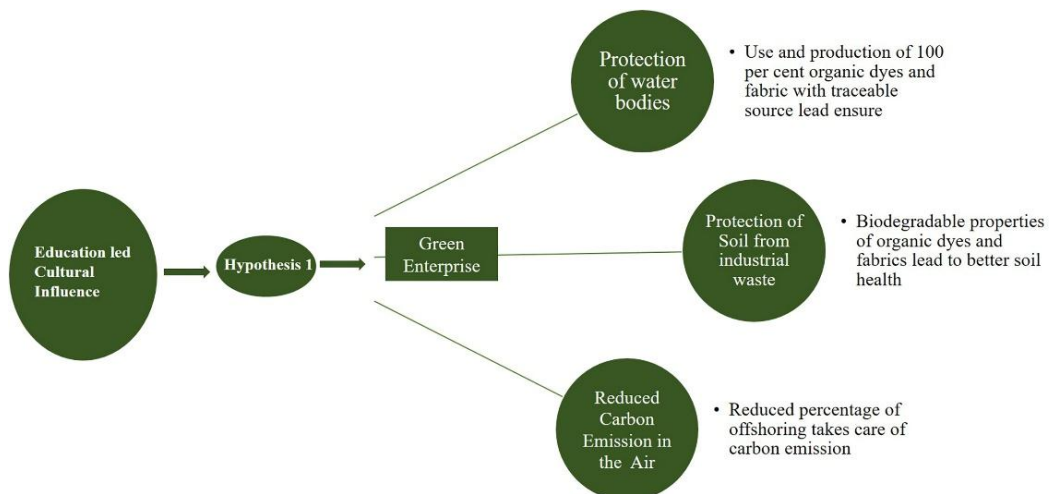


Figure 3. Education led Cultural Influence induces green enterprise contributing to Sustainable Environment Protection

Tharangini is a case that touches upon several goals of sustainability starting from environment protection to gender and generation inclusiveness both by employing diverse generations of men and women who represent this as their traditional profession and also by giving internship and skill development opportunities to younger kids. This is not all, it also imparts skills to the underprivileged children suffering from autism. They are groomed here skillfully to be able to earn livelihood for themselves. Table 1 shows the multidimensional impact Tharangini has on the sustainable development. Supporting green economy, Tharangini today has multiple national and international brands as clients, investors, and the largest collection of over 5000 hand blocks, 4000 plus digitized formats of traditional and contemporary prints.

Table 1
Shows Tharangini addresses multiple aspects of Sustainable Development

Name/Owner of the enterprise	Nature of the enterprise	Products/services of the enterprise	Factors of Sustainability	Impact of Enterprise
Tharangini Studios,	Organic hand block printing	Organic dyes, hand block printed fabrics, and products	Environmental Concern	Production of 100% organic natural fabric with traceable source
Owner Ms. Padmini			Responsible Production	80% offshoring near Bengaluru, 20% outsourcing from socially inclusive producers, 10% manufacturing sources are socially inclusive
			Gender Inclusive	Equal opportunity for men and women
			Generation Inclusive	3 generations of workforce
			Outreach	Education, Skill Development for autistic children, making them self-dependent for earning
			Fair Trade	Conducive work environment, profit sharing

Case Study 2 – Kagzi Bottles – an enterprise for compostable paper bottles -The case study is based on the aspect of compliance to the environmental regulation introduced in the year 2019 by the Ministry of Urban Development and Housing imposing a universal ban on the usage of one-time usable plastic products like bottles, spoons, bags, etc. Samiksha Ganerwal, a young lady from Noida, in compliance with the policy, started a small venture named Kagzi Bottles that creates 100 percent compostable paper bottles today. An MBA by qualification, having worked with various multinational companies, Samiksha later started her own packaging solutions business where she developed an insight into creating an alternative for plastic bottles. Since she lacked proper skill and training, she

took the help of external designers and got a successful solution using waste paper recycling.

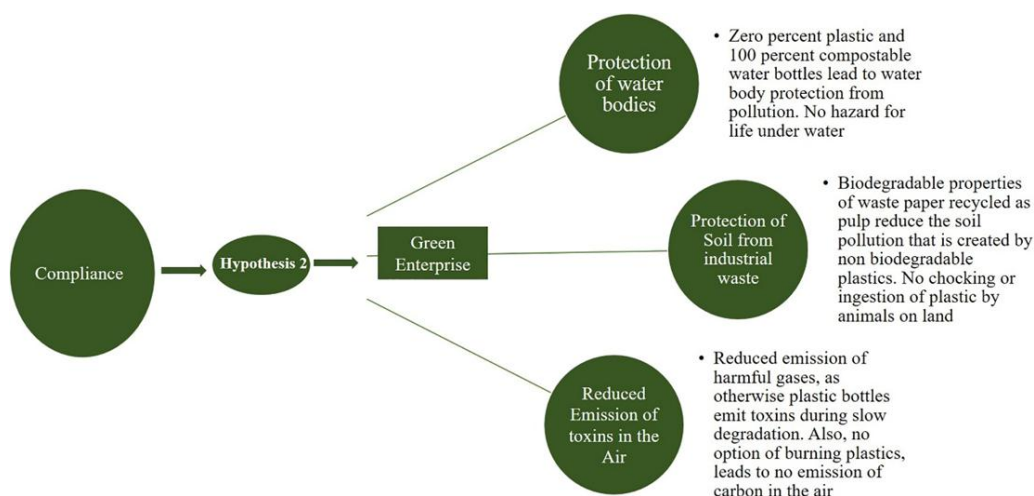


Figure 4. Compliance led green enterprise contributing to environmental protection

Findings for Hypothesis 2 – Compliance with Government laws to address market imperfections can induce green enterprise for environmental protection: The case study of Kaagzi Bottles addresses a big menace of non-biodegradable plastic waste. In one report from 2018-19, India alone generated 3.3 million metric tons of plastic waste per year causing massive soil, water, and air pollution. The findings through the analysis of the case study of Kagzi Bottles establish a positive and significant correlation between the Compliance-led green enterprise initiative and its positive impact on the protection of the three important elements of the environment that are air, water, and soil. The correlation and impact are explained in Figure 4 below. The governmental ban on the market imperfection of the plastic industry induced a green enterprise opportunity for Samiksha. This also establishes the fact that compliance leads to green enterprise opportunities based on the market imperfections created by the mainline business units which are solely profit-oriented. Priced at INR 19-20 the enterprise produces two lac biodegradable bottles which contribute to several aspects of sustainable development. Starting from the recycling of waste paper and reducing plastic hazards in the environment, Kagzi Bottles also induces women empowerment, employment generation, skill development, innovation, etc. shown in Table 2.

Table 2
Shows Kagzi Bottles addresses multiple aspects of Sustainable Development

Name/Owner of the enterprise	Nature of the enterprise	Products/services of the enterprise	Factors of Sustainability	Impact
Samiksha Ganeriwal	Recycled waste paper converted to compostable paper	Biodegradable bottles	Recycling	Hazardous Plastic Waste Management

bottles		
Kagzi Bottles	Enterprise Business	Self-Employment
	Eco entrepreneurship	Effective Protection of Environment
	Industrial Innovation	Non-compromised and improved wellbeing of living beings on land and water.
	Employment	Generates livelihood for many other workers
	Responsible Consumption & Production	A consumable item with a better solution
	Women Empowerment	Independence and community service by a woman entrepreneur

Collaboration

Case Study 3: Schneider Electric and Skill Council – a collaboration for green jobs – Ministry of Skill Development and Entrepreneurship, Ministry of Power and Ministry of New & Renewable Energy and CII (Confederation of Indian Industries) along with some corporate bodies came forward to promote the National Skill Development Mission of the Government of India as a collective mission under the Skill Council of India. As an active industry member of this council, Schneider Electric, through its Schneider Electric India Foundation (Corporate Social Responsibility unit) collaborated with the National Skill Development Corporation in 2017 to explore the job opportunities in the highest rewarding sector - renewable energy. The collaboration confirmed an investment of INR 7 crore in acquiring the infrastructure and instruments to train and provide the livelihood of approximately 10, 000 candidates per year. As per the report, Schneider committed to setting up 100 labs for learning across India in Pradhan Mantri Kaushal Kendras and some Centres for Excellence.

Schneider Electric India Foundation aims to touch upon Education, Employment, Enterprise, Emergency, and Electrification in underprivileged areas. Taking up Education and Enterprise, Schneider provides vocational training that equips the candidates to take up electrician's job in the market, while some are retained as the company-supported entrepreneurs. Quoting an example, Schneider supported one such entrepreneur Gurdeep Singh from Punjab whose father was a daily wager at INR 300 per day. Schneider helped him realize his expensive dream to be an engineer and trained him in electric and home appliances courses. He joined a job at Energy Saving Corporation in Mohali after finishing the course, and also started freelance work of solar panel installation. Now he owns GS Solar Enterprises at Patiala where he is also a job provider to many fresh students from the academy.

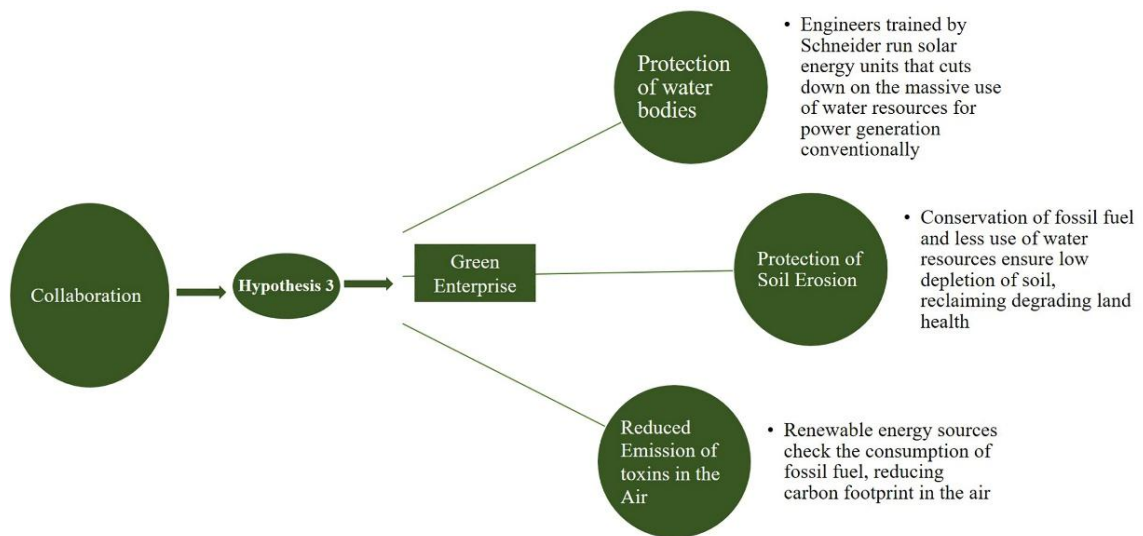


Figure 5. Green Enterprise induced by collaboration contributing to environment protection

Findings for Hypothesis 3: Collaboration between corporate and government for generating skills and entrepreneurial opportunities can induce green enterprise for environmental protection.

The findings of the analysis of this case study establish a positive and significant correlation between the hypothesis that collaboration between corporate and government for generating skills and entrepreneurial opportunities can induce green enterprise for environmental protection, shown in Figure 5. The collaboration efforts of Schneider promote entrepreneurial skill development, solar power consumption, energy conservation, and electrification of villages, which is not at the cost of gallons of water that is consumed for producing electricity in a conventional way. The use of solar energy as an alternative to conventional and non-renewable resources like coal or methane gas in households and factories phenomenally reduces the carbon emission in the air and conserves soil, ensuring better health for flora, fauna, and human population too.

Schneider's collaboration with the government efforts delivers other perks of Sustainable Development, on one side it is providing solar power installation as a cleaner substitute for fossil fuels slowing down climate change, on the other side due to growing demand in the energy sector at both domestic and commercial level it ensures its high rent as employment, poverty alleviation, better life, gender empowerment, disaster management, etc. mentioned in Table 3.

Table 3
Shows Schneider electric India foundation addresses multiple aspects of sustainable development

Name/Owner of the enterprise	Nature of the enterprise	Products/services of the enterprise	Factors of Sustainability	Impact
Schneider Electric India Foundation and Skill Council for Green Jobs	CSR activity and Skill Development - Training and Job Provider in Renewable Energy sector	Education	Conservation of Natural Resources	80 plus colleges, 450 scholarships, 700 plus schools, 72000 plus Green Ambassadors,
		Employment	Skill Development	290 training centers, 127000 youth trained
		Skill Development	Poverty Alleviation	Electricity for better farming, agricultures, household works and other professions in villages
		Entrepreneurship	Renewable energy generation to meet growing demand	Eco-friendly economic growth
		Rural Electrification	Access to a better life	900 plus villages, 45000 plus households electrified,
		Emergency	Job creation	500 plus entrepreneurs, 90 plus jobs created
			Gender Equality	3800 plus females trained as electricians
			Natural Disaster Management	4 plus states assisted, 21900 lives impacted

Conclusion

The current study is done to investigate the role of three units namely Education led Cultural influence, Compliance, and Collaboration in inducing green entrepreneurship that eventually contributes to the protection of the environment. The study undertook the analysis of three cases based on the three units of study Education led Cultural influence, Compliance, and Collaboration and found that there is a direct correlation between the three given units and green entrepreneurship that contributes to the protection of main components of the environment which are water, soil, and air. The outcome of each green enterprise taken up in the cases answers the question about the sustenance of the business to support environment protection Rudnicka (2016) as they yield high returns economically to sustain in the market.

This effort is further indicative of a young yet emerging trend of entrepreneurship called 'Indigenous Entrepreneurship' supporting the statement by (Dana, 1995). Tharangini's case study further supports the work by Malik & Grohmann (2012) that the wastewater pollution created by synthetic dyes by the textile industries needs to be addressed by organic ways of functioning with environmental protocol getting stricter. The case study of Kagzi Bottles emerging from the compliance by the government's ban on the use of one-time plastic creates a green enterprise opportunity contributing to the protection of three major elements of the environment mentioned above and is also economically benefitting.

Case 3 of Schneider Electricals' collaboration with the Government induces green enterprise in the renewable energy sector. Aiding the technical skill development for green enterprise promotes the use of solar energy contributing to the protection of the environment and further taking it to household levels, upgrading the quality of life and environment both. The researcher discovers the goodness of such collaborations helps the policies percolate to the grass-root level as most Governmental policies fail to yield results in the absence of their implementation in rural areas (Socrates and Gopalkrishna, 2017). The study establishes the concept that each case has some common factors that address the issues falling under the purview of Sustainable Development Goals like environment protection, climate action, industrial innovation, employment, poverty, infrastructure, responsible consumption & production, women empowerment, gender, and generation inclusiveness. The researcher started the study on the premise that people, planet, and profit are strong pillars of green economy and enterprise and they are interdependent. Each of these factors impacts one another two way and their symbiotic relationship is represented in Figure 6 below.

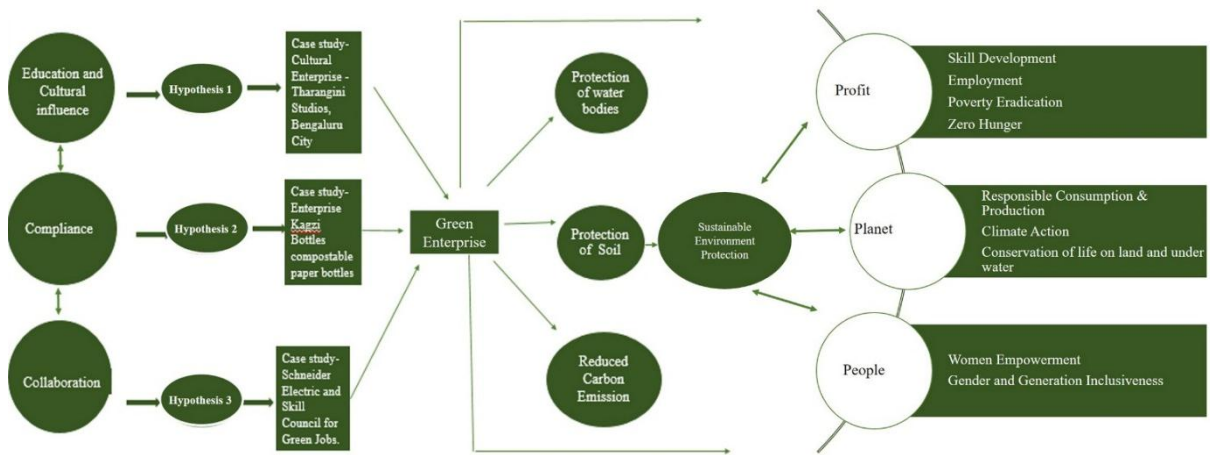


Figure 6. Education and cultural influence, compliance, and collaboration induce green enterprise contributing to environmental protection, also bear multiple common factors that impact sustainable development

The study is connecting the dots that socially inclusive and empowering nature of green enterprise makes it people-oriented, generation of employment, poverty eradication and economic perks coming with it make it profit-oriented and the core outcome of green enterprise in terms of non-economic benefits that is

environment protection and preservation of culture ensures that the planet is conserved for the generations to come by. The cases were taken for the study also establish that units Education and Cultural influence, Compliance and Collaboration are all interdependent, none of them can be seen in isolation for green enterprise promotion.

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