

GREEN ENTREPRENEURSHIP IN KALLAKURICHI DISTRICT

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ABSTRACT:

This present paper's fundamental examination objective is to see more about green business venture in tamilnadu regarding the manner in which they start, work and deal with their organizations. We Conducted the overview, where 70 polls were conveyed in 2020, and 50 were returned, making a 71 percent reaction rate. This paper writes about the open door for Starting their green business, the key green parts of the item or administration that the Ecopreneurs items sell just as the vital greening of the beginning association. .The issue identified with climate, keeping up the biological equilibrium and ecological manageability has become issues for banter far and wide. The current investigation looked to anticipate the goal towards green business venture among more youthful age. The outcome acquired by green business venture shows the positive and critical of chance and green business aptitude. The investigation finding would uphold the public authority, strategy and apportion the assets that could offer the green business.

Keywords: green entrepreneurship, opportunity.

1. INTRODUCTION:

In India, green business is in its underlying stage. Green Entrepreneurs are money managers who acknowledge new business openings by facing challenge. They present advancements and groundbreaking thoughts that decide financial turn of events. The idea of green business venture is naturally connected to the improvement of the economy, which is accomplished through foundation of new undertakings, their progressive turn of events, formation of new assets, markets, innovations, items and administrations, cycles and exchanges, hence adding to making of significant worth.

Green business venture is an undeniably significant marvel from the perspective of financial turn of events, yet it is as yet not adequately investigated. Supporting the advancement of green endeavours and expanding the versatility of the economy and normal environments requires a more inside and out examination of the conditions and factors that impact the improvement of green business.

Green business venture is generally new and developing consideration in the current world. A similar idea advancing as ecopreneurship, ecological business venture, manageable business venture are advancing green business. A green business person can be either making her business "green" or basically entering a "green business". All in all, green business venture could be characterised regarding the innovation utilised for creation in any area of the economy, or as far as the areas firms are dynamic in, in which case our consideration is confined to parts of the economy delivering explicit kinds of yield.

In the present monetary reality, increasingly more time is given to business issues, specifically from the perspective of their effect on financial turn of events, incitement of nearby activities and decrease of joblessness.

The way to deal with green business in created and agricultural nations is extraordinary. Created nations and global associations appear to put more accentuation on the idea of "green" and on market openings, while agricultural nations appear to zero in additional on the idea of "business venture" and on market need.

1.1. OBJECTIVE OF THE STUDY

To conceptualisation the term of 'green business'

1.2. SCOPE OF THE STUDY

This examination depends on an exact review directed by the analyst in the green business in kallakurichi dist.

2. LITERATURE REVIEW:

Ramayah.T et.al 2019¹ to distinguish the examination "Demonstrating green innovative expectation among college green entrepreneurship utilizing the pioneering occasion and social qualities hypothesis" Going green has made huge eagerness across the general public. The principle goal of this examination is to uncover the relationship of enterprising occasion hypothesis and social qualities hypothesis with the green innovative expectation. Cross sectional study was directed through organized poll among the college and the information gathered from 835 respondents. The discoveries of the outcomes uncovered that apparent allure, seen possibility, opportunity chasing, and sensibility taking assumes huge part for green enterprising expectation. The consequence of the examination will give the administrations to investigate open doors for the green innovative endeavours among colleges. The specialist proposed to the colleges may offer tweaked scholarly courses, or preparing project to the green business activity among the green entrepreneurship.

Rafidah Nordin et.al²⁰¹⁹ The role of Green Entrepreneurship Opportunities to Investigate the Practice of Green Entrepreneurship among Small and Medium-sized Enterprises in Malaysia Due to sustainable growth, the Green Entrepreneurship concept is gaining traction and is considered to be one of the main drivers of the green economy. Small and medium-sized enterprises (SMEs) structure and contribute enormously to the GDP of rapidly developing countries. Sustainability growth is one of the fields that is strongly affected by the engagement and encouragement of SMEs. A great deal of effort has been made in recent years to improve green practises among entrepreneurs. However, less focus has been put on this subject with regard to small and medium-sized enterprises in Malaysia. The goal of this study is therefore to investigate the practise of green entrepreneurship among small and medium-sized enterprises, namely opportunities for green entrepreneurship among small and medium-sized enterprises in

Malaysia. This research applies a quantitative approach to data collection through the use of objective sampling in the selection of respondents. The respondents would be among the small and medium-sized entrepreneurs in Malaysia who have been practising green entrepreneurship in their business activities. The questionnaires were sent to respondents consisting of founders, managers or decision-makers of small and medium-sized enterprises from the services and manufacturing sector in selected regions of Malaysia. The results of the study can be used to establish a policy that will encourage the practise of green entrepreneurship among small and medium-sized enterprises in Malaysia.

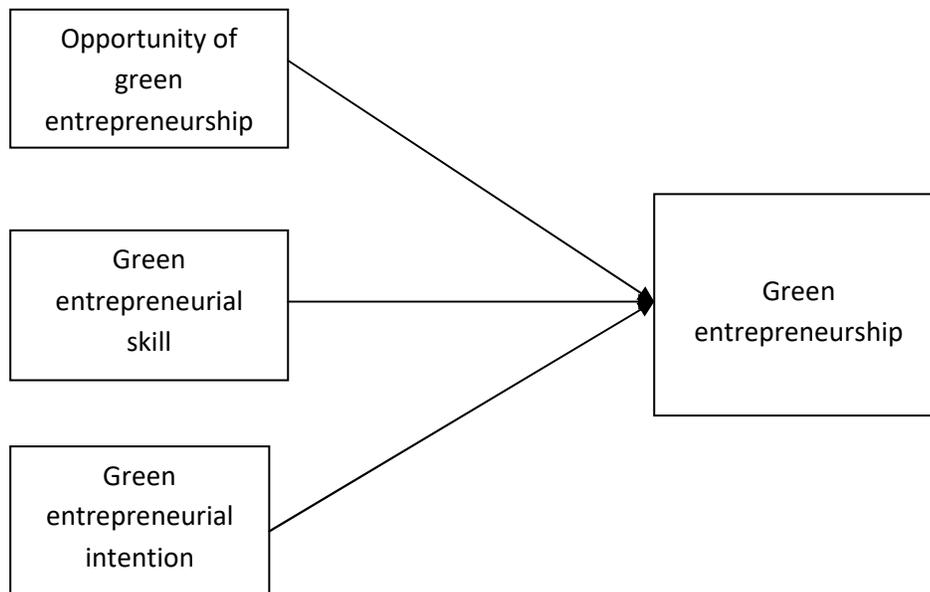
Ekpe, Mat and Razak (2010) conducted a study to explore the mediating impact of incentive for entrepreneurial activity on credit and the performance of women entrepreneurs. The study was a survey that used a self-administered standardised questionnaire and in-depth interviews to ask women entrepreneurs to respond. In data processing, descriptive statistics have been applied. The study found that female entrepreneurs had more opportunities than female entrepreneurs for their operations.

Bakari ali mwakambirwa (2013) conducted a study of green entrepreneurial practises among small and medium-sized enterprises in Mombasa County, Kenya. All human activities worldwide have been affected by environmental problems, and the world is seeing a rising demand for sustainable and socially responsible goods and services. Entrepreneurs are now making improvements in their methods of doing business in order to resolve the current concerns of society regarding environmentalism and other environmental issues as they impact their businesses. In the transition to green economies, green entrepreneurs are called upon to take leading roles. World data suggests that individuals are becoming increasingly concerned about the environment and are modifying their actions accordingly gradually. The goal of the study was to determine the extent of green entrepreneurial practises among SMEs and to determine the variables contributing to green entrepreneurial practises in Mombasa, Kenya. The study's research architecture was a descriptive survey. Using self-administered questionnaires, primary data was obtained. The results of the analysis were that SMEs had green entrepreneurial activities within their areas of operation. This could be due to the importance in Kenya of green entrepreneurship. They have been found to have variable impacts on activities with respect to the factors affecting green entrepreneurship. As the green entrepreneurial practises of small and

medium-sized enterprises in Mombasa County were still at an early stage, it was suggested that relevant stakeholders should put in place measures to promote the adoption and implementation by most organisations, including small and medium-sized enterprises. The government should also increase support for green product innovation through its related authorities, and green entrepreneurship investors should form a lobby to enable them to have strong bargaining ground with other stakeholders.

3. Methodology:

CONCEPTUAL FRAME WORK



3.1 Research Design:

It is analysis that is descriptive. The main objectives of this research are to formulate an issue from an organisational point of view for a more precise investigation or to establish working hypotheses.

In this review, the main focus is on the exploration of ideas and observations. Therefore, for this review, the research design is acceptable and must be versatile enough to provide opportunities to consider various aspects of the issue under study. Incorporated flexibility in research design is needed because the research issue, initially narrowly defined, is transformed in

descriptive studies into one with more detailed meaning, which may involve changes in the research procedure for collecting relevant data.

This descriptive survey is intended to enhance a systematic explanation of the responses to green entrepreneurship intentions among agricultural green entrepreneurship in Kallakurichi dist. as precise, valid and as reliable as possible. The variables to be analysed include the purpose of green entrepreneurship, green entrepreneurial skills, and opportunities for entrepreneurship.

3.2. Sample.

The study was conducted among green entrepreneurs who are enrolled in the Bachelor of Agriculture Program under the non-contrived environment (nature environment). Provided that green entrepreneurship and entrepreneurship courses are exposed to this curriculum, they are picked. This research included a total of 50 green entrepreneurs by convenience sampling.

3.3. MEASURES.

The Green Entrepreneurial Intention consists of six things adopted by Liñán and Chen (2009) using a measure adapted to T for entrepreneurial intention. Ramayah et.al (2019) used six Green Entrepreneurial Intention Research products. Six items approved from Rafidah Nordin et.al2019 evaluate the potential for green entrepreneurship. The Green Entrepreneurship Skill measurement was adapted from Bakari ali mwakambirwa (2013). On the five point Likert scale, all these variables were calculated, ranging from "1 = Strongly Disagree" to "5 = Strongly Agree." "While the Green Entrepreneurship Inclination dependent variable of this study was measured on the five-point Likert scale, ranging from "1 = Not True" to "5 = Exactly True.

4. RESEARCH POPULATION

The research population was kallakurichi dist green entrepreneurship where the sampling methodology used was the convenience sampling approach where a study's agriculture is readily accessible within the researcher's immediacy, the quantity of green entrepreneurship involved in the questionnaire is 50.

5. ANALYSIS

5.2.1 RESEARCH PARTICIPANTS AND SAMPLING

1 .ANALYSIS OF FREQUENCY

	Personal Factors	Frequency	Percent
Age Group	21 – 23	21	42.0
	24 – 27	29	58.0
	Total	50	100
Living place	Rural	27	54.0
	Urban	23	46.0
Family income	Below 5000	19	38.0
	5001-10000	7	14.0
	10,001 – 15,000	9	18.0
	15,001 – 20,000	5	10.0
	Above 20,001	10	20.0
	Total	50	100.0

The majority of green entrepreneurship belongs to the 24-27 age group (N=29) (58%), followed by green entrepreneurship in the 21-23 age group (N=21) (42 percent). 27(54 percent) and 23(46 percent) are the bulk of green entrepreneurship in rural areas (46 percent). 19(38 percent) business family income below Rs 5000, 10 (20 percent) business family income above Rs 20001, 9 (18 percent) business family income between Rs 10,001-15,000, 7 (14 percent) business family income between 5001-10000 and 5(10 percent) business family income below Rs 15,001-20,000 are out of the sample (N=50).

Reliability Statistics

Cronbach's Alpha	No of Items
.903	17

In order to assess whether the personal well-being assessment constructs can be combined to form a PWI, reliability analysis was used. This study also checked whether the constructs of personal well-being were compatible in assessing personal well-being. The Cronbach alpha value is the most widely used statistic in this study. The alpha value of the Cronbach was 0.850 higher than a minimum value of 0.7 (Nunnally, 1978), meaning that it was possible to quantify the personal well-being measurement constructs to form one metric, in this case the Personal Well-being Index.

ANOVA

ITEMS	Mean	Std. Deviation	N
I have the training in green business activities	3.8433	.38746	50
You have skills in green management	4.8200	.38809	50
You have skills in green team management	4.0000	.45175	50
You have skills in green business planning	4.3600	.66271	50
You have skills in green marketing activities	4.4200	.92780	50
You can easily notice a green business opportunity	3.9400	1.16776	50
There are no entry barriers into market i serve	4.4600	.78792	50
There is high demand for a green production and services	4.2600	.98582	50
There are wide opportunity for green procurement	4.0400	.66884	50
The public has support for green activities	4.4200	.92780	50
You have access to information on green technology	4.2400	.43142	50
I am ready to do any think to be a green entrepreneur	3.8800	1.22291	50
My professional goal is to become a green entrepreneur	4.5400	.67643	50
I will make every effort to start and run my own green firm	4.4400	.67491	50
I am determined to create a green firm in the future	4.2400	.89351	50
I have very seriously thought of starting a green firm	3.8400	1.28349	50
I have the firm intention to start a green firm some day	3.8400	1.28349	50

HYPOTHESIS: 1

There is no significance different green entrepreneurship skill based on their age.

5.1-TABLE**Group Statistics for green entrepreneurship skill based on their age**

Age	N	Mean	Std. Deviation	Std. Error mean	F value	Sig.
21-23	21	24.7778	3.35383	.73186	8.824	0.001
24-27	29	25.8218	1.85160	.34383		

From the ANOVA-4.1 table (F value -8.824; value -0.001), it is found that definitions vary from gender to green entrepreneurship skills. It is therefore concluded that entrepreneurial gender and green entrepreneurship skills vary in significance depending on their age.

5.2-TABLE**HYPOTHESIS: 2**

There is no significance different green entrepreneurship intention based on their age.

Group Statistics for green entrepreneurial intention based on their age

Age	N	Mean	Std. Deviation	Std. Error mean	F value	Sig.
21-23	21	23.6667	6.14275	.134046	15.618	0.000
24-27	29	25.5862	2.74535	.50980		

From the ANOVA table (F value - 15.618; p value -0.00), it is found that there are no distinct definitions between entrepreneurial attitude & purpose towards age. It is therefore concluded that there is no distinct meaning between the age of green entrepreneurship and green entrepreneurial purpose.

HYPOTHESIS: 3

There is no significance different on entrepreneurial Attitude & Intention among management student the Living place

5.3-TABLE**Group Statistics for opportunity of green entrepreneurial based on their age**

Age	N	Mean	Std. Deviation	Std. Error mean	F value	Sig.
21-23	21	21.0952	3.87175	.84489	48.635	0.000

The ANOVA table (F value - 48.635; p value -0.00) indicates that there is no distinction between green entrepreneurial opportunities and age. Therefore, there is no distinct significance between the era of green entrepreneurship and green entrepreneurship.

6. SUGGESTIONS

1. Promoting a culture of green entrepreneurship in different districts of Tamilnadu.

7. DISCUSSION AND CONCLUSION:

The empirical study of the studies carried out highlights some fascinating and hopeful aspects of the Kallakurichi district's green entrepreneurship. The majority of rural green entrepreneurs (54 percent) were found to be involved in careers in green entrepreneurship. The climate helps the green entrepreneur and affects his purpose and opportunity. "Green entrepreneurship" is an increasingly important, but still relatively under-researched, phenomenon from a growth perspective. The widespread degradation of wildlife and natural habitats, along with the evolving consequences of climate change and the rapid loss of biodiversity, compound the vulnerability of already burdened social groups and ecosystems, while global inequality and growing unemployment pose major challenges for policymakers.

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