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INDEX

S.No	TITLE	Page No
1	HIGH PERFORMANCE WORK SYSTEM IMPACT ON ORGANIZATIONAL AND EMPLOYEE OUTCOMES – A THEORETICAL REVIEW.	1
2	A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE – BANKING WITH REFERENCE TO TIRUNELVELI DISTRICT	10
3	CUSTOMER SATISFACTION OF BANKING SERVICES IN RURAL areas	17
4	A STUDY ON ERP SYSTEMS AND THEIR EFFECTS ON ORGANIZATION IN SELECTED CONSTRUCTION CHEMICAL COMPANIES IN CHENNAI	23
5	A STUDY ON LIFE INSURANCE SCHEMES OF INDIAN GOVERNMENT	35
6	AN ANALYSIS OF KNOWLEDGE MANAGEMENT PRACTICES TO ENRICH COLLEGE TEACHERS WITH REFERENCE TO BISHOP HEBER COLLEGE, TRICHY	41
7	CUSTOMER SATISFACTION ON SERVICE QUALITY OF TAMILNAD MERCANTILE BANK LIMITED IN TENKASI TALUK	49
8	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE RETAIL TRADING IN THENI DISTRICT	54
9	A STUDY ON CONSUMER INFLUENCING MOBILE COMMERCE IN BEFORE AND AFTER COVID -19 IN TENKASI DISTRICT	59
10	GREEN ENTREPRENEURSHIP A PATH TO SUSTAINABLE DEVELOPMENT	65
11	A STUDY ON PERSONALITY TRAITS OF IT EMPLOYEES WITH SPECIAL REFERENCE TO OPENNESS TO EXPERIENCE AND CONSCIENTIOUSNESS TRAITS	68
12	INDIA POST PAYMENT BANK (IPPB) – AN ATTRACTIVE OPTION BOTH FOR INVESTMENT AND HOUSEHOLD UTILITIES AT OUR DOORSTEPS.	74
13	RECENT TRENDS IN MARKETING FROM THE EXPERIENCES OF INDIAN MARKETERS AND CUSTOMERS	78
14	A STUDY ON INVESTMENT BEHAVIOUR OF SCHOOL TEACHERS IN KOZHIKODE DISTRICT, KERALA	85
15	DEMOGRAPHICS AND BUYING BEHAVIOUR OF CONSUMER IN SOCIAL MEDIA	90
16	A STUDY ON THE EMERGING TRENDS IN RETAIL MARKETING IN PUDUKKOTTAI DISTRICT	98
17	A COMPARATIVE STUDY ON NON-PERFORMING ASSETS OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS	107



## GREEN ENTREPRENEURSHIP A PATH TO SUSTAINABLE DEVELOPMENT

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NVT IN ENTREPRENEURSHIP DEVELOPMENT

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### ABSTRACT

Sustainable development focuses on improving the living conditions of people through out the world as well as on intensifying the natural environment, creating a society that can be sustained for a lengthy period green entrepreneurs including: low levels of interest in economics success, high degree of awareness about the business's environmental impact and high levels of concern for social justice in addition , several construct emerged which included personal motivation and mission locality and a forward thinking orientation about sustainability. The findings reveal innovative models for incorporating green business into environmental causes and natural resource management green entrepreneurs undertake new business opportunities and ventures ,which usually involve a very high risk the out come of these business ventures is often unpredictable green entrepreneurs are intrinsically motivated their business activities have an overall positive effect on the natural effect on the natural environment and on economic sustainability and consciously aim at insuring a more sustainable future sustainability entrepreneurship contributes to solving social and environmental problems particularly in emerging and developing countries they have in common that entrepreneurial approaches are used to solve social and environmental problems and that positive contribution is made to sustainable development

### INTRODUCTION

Green entrepreneurship is seen as the driving force for the establishment of holistic and sustainable economic -environmental-social system . India is endowed with a wide variety of agroclimatic conditions and enjoys an enviable positions in the horticultural map of the world horticultural crops occupy and percent of the gross cropped area of the country contributing 24.5 percent of the gross value of agricultural output and 54.55 percent of export earnings in agriculture . India is the second largest producer of both fruits and vegetables India is the second largest producer of coconut cashew ,tea and spices with total production of India has made noticeable advance in production of flowers empowerment in the context of women's development increase her ability to shape her life and environment women have to do jobs that are time and labour intensive such as sowing transplanting and post – harvest operations like shelling ,cleaning ,grading and processing. The also contribute to decision making processes for crop production ,seed production, seed production and management ,post-harvest management of agricultural and horticultural produce ,biomass utilization , livestock management, marketing and financial management in additions to their role in agricultural production , women are gainfully employed in agri based allied activities like dairying , animal husbandry , poultry, goatery, rabbit rearing, bee keeping , floriculture ,horticulture , fruit preservation post-harvest technology, value added food products etc.

### OBJECTIVES

- To analyse role of sustainable development in food products.
- To analyse problem of improvement in agriculture needs to be tackled.

### DEFINITION

Without sustainable organization there is no sustainable development this, no future development that meets the needs of the present with out compromising the ability of future generation to meet their own needs

1 The need of the present generations(=a decent life for an ever-increasing part of the population : space).

2 The needs of future generations (=decent society continues to exist for a lengthy period : time)

Seminar on empowerment of women in agriculture, march 4-6-2001 at Rajendra agricultural university, Patna made the

#### Following observation

- I. Women's involvement in dairying will not only provide them employment but will not only provide them employment but will also bring in social change
- II. The farm women, families and an employed youth can be encouraged to adopted this be keeping enterprise
- III. Mushroom cultivation is simple, low cost suitable for rural areas, is labour intensive and can provide employment in both the semi urban and rural areas
- IV. A large number of low cost nutritional products grouped under infant food, health beverages nutritious snacks, convenience foods, speciality foods baby corns quality protein maize, nutritional grains etc
- V. Coconut sector plays an important role in the rural economy by generating income and employment
- VI. Lac -cultivations one of the supplementary source of income in most of the tribal areas of the country
- VII. Household appliance like chalha, biogas, solar cookers, solar heaters, photovoltaic energy operated appliances
- VIII. There has to be some kind of processing to add value to farm produce
- IX. These products are a great source of rural entrepreneurship, particularly suited to women due to low capital requirement

#### **CASE STUDY**

Making pizza .... Can it be done in sustainable manner? The Florida-based company pizza fusion is proving that it can be done, taking environmental and social issues seriously. In addition to its company mission, pizza fusion even has its own environmental mission, which reads:

Pizza fusion is committed to a sustainable future through the preservation and improvement of the environment with all aspects of our operations and existence. We strive to improve the social, economic and environmental well being of the world through:

- The support of sustainable business by seeking out environmentally conscious vendors and suppliers to partner with
- Our commitment to environmental education to raise awareness for more sustainable approaches to living and business
- Educating the general public on the importance of sustainable living through ecological community service, consumer education and environmental mentoring
- Lobbying for political action to support a more sustainable future
- The support of organic agriculture

- The continuous evaluation of our ecological impact in our endless pursuit to minimize our environmental foot print

While providing a menu featuring organic pizzas, salads, sandwiches, wines and beer, fusion makes deliveries using hybrid vehicles that consume less fossil fuel and emit less carbon into the atmosphere. The company offers employees who work more than twenty hours a week health insurance – quite rare among food service businesses in the United States, Pizza Fusion makes pizza in a energy-efficient buildings constructed to LEED standards ( Leadership in energy and environmental design). The pizzeria is a commercial success – it is growing from an SME to a large company, expanding into California, Colorado, Connecticut, New Jersey and Ohio, with new locations on several American college campuses.

#### FINDINGS

- In Indian context, organic farming has to be practiced without synthetic pesticides, A holistic approach involving integrated nutrient management, integrated pest management, enhanced input use efficiency and adoption of region – specific promising cropping systems would be the best organic farming strategy for India
- Organic produce fetches premium price owing to better quality and for credibility in the market it ought to be quality good
- The nutrient requirement of organic sources and their goodness of fit. This information could be used in evolving appropriate nutrient management schedule
- Entrepreneurship development centers should be created in agricultural universities to integrate entrepreneurial skill development among rural folk
- Feed back and follow up mechanisms for rural women's programs should be strengthened and the natural agricultural research system should play an important role

#### CONCLUSION

India is today the second largest producer of food in the world and has all the potential of becoming number one if the emerging problems at for the green white and blue revolution are properly addressed due to poor handling of the produced, post – harvest losses have been high

The problem of improvement in agriculture needs to be tackled from two different angles first to increase productivity of agriculture and delivery system and second to increase the farmers earing through efficient and effective value addition

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