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41	A STUDY ON PERSONAL LOAN SERVICES PROVIDED BY SBI BANK IN KALKULAM TALUK <i>Dr. J. M. Prasad</i>
42	CONSUMER PROTECTION ACT 2019- AN OVERVIEW <i>Prasad D S Dr. M. Subash</i>
43	A STUDY ON DEVELOPMENT OF WOMEN ENTERPRUNER IN ONLINE BUSINESS WITH SPECIAL REFERENCE TO NAGERCOIL TOWN <i>M.Sowmiya</i>
44	THE IMPACT OF TALENT MANAGEMENT ON EMPLOYEE ENGAGEMENT, MOTIVATION AND RETENTION <i>G.J.Bini, Dr. Jeyabharathy</i>
45	A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING WITH SPECIAL REFERENCE TO TRIVANDRUM CITY <i>Archana M, Dr. A. Usha</i>
46	STUDY ON CAUSES AND EFFECTS OF A STRESS AMONG WOMEN WORKING IN BANKING SECTOR WITH SPECIAL REFERENCE IN KANYAKUMARI DISTRICT <i>K.Preetha, Dr. A. Santhi</i>
47	ENTREPRENEURSHIP TRENDS AFTER THE CORONA VIRUS PANDEMIC <i>M.Akila Vincy</i>
48	A STUDY ON GROWTH OF AGRICULTURAL ENTREPRENEURS IN KERALA WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT <i>Haris H, Dr. S. Geetha</i>
49	INNOVATIVE STRATEGY OF GREEN ENTREPRENEURSHIP IN KANYAKUMARI DISTRICT <i>Dr.H.Sabeena Farveen, Dr.H.Sajeena</i>
50	PROBLEMS OF IMPLEMENTING GREEN ENTREPRENEURSHIP IN TIRUNELVELI AREA <i>Mrs. Subasini T, Dr. Anand Kumar. E</i>
51	A STUDY ON MOTIVATIONS AND CHALLENGES OF GREEN ENTREPRENEURS IN KANYAKUMARI DISTRICT <i>B. Abilasrin, Dr.H.Sabeena Farveen</i>
52	DIFFERENT PROBLEMS FACED BY WOMEN ENTREPRENEURS IN UNORGANIZED SECTOR IN KANYAKUMARI DISTRICT <i>Mrs. R. Raghi, Lt. Dr. M. Jagathish, Dr.H.Sajeena</i>
53	INCREASING URGE OF IMPLIMENTING DIGITAL ENTREPRENEURSHIP <i>Krishna Kumar R1, Dr. M. P. Asha Kumari</i>

Innovative Strategy of Green Entrepreneurship in Kanyakumari District

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Abstract

The main aim of the study is to know the green innovation of green entrepreneurs and the green entrepreneurial orientation of green entrepreneurs in Kanyakumari District. The research has conducted in Kanyakumari District, Tamilnadu. The data of 50 respondents has been collected. Data for the study is collected from green entrepreneurs various places in Kanyakumari District, Tamilnadu. The study was conducted among the green entrepreneurs. The snowball sampling method is used in the research with the reference of the respondents to collect the data in a simple manner. It is found that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the male green entrepreneurs. It is observed that organization uses less or non-polluting/toxic materials and organization recovers end-of-life products and recycling are the important green innovation among the female green entrepreneurs. Gender wise there is a significant difference in the green innovation are identified in the case of the variables namely organization improves environmentally friendly packaging for existing and new products and organization uses eco-labeling. Government support for green entrepreneurship allows for a more sustainable environment, and can be the first step toward a more environmentally conscious society and for the conservation of resources for future generations. The government of India, in particular, should continue to promote such policies.

Key Words: Green entrepreneurs, Environmental friendly, Green innovation and Green entrepreneurial orientation

Introduction

Green entrepreneurs are the formation and implementation of environmental benefit, business strategies and creating revenue. The entrepreneurs those who made their product sustainable in the market will make their objective to propose environmental and social friendly ideas for the benefit of the society. Green entrepreneurship is the main factor for the improvement of the economic development of the nation. They are particular in contributing and providing job opportunities and they drive the business to make a change in the society.

Statement of the Problem

There are many technologies that develop the business in high level. Likewise in green business there are many technologies that can be used in the business. Recycling is the major process in the green business that the green entrepreneurs can develop in the business. It helps to recycle the noxious material which does not make any waste in the local area.

Green entrepreneurship is a difficult task for the entrepreneurs who do green business. The green entrepreneurship has many complicated tasks and decision making process where society should be affected in any of their activities and it also have a positive impact that the consumers will be in favor towards the green products and the market condition of the green products will be high. Green entrepreneurs are the warriors as they have save the country from the pollution and also which affects the positive environment in the nation. Their main objectives in their business are to protect the social, economical, and environmental condition in the nation thus green entrepreneurs are the hard workers and decision makers that they have to be trained and skilled for the positive impact in the environment.

Objectives of the Study

To know the green innovation of green entrepreneurs in Kanyakumari District

To study the green entrepreneurial orientation of green entrepreneurs in Kanyakumari District

Methodology

The research has conducted in Kanyakumari District, Tamilnadu. The data of 50 respondents has been collected. Data for the study is collected from green entrepreneurs various places in Kanyakumari District, Tamilnadu. The study was conducted among the green entrepreneurs. The snowball sampling method is used in the research with the reference of the respondents to collect the data in a simple manner.

Analysis and Interpretation

Gender group of Green entrepreneurs and Green innovation

In order to find out the relationship between the gender group of green entrepreneurs and green innovation, 't' test is used. The hypothesis is framed as follows,

The null hypothesis (H_0) - "There is no significant difference among gender group of green entrepreneurs with respect to green innovation in Kanyakumari district".

The alternative hypothesis (H_0) - "There is a significant difference among gender group of green entrepreneurs with respect to green innovation in Kanyakumari district".

The result of 't' test for green innovation among different gender group of green entrepreneurs is presented in

Table 1.

Table 1

Gender group of Green entrepreneurs and Green innovation

Green innovation	Gender group (Mean Score)		t Statistics
	Male	Female	
Organization uses less or non-polluting/toxic materials	4.3901	4.1774	1.920
Organization improves environmentally friendly packaging for existing and new products	3.8846	3.5387	4.456*
Organization recovers end-of-life products and recycling	3.6950	3.5775	1.072
Organization uses eco-labeling	3.6868	3.4548	3.397*

Source: Primary data

*-Significant at five per cent level

It is understood from the above Table that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the male green entrepreneurs as their mean scores are 4.3901 and 3.8846 respectively. It is further understood that organization uses less or non-polluting/toxic materials and organization recovers end-of-life products and recycling are the important green innovation among the female green entrepreneurs as their mean scores are 4.1774 and 3.5775 respectively. Regarding the green innovation among different gender group of green entrepreneurs, organization improves environmentally friendly packaging for existing and new products and organization uses eco-labeling are statistically significant at 5 per cent level.

Age Group of Green entrepreneurs and Green innovation

In order to find the relationship between age group of green entrepreneurs and green innovation, 'ANOVA' test is used. The hypothesis is framed as follows,

The null hypothesis (H_0) - "There is no significant difference among different age group of green entrepreneurs with respect to the green innovation in Kanyakumari district".

The alternative hypothesis (H_0) - "There is a significant difference among different age group of green entrepreneurs with respect to the green innovation in Kanyakumari district".

The result of 'ANOVA' test for green innovation among different age group of green entrepreneurs is presented in Table 2.

Table 2

Age Group and Green innovation

Green innovation	Age Group (Mean Score)					F Statistics
	Less than 25 years	25 - 30 years	31 - 40 years	41-60 years	Above 60 years	
Organization uses less or non-polluting/toxic materials	4.2162	4.2816	3.9881	4.2593	4.4568	2.732*
Organization improves environmentally friendly packaging for existing and new products	3.7096	3.7574	3.9481	3.6908	3.7986	3.051*
Organization recovers end-of-life products and recycling	3.6045	3.4757	3.4919	3.7148	3.4630	1.657
Organization uses eco-labeling	3.7887	3.5586	3.4537	3.4630	3.5778	1.321

Source: Primary data

*-Significant at five per cent level

From the above table, it is understood that organization uses less or non-polluting/toxic materials and organization uses eco-labeling are the important green innovation among the green entrepreneurs who are in the age group of less than 25 years as their mean scores are 4.2162 and 3.7887 respectively. It is further understood that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the green entrepreneurs who belong to the age group between 25-30 years as their mean scores are 4.2816 and 3.7574 respectively. Table further shows that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the green entrepreneurs who are in the age group between 31-40 years as their mean scores are 3.9881 and 3.9481 respectively. Further indicates that organization uses less or non-polluting/toxic materials and organization recovers end-of-life products and recycling are the important green innovation among the green entrepreneurs who belong to the age group of 41-60 years as their mean scores are 4.2593 and 3.7148 respectively. Further highlights that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the green entrepreneurs who belong to the age group of above 60 years as their mean scores are 4.4568 and 3.7986 respectively. Regarding the green innovation among different age group of green entrepreneurs, organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are statistically significant at 5 per cent level.

Marital Status of Green entrepreneurs and Green innovation

In order to find out the relationship between the marital status of green entrepreneurs and green innovation, 't' test is used. The hypothesis is framed as follows,

The null hypothesis (H_0) - "There is no significant difference among marital status of green entrepreneurs with respect to green innovation in Kanyakumari district".

The alternative hypothesis (H_a) - "There is a significant difference among marital status of green entrepreneurs with respect to green innovation in Kanyakumari district".

The result of 't' test for green innovation among different marital status of green entrepreneurs is presented in Table 3.

Table 3

Marital Status of Green entrepreneurs and Green innovation

Green innovation	Marital Status (Mean Score)		t Statistics	p Value
	Married	Unmarried		
Organization uses less or non-polluting/toxic materials	4.3228	4.1222	1.097	0.273
Organization improves environmentally friendly packaging for existing and new products	3.7405	3.7018	1.546	0.123
Organization recovers end-of-life products and recycling	3.6894	3.3854	3.129*	0.000
Organization uses eco-labeling	3.5000	3.8363	3.673*	0.000

Source: Primary data

*-Significant at five per cent level

It is understood from the above Table that organization uses less or non-polluting/toxic materials and organization improves environmentally friendly packaging for existing and new products are the important green innovation among the married green entrepreneurs as their mean scores are 4.3228 and 3.7405 respectively. It is further understood that organization uses less or non-polluting/toxic materials and control illegal activities are the important green innovation among the unmarried green entrepreneurs as their mean scores are 4.1222 and 3.8363 respectively. Regarding the green innovation among different marital status of green entrepreneurs, organization recovers end-of-life products and recycling and organization uses eco-labeling are statistically significant at 5 per cent level.

Green entrepreneurial Orientation different gender group of green entrepreneurs

In order to reveal the significant difference among the different gender group of green entrepreneurs regarding the green entrepreneurial orientation, data were collected and the 't' test has been administered. The mean score on each statement obtained was calculated separately. The resulted mean score on the green entrepreneurial orientation among different gender group of green entrepreneurs and the respective "t" statistics are presented in Table 4.

Table 4

't' test for Significant difference among gender group of green entrepreneurs with respect to Green entrepreneurial Orientation

Green entrepreneurial Orientation	Gender (Mean Score)		t Statistics
	Male	Female	
Organization has a strong tendency for high-risk green product development projects which have a chance for very high returns	3.7143	3.6452	2.369*
Organization has a strong emphasis on green R&D, technological leadership, and innovation	4.1374	4.1032	1.245
Organization has a tendency to initiate green actions for competitors to respond to	4.5363	4.3645	2.149*
Organization has a tendency to be a market leader, always first in introducing green products, services, or technologies	4.2500	3.9806	2.744*

Source: Primary data

*-Significant at five per cent level

Table 4 clearly shows that organization has a tendency to initiate green actions for competitors to respond to and organization has a tendency to be a market leader, always first in introducing green products, services, or technologies are the important green entrepreneurial orientation among the male green entrepreneurs since the respective high mean scores were 4.5363 and 4.2500 respectively. Among the "Female green entrepreneurs" important green entrepreneurial orientation were organization has a tendency to initiate green actions for competitors to respond to and organization has a strong emphasis on green R&D, technological leadership, and innovation since the respective mean scores were 4.3645 and 4.1042 respectively. A significant difference among the gender group of green entrepreneurs were identified regarding the green entrepreneurial orientation on its various aspects especially organization has a strong tendency for high-risk green product development projects which have a chance for very high returns, organization has a tendency to initiate green actions for competitors to respond to and organization has a tendency to be a market leader, always first in introducing green products, services, or technologies since the respective "t" statistics were significant at 5 per cent level.

Green entrepreneurial Orientation among different age group of green entrepreneurs

In order to reveal the significant difference in Green entrepreneurial Orientations among the different age group of green entrepreneurs, data were collected and the 'ANOVA' test has been administered. The mean score on each statement obtained was calculated separately. The resulted mean score on the green entrepreneurial orientation among different age group of green entrepreneurs and the respective "F" statistics are presented in Table 5.

Table 5

'ANOVA' test for Significant difference among age group of green entrepreneurs with respect to Green entrepreneurial Orientation

Green entrepreneurial Orientation	Age Group (Mean Score)					F Statistics
	Less than 25 years	25 - 30 years	31 - 40 years	41-60 years	Above 60 years	
Organization has a strong tendency for high-risk green product development projects which have a chance for very high returns	3.7297	3.5631	3.5806	3.7500	3.7407	2.148
Organization has a strong emphasis on green R&D, technological leadership, and innovation	4.3658	4.3010	4.0887	4.2222	4.0778	1.973
Organization has a tendency to initiate green actions for competitors to respond to	3.6486	3.8252	4.2269	4.4074	3.9741	.862*
Organization has a tendency to be a market leader, always first in introducing green products, services, or technologies	3.5045	3.6505	4.0161	4.4352	4.5926	.232*

Source: Primary data

*-Significant at five per cent level

Table 5 shows that the important green entrepreneurial orientation among the sample green entrepreneurs who are in the age group of less than 25 years were organization has a strong emphasis on green R&D, technological leadership, and innovation and organization has a strong tendency for high-risk green product development projects which have a chance for very high returns since the respective high mean scores were 4.3658 and 3.7297 respectively. Among the "Green entrepreneurs who are in the age group between 25-30 years" important green entrepreneurial orientation were organization has a strong emphasis on green R&D, technological leadership, and innovation and organization has a tendency to initiate green actions for competitors to respond to since the respective mean scores were 4.3010 and 3.8252 respectively. Among "Sample green entrepreneurs who are in the age group of 31-40 years", the important green entrepreneurial orientation were organization has a tendency to initiate green actions for competitors to respond to and organization has a strong emphasis on green R&D, technological leadership, and innovation since the respective means scores were 4.2269 and 4.0887. Among the "Sample green entrepreneurs who are in the age group between 41-60 years" important green entrepreneurial orientation were organization has a tendency to be a market leader, always first in introducing green products, services, or technologies and organization has a tendency to initiate green actions for competitors to respond to since the respective mean scores were 4.4352 and 4.4074 respectively. Among the "Sample green entrepreneurs who are in the age group of above 60 years" important green entrepreneurial orientation were organization has a tendency to be a market leader, always first in introducing green products, services, or technologies and organization has a strong emphasis on green R&D, technological leadership, and innovation since the respective mean scores were 4.5926 and 4.0778 respectively.

A significant difference among the different age group of sample green entrepreneurs were identified regarding the green entrepreneurial orientation on its various aspects especially 'Organization has a tendency to initiate green actions for competitors to respond to and organization has a tendency to be a market leader, always first in introducing green products, services, or technologies' since the respective "F" statistics were significant at 5 per cent level.

Green entrepreneurial Orientation among different marital status of green entrepreneurs

In order to reveal the significant difference in green entrepreneurial orientations among the different marital status of green entrepreneurs, data were collected and the 't' test has been administered. The mean score on each statement obtained was calculated separately. The resulted mean score on the green entrepreneurial orientation among different marital status of green entrepreneurs and the respective "t" statistics are presented in Table 6.

Table 6

't' test for Significant difference among marital status of green entrepreneurs with respect to Green entrepreneurial Orientation

Green entrepreneurial Orientation	Marital Status (Mean Score)		t Statistics
	Married	Unmarried	
Organization has a strong tendency for high-risk green product development projects which have a chance for very high returns	3.5696	3.7076	2.244*
Organization has a strong emphasis on green R&D, technological leadership, and innovation	4.0696	4.1345	0.967
Organization has a tendency to initiate green actions for competitors to respond to	4.6329	4.0789	3.213*
Organization has a tendency to be a market leader, always first in introducing green products, services, or technologies	4.1329	3.9094	0.684

Source: Primary data

*-Significant at five per cent level

Table 6 clearly shows that the important green entrepreneurial orientation among the married green entrepreneurs were organization has a tendency to initiate green actions for competitors to respond to and organization has a tendency to be a market leader, always first in introducing green products, services, or technologies since the respective high mean scores were 4.6329 and 4.1329 respectively. Among the "Unmarried green entrepreneurs" important green entrepreneurial orientation were organization has a strong emphasis on green R&D, technological leadership, and innovation and organization has a tendency to initiate green actions for competitors to respond to since the respective mean scores were 4.1345 and 4.0789 respectively. A significant difference among the marital status of sample green entrepreneurs were identified regarding the green entrepreneurial orientation on its various aspects especially 'Organization has a strong tendency for high-risk green product development projects which have a chance for very high returns and organization has a tendency to initiate green actions for competitors to respond to' since the respective "t" statistics were significant at 5 per cent level.

SUGGESTIONS

There were not enough associations and institutions for sustainable business practices. Therefore, policies designed by the relevant authorities might not be taking into account important entrepreneurship networks. This could reduce the number of opportunities for new businesses and impair the development of green entrepreneurship in the country. Government support for green entrepreneurship allows for a more sustainable environment, and can be the first step toward a more environmentally conscious society and for the conservation of resources for future generations. The government of India, in particular, should continue to promote such policies.

CONCLUSION

This study indicates that green innovation is an important and integral component of social performance. Further, the results reveal that green innovation has a significant impact on firm economic performance. It is concluded that the important green entrepreneurial orientation among the married green entrepreneurs were organization has a tendency to initiate green actions for competitors to respond to and organization has a tendency to be a market leader, always first in introducing green products, services, or technologies. Among the "Unmarried green entrepreneurs" important green entrepreneurial orientation were organization has a strong emphasis on green R&D, technological leadership, and innovation and organization has a tendency to initiate green actions for competitors to respond to.

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