

**Exploring Green Business Challenges in Bangalore City: A
Qualitative Study of Green Enterprise in the Home and Living
Sector**

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SELF-DECLARATION

This is to certify that the thesis submitted by me titled Exploring Green Business Challenges in Bangalore City: A Qualitative Study of Green Enterprise in the Home and Living Sector is my original work and has not previously formed the basis for the award of any Degree, Diploma, Associateship or Fellowship to this or any other University.

Deep Prakash Vora

CERTIFICATE OF THE SUPERVISOR

This is to certify that the thesis titled Exploring Green Business Challenges in Bangalore City: A Qualitative Study of Green Enterprise in the Home and Living Sector is original work undertaken by Deep Prakash Vora under my supervision and guidance as part of his Master's degree in this Institute. The thesis may be sent for evaluation.

Supervisor's Signature

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GLOSSARY

Term	Definition
Entrepreneur	Someone who starts or owns a business. Whether it's in farming, retail, manufacturing, or the service sector, entrepreneurs are business people who find their success by taking risks.
Green Entrepreneur	There is no single definition of a green business, but generally, it's a business whose core business model addresses an environmental or social issue to improve energy or resource efficiency, reduce greenhouse gas emissions, decrease waste or pollution, protect or restore ecosystems, promotes local culture, or supports communities.
Small and Medium Scale Business	Enterprises involved in the processing, production, and preservation of goods and commodities within a certain limit
Home and Living Sector	Businesses and industries involved in producing, distributing, and selling goods and services related to housing and domestic life. This includes furniture items, home decor, home improvement products, appliances, and other items aimed at enhancing the functionality and aesthetic quality of living spaces.

ABSTRACT

With the focus being shifted to sustainable development, climate change, and related environmental issues, there is a paradigm shift in the Indian market. This has led to the emergence of green entrepreneurs. They are the drivers of the change to create awareness among the public about green solutions and sustainable development. The purpose of this research attempt is to understand the challenges the green entrepreneurs face in Bangalore city especially, the home and living sector. It analyses factors that affect the green entrepreneur when competing with the conventional market player, The paper with the help of a Multiple-Stream Framework (MSF) identifies key barriers and drivers influencing green entrepreneurship, including market dynamics, governmental policies, and community engagement. The research is exploratory and cross-case studies, conducted eight primary qualitative interviews with a diverse group of entrepreneurs within the home and living sector in Bangalore to examine their motivational factors and key barriers. The study reveals that green entrepreneurs are guided by environmental, social, and economic goals. The barriers to green entrepreneurs are limited finance, regulatory challenges, lack of awareness among consumers about sustainable products, and difficulty in tapping the market due to the high costs involved. Further research proposes the recommendation with an amendment in the policy, awareness campaign, and focused program for the green entrepreneurs to uplift them. The research is limited in its scope because of the limited sample size and lack of perspective from the other key stakeholders such as customers, and government officials are underrepresented. The study proposes that it is of utmost importance to have a strategic intervention at the educational and policy levels to enhance the ecosystem for sustainable business practice.

CHAPTER 1- INTRODUCTION

The concept of "green business" emerged towards the end of the 20th century as concerns over environmental issues like the depletion of natural resources and the deterioration of environmental quality began to intensify. This growing awareness traces back to the initial environmental movements of the 1960s. However, it was not until about two decades later that the notion of sustainability began to significantly influence corporate practices, leading to the adoption of what we now refer to as "Green Business." As defined by the Business Dictionary, this business model operates so that it does not negatively affect the environment, community, or economy (G. Croston, 2009). This type of business adopts proactive approaches toward environmental and social issues. Further, green businesses enter into more sustainable practices than those observed in the conventional market, benefiting not just the environment but also enhancing social upliftment while achieving financial profitability and contributing to the economy.

The growing awareness around the issue reflects a critical transition toward more sustainable business practices that include technologies, products, and services that feature ecologically minimum risk and pollution. This shift is not solely about reducing harm but also actively contributes to sustainability and environment preservation. This notion is generally supported by many stakeholders calling for businesses that are for environmental protection and getting businesses committed to the preservation and enhancement of the natural and built environments.

Since India is a diverse country with differences in resource availability, population ratios, the proportion of rural-urban areas, sectoral composition, education and skill levels, sociocultural norms, etc., green businesses face different challenges in competing markets. These challenges are essential while driving policies and knowing whether center-level or state-level policies can maximize the support towards the green entrepreneur. This paper aims to fill the gap in the literature by exploring the multifaced challenges faced by green entrepreneurs in Bangalore City, a key hub for innovation and sustainability in India. Specifically, the study will explore the barriers and strategies within the home and living sector, analyzing how these entrepreneurs compete with conventional market players and the specific challenges they encounter in this competition.

Additionally, the study will examine the support and obstacles provided by government initiatives in this sector. For the first part of the paper, this exploration aims to understand the different barriers green entrepreneurs face in India and beyond. It will also include the literature review and the theoretical framework used to explain how the research looks at this issue with the multiple-stream framework. The framework distinguishes between three streams: problems, policies, and politics, which flow independently but occasionally align to create a "window of opportunity" for significant policy change. In the context of green entrepreneurship, MSF will help to identify how environmental issues (problem stream) align with sustainable business solutions (policy stream) and the broader political climate (politics stream) to facilitate or hinder the adoption of green business practices. This framework will help understand the challenges green entrepreneurs face in bangalore city while competing with conventional players, especially in the dynamic and diverse landscape of India's SME sector.

Secondly, this paper explores the policies and schemes related to green entrepreneurship, explaining the hurdles and the opportunities the green entrepreneur encounters when competing with the conventional player. The paper adopts a qualitative methodology, using Eisenhardt's approach, to explore the competitive landscape between sustainable businesses and conventional markets within the home and living sector. The following discussion will glance at the problem statement, the relevance of the study in the policy, and the importance of small and medium-scale businesses in India. And lastly, the discussion will reveal the paper's significant findings and implications to the existing literature.

Despite an increasingly global and state focus on environmental sustainability, these businesses need help with various challenges including the limited market demand for green products, high operational costs related to sustainable practices, insufficient governmental support, and a complex regulatory environment. These barriers limit the potential of green businesses to contribute effectively to the state environmental targets and hinder their economic viability. This paper explores these challenges in depth, aiming to understand the barriers faced by green entrepreneurs in bangalore and to provide actionable insight that could support the development of more robust support mechanisms for green entrepreneurship in the region.

As a global movement towards environmentally sustainable practices is emerging in the 21st century, green entrepreneurship is becoming a buzzword worldwide. The need for practical resource usage drives this movement. This trend is gaining momentum across various sectors, including renewable energy, sustainable agriculture, waste minimization, and sustainable materials. Such a program assures financial viability and meets crucial environmental and social needs, exemplifying the "3 P's" of sustainability—people, planet, and profit.

To meet these needs, international agreements, multilateral organizations, and state policies have taken hour steps at various junctures to tackle climate action. These policies are increasingly advocating for sustainable and environmental practices. "The United Nations Environment Programme (UNEP) draws the people's attention by mentioning in the report the importance of shifting consumption and lifestyle choices. The report claims that if 1 billion of the globe's 8 billion shift to a sustainable lifestyle, global carbon emissions would be reduced significantly by 20 percent (Lifestyle for Environment - LiFE, n.d.)." These international commitments and agreements have paved the way for new market opportunities and financial incentives for businesses to encourage and commit themselves to the sustainable ecosystem. These shifts and a growing community demand for environmental accountability empower green entrepreneurs to innovate and expand their impact, further integrating sustainability into their core business operations. This transformative approach goes beyond minimizing negative impacts by actively contributing to solving complex sustainability challenges, thereby setting new benchmarks in corporate responsibility and promoting a shift toward more environmentally friendly industry practices.

Despite the global focus on sustainability and its significant advantages, adopting green practices varies significantly worldwide and is influenced by local cultural, political, and economic factors. "In India, this difference is particularly evident among Small and Medium Enterprises (SMEs), which are important pillars of the economy, employing more than 40% of the workforce and contributing about 30% to the GDP (DBS and Bloomberg Media Studios Survey, 2022)." These SMEs face numerous challenges in adopting sustainable practices, including a lack of capital, regulatory challenges, and a significant awareness gap in sustainable technologies and processes (Kaur & Jalote, 2023). These challenges, with a couple of other challenges like an unstructured market and consumer awareness about such kinds of

products, make it difficult for SMEs to incorporate the changes in their business operations.

However, it is becoming essential to adopt green practices and choices towards sustainability due to international competition and pressure due to climate change. This change must be adopted widely across all business sectors, particularly SMEs, to switch consumer choices towards a sustainable lifestyle.

Moreover, it is anticipated that The Asian market for sustainable businesses will expand significantly, reaching \$4 trillion to \$5 trillion by 2030 (Balasubramanian et al., 2022). Factors driving this surge include increasing demands for quality assurance, lifestyle changes favoring sustainability, and a growing awareness of environmental impacts. This shift not only underlines the necessity for businesses to integrate environmental and societal benefits into their core objectives but also highlights the role of innovative solutions in addressing complex sustainability challenges. This shift in the role of sustainability innovation can be visible in the Indian market.

Focusing on Bangalore, known as the "Silicon Valley of India," this research paper explores the challenges green entrepreneurs face in the home and living sector. The city's rapid growth and status as a technological and entrepreneurial hub create a unique ecosystem where green businesses can thrive. The local market for eco-friendly home products is witnessing significant expansion and is projected to grow at a compound annual growth rate of 33.01% through 2029 (TechSci Research, 2023).

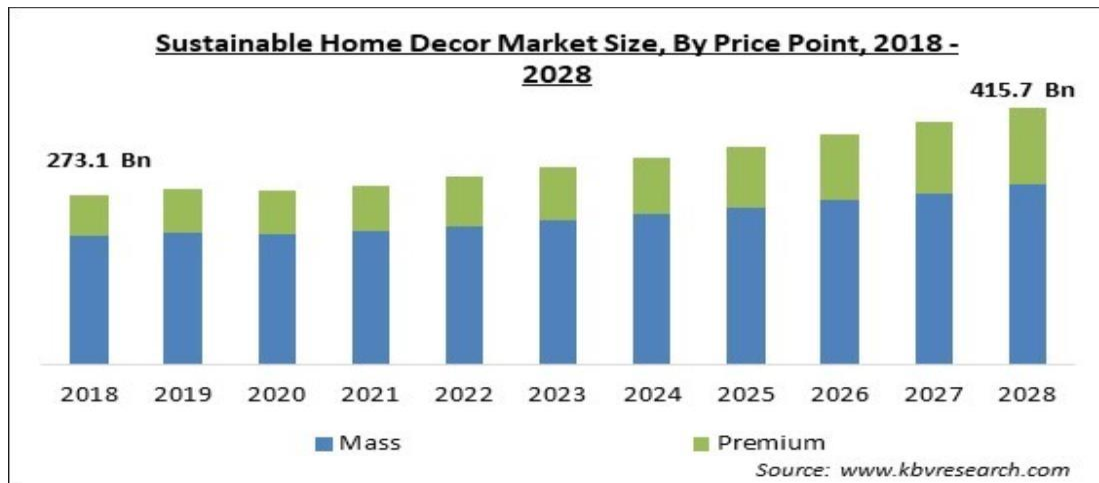


Figure 1: Sustainable Home Décor Market Size

Source: kbvresearch.com

As a technological hub, Bangalore has also cultivated a community of tech adopters who are eco-conscious about their lifestyles. Researchers highlight that many people are ready to invest in green and sustainable options, indicating a trend toward consumer behaviors prioritizing sustainable products and services (Vani, 2021). Thus, all these changes are evident, and it becomes a promising opportunity for exploring the city, which has an intersection of technology, entrepreneurship, and sustainable development.

After the in-depth interviews, this paper comes up with the analysis that green entrepreneurs in the city are primarily driven by socio-environmental goals, which indicates that their commitment to sustainability extends beyond monetary benefits and includes socio-environmental aspects to their core business practices. Firsthand experiences with issues related to the environment are strong motivators, encouraging an active approach toward enacting and advocating sustainable behaviors. The analysis also identified influential community participation and educational programs as essential factors in increasing the public's awareness and economic viability of green businesses.

However, these entrepreneurs face substantial market and regulatory challenges, including restrictive GST rates on eco-friendly products and complex bureaucratic processes for obtaining necessary support and incentives. These barriers significantly impede the adoption and scalability of sustainable practices. The findings of this research emphasize the critical need for policy reforms that align more closely with the practical needs of green enterprises. Simplifying access to incentives and increasing public awareness of the benefits of sustainable products are essential steps that could drive a broader consumer shift towards environmentally friendly options, thus fostering the growth of the green economy in Bangalore and beyond.

Chapter 2 of this paper overviews the existing literature on the challenges, arguments, and determinants of green entrepreneurs. It reviews the studies with the help of the Multiple Stream framework for the analysis of this paper and further builds on the work done by researchers. After identifying the gaps in the literature, Chapter 3 delves into the research design and methodology used for the study. It uses Eisenhardt's qualitative methods in the form of cross-case study analysis and interviews to gather robust results while including the perspective of stakeholders. Chapter 4 reports the analysis and critical discussion through framework and interviews, analyzing multiple stream frameworks and the themes extracted from the interview process. Lastly, conclusions are provided in Chapter 5, which also gives the policy recommendations stemming from the results, and the chapter ends with the limitations and future scope of the study.

CHAPTER 2 – LITERATURE REVIEW

Theoretical Framework:

Exploring the complex nature of green entrepreneurship within policymaking and market dynamics requires a strong theoretical framework that can express the interactions between policy initiatives and environmental innovation. The Multiple Streams Framework (MSF), created by John Kingdon in 1984, is an effective analytical tool. This paradigm systematically investigates how various streams of issues, policies, and politics interact to open policy windows for important changes. By using MSF in this study, the researcher dives into how this theory functions within the larger context of green entrepreneurship and analyses the intersections between the framework's theoretical elements and the empirical data acquired throughout the investigation.

The MSF was introduced by John Kingdon in 1984, an American Policy Scientist; his theoretical framework consists of three parallel and independent parts: the problem stream, policy stream, and politics stream (Cohen et al., 2017). Those three streams couple with each other based on the actions of external actors, which is named the "policy window," and finally, it joins the official policy agenda. Since its application, the MSF has been adopted worldwide to explain the setting of public policy agenda and as a reference to identify factors in making and implementing policies in a complex environment (Jones et al., 2015, pg 13).

Thus, in this model, the problem stream comes from different social circumstances affected by people's perception (e.g., value, attitude, experience, understanding, etc.), and it focuses the notice of policymakers using indicators, focusing events, and feedback. Then, an actual social situation is turned into a public problem, urging policymakers to take action to resolve it. According to Kingdon's Model, the political stream consists of the national mood,

pressure group campaigns, ideological distribution, etc. The policy entrepreneurs land on the stage when the three streams flow in the policy-making system, with recognized problems and developed proposals. In this stage, the coupling of the three separate streams takes place through a political change with the opening of policy windows. The appearance of a policy window means an opportunity to kick off an initiative. Policy entrepreneurs often need more open time, and it gives them an opportunity they must take advantage of. During that time, he has to dump the problems, proposals, and political forces into the choice opportunity (Cohen et al., 2017). Policy entrepreneurs are committed to efforts regarding interests among varied parties and couple the problem stream, policy stream, and politics stream, which results in policy innovation. The three streams would most often be positively coupled, while the negative coupling "will miss the policy window" with the coupling "abortion of the policy-making process (Blum, 2017, p. 94)."

This paper will explore the multifaceted landscape of green entrepreneurship; the Multiple Streams Framework (MSF) emerges as an effective tool for navigating the complex interplay between environmental innovation, policy dynamics, and market demands. When applied to green entrepreneurship, this framework offers a nuanced understanding of how sustainable business can influence and be shaped by policy environments. This paper explores several key areas where the MSF intersects with green entrepreneurship.

Relevance of MSF with Green Entrepreneur:

Problem Stream:

In the MSF, a problem stream is defined as a stream where debates and discussions take place usually consisting of interest groups, academicians, and bureaucrats. Each particular view of what problem is called “Policy Entrepreneurs.” Situations must be defined as problems before political action will be taken. The same objective situation can be defined as a problem in many different ways. For example, in Bangalore the increasing landfill issues. Various actors may interpret this situation as a problem and try to convince other actors that something needs to be done. But every actor sees this issue differently, from the viewpoint of the green entrepreneur this is inherently an environmental problem, which causes significant damage to the ecosystem. In this scenario, a green entrepreneur plays a policy entrepreneur's role pushing for the policy that aligns with environmental and economic goals. They can leverage the research and data to gain acceptance on the policy agenda, promoting solutions that not only address the waste problem but also create economic opportunities through green business initiatives.

Policy Stream:

Following the identification and acknowledgment of the problem, policy entrepreneurs propose a solution they believe is useful in almost any situation. For instance, a landfill in Bangalore city, where the entrepreneur argues that effective policy intervention, supported by community engagement and private sector innovation, can transform waste management in Bangalore. This is relevant as entrepreneurs collaborate with different organizations like NGOs, urban planners, and experts to develop comprehensive policies. The policy entrepreneur advocates their proposal to the government which addresses the issues.

These policies are then advocated to the government, emphasizing how they tackle identified issues and contribute to broader sustainability goals.

Political Stream:

The political stream of the MSF outlines how the greater political backdrop, such as swings in national mood, changes in political leadership, and pressures from interest groups, influences policy outcomes. To navigate this stream, green businesses must relate their sustainability programs to the present political context and obtain public support for environmental sustainability. To expand their impact, these entrepreneurs must remain proactive and form connections with environmental NGOs and advocacy groups.

Despite criticism from groups or entities committed to maintaining the status quo, effective advocacy and collaboration are needed. By effectively handling these issues, green entrepreneurs may significantly impact environmental policy, highlighting the relevance of entrepreneurship, public opinion, and political will in attaining long-term growth.

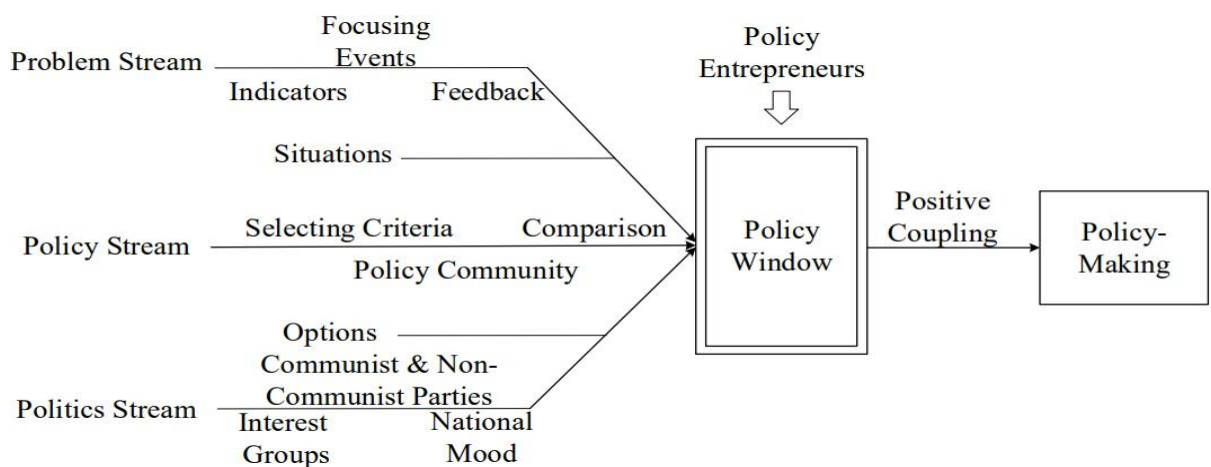


Figure 2: Theoretical framework of the multiple streams

The interplay of several streams provides a detailed explanation of how green entrepreneurs might strategically build sustainable change. This research, with the support of the MSF, will investigate the dynamic that green entrepreneurs navigate this intersection with different challenges of environmental concerns, government regulations, and market dynamics.

The next subsection will explore the challenges faced by green entrepreneurs within small and medium enterprises in India. The chapter concludes by identifying gaps in the literature and research questions.

Challenges:

In the global phenomenon, adopting the components of sustainability is essential to compete in the market. Additionally, as sustainability is essential for the nation's socioeconomic progress, small and medium-sized firms (SMEs), an unstructured and unaware sector of the economy, must adopt fundamental business practices towards sustainability. However, many businesses prefer to adopt modern technologies and innovate, as this creates a hurdle for them in competing in emerging markets. This issue is limited to adoption and other factors like consumer awareness, price sensitivity, and market competition. To highlight these issues in detail, the literature mentions the challenges of green entrepreneurship and the difficulty of adopting a culture of innovation and sustainability in business practice.

Medium-sized and small-sized enterprises in India face various operational, financial, market, regulatory, and technology challenges. These include significant costs and difficulties associated with technology implementation, skilled labour scarcity, fierce market rivalry, and complicated rules. While SMEs have the potential to contribute to sustainable development and have a significant economic and environmental effect, they confront various problems when integrating sustainability into their business operations. According to Ghazilla et al. (2015),

frequent barriers to implementing sustainability in a company include insufficient financial capacity, limited awareness of customers, and inadequate laws. These challenges are further added by industry-specific obstacles and issues related to each SME's cultural, structural, and geographical context.

Considering the state of sustainability development worldwide, nations such as the United States, the United Kingdom, China, India, Canada, and Germany are demonstrating a greater interest in environmental matters. In the long term, sustainability will benefit businesses and the environment more financially, even if it is expensive for both the business and the customer. India is one of the members of the other four nations compared to the BRICS. India's environmental quality in specific parameters is below that of other BRICS countries (Zia et al., 2022). Businesses that implement the green concept face several issues and challenges, including low consumer literacy, which affects how well-informed consumers should be about green products and how to persuade them to buy them given their high cost, need for research and development, and avoidance of unethical business practices to maximize profits. In India's case, for instance, constraints on finance, awareness, and regulations led to a drop in participation despite a boom in sustainable industry and market-oriented.

A survey by Bain and Company says that Indian consumers are willing to pay 20% premium prices for sustainable products (Bain & Company, 2023). Meanwhile, developed countries are not highly concerned about sustainable products; for instance, the USA is 11%, Germany 9 %, and the UK 8% (Segal, 2023). This shift towards sustainability products is a forefront step in the larger sustainability ecosystem. Additionally, various research indicates that the trend of consumers to shift towards sustainable products will increase year on year, especially Gen Z.

Although environmental awareness among consumers is increasing, the demand for green products remains relatively low (Anand & Acharya, 2020). This gap between consumers' intentions and purchasing behavior represents a significant challenge for green businesses. The situation is worsened by competition from established non-green enterprises that can offer products and services at lower costs (Sarvari et al., 2023). Furthermore, while consumer awareness and the development of a market for green products are progressing, consumer preferences continue to play a crucial role in determining the viability of these businesses.

Additionally, the study underlines the issue of a consumer being price-sensitive. It becomes difficult for consumers as they are cautious about their spending and prioritize non-sustainable products (Ponzi, 2019). This issue is added to ongoing operational costs, that exceed the price of the sustainable product compared to the conventional one. This creates a hurdle for the entrepreneur to sustain material and be a market (Yoganandan & Chander, 2018).

The researcher highlights that a lack of monetary support for green entrepreneurs, such as green loans or subsidies, compels the problem, making it more challenging for entrepreneurs to adopt sustainability in their core business practices. However, the researcher highlighted bureaucratic red-tapism and cumbersome processes to meet any essential assistance in adopting greener practices (Rennings, 2000).

Further, these challenges are not just limited to the operational mechanism; many entrepreneurs need more resources to invest in innovative, sustainable technologies (Anass et al., 2017). The absence of a clear advantage in moving to new sustainable technology without disrupting the existing operation ecosystem makes it difficult for entrepreneurs to transition. Additionally, a shortage of skilled labor in operating and understanding the value of sustainability becomes a bottleneck challenge for entrepreneurs. Training new employees in sustainable practices is time-consuming and costly, with no immediate guarantee of a return on

investment (Horbach, 2008).

While technology costs are high, consumer literacy and understanding of environmental issues significantly affect the acceptability of green products. A continuous challenge lies in educating consumers about the benefits of sustainable products and persuading them to pay a premium for these goods (Khokhawala & Iyer, 2021).

Despite these challenges, sustainable practices have the potential to lead to social upliftment and positive environmental impacts. The interplay between rapid urbanization, technological advancement, and environmental consciousness in Bangalore presents a unique backdrop for exploring the dynamics of green entrepreneurship in the SME sector.

Research Gap:

This paper attempts to fill the lacunae in the existing literature by providing evidence for green entrepreneurs in the home and living sector to arrive at evidence-based policy recommendations. Further, it aims to study the challenges that affect green entrepreneurs in Bangalore. The findings shall give policymakers critical insights into how policies can be more helpful in supporting green enterprise and the general challenges the green entrepreneurs face against the conventional players.

Research Questions:

- What are the enablers and motivation factors to start the green business in the home and living sector?

- How do existing governmental policies and regulatory frameworks impact the establishment and growth of green businesses in Bangalore's home and living sector?
- What challenges do green entrepreneurs in Bangalore's home and living sector face when competing with traditional businesses?

CHAPTER 3 – OBJECTIVE & METHODOLOGY

Objective:

The literature vastly discusses the challenges of green entrepreneurs in India, especially in Bangalore. These challenges are broadly categorized as the demand and supply-side factors, wherein the demand-side factors, also called the push factors, are consumer education and awareness, price sensitivity, perceived value, and market demand. The supply-side or pull factors are access to sustainable material, technological limitations, cost of production, regulatory challenges, and supply-side complexity. Further, there are challenges of these factors across regions, which differently impact the consumer preference for green products. These multiple challenges are visible in the Bangalore startup ecosystem. Therefore, the overarching objective of this paper is to explore these challenges in the home and living sector in Bangalore city since these challenges are not just limited to the city but broadly cover the larger picture of India. By identifying and understanding these challenges, the study contributes to the broader discourse on sustainable entrepreneurship, emphasizing the critical need for supportive policies and initiatives that address both the demand and supply side factors. This focus on green entrepreneurship within the home and living sector offers valuable insights into the dynamics of sustainable business practices in India, highlighting potential pathways to overcoming barriers and fostering a more robust, environmentally conscious business ecosystem.

The paper aims to achieve the abovementioned objectives using Eisenhardt's cross-case analysis method, focusing on green entrepreneurs in Bangalore's home and living sector (Eisenhardt,2021). With in-depth interviews and insights, this qualitative approach builds the theory by drawing the patterns and experiences. Here, Eisenhardt's method is used to answer the same broader question. This technique gives a more holistic perspective on the research question, enhancing

theoretical development and practical implications in sustainable business practices.

This paper adopts a qualitative methodology, using Eisenhardt's approach, to explore the competitive landscape between sustainable businesses and conventional markets within the home and living sector. Additionally, it examines the influence of state and central policies on green startups. Through eight qualitative interviews, alongside analyzing newspapers and articles, this study offers theoretical insights and empirical evidence on the challenges and opportunities in sustainability.

Research Design and Approach:

This study will use Eisenhardt's cross-case analysis to explore green entrepreneur challenges in Bangalore City: A qualitative study on green enterprise in the home and living sector (Eisenhardt,2021). The study aims to uncover entrepreneurs' issues and how they compete with conventional players. With the help of Eisenhardt's method, one may effectively manage the complexity of a phenomenon under study that involves multiple instances and formulate a theory through cross-case analysis. Qualitative data generated from the various case interviews can be processed using the Eisenhardt approach. Eisenhardt's method combines steps and benefits from two known methodologies: (a) case study method and (b) grounded theory. With the help of this cross-case study method, the method gives leverage to combine data from multiple sources to develop a comprehensive understanding. These data sources include participant observation, research evidence, interviews, images, videos, websites, papers, journals, and more.

This method is particularly relevant to this study because it compares cases to understand patterns, relationships, and paradoxes within a phenomenon. By analyzing multiple cases of green entrepreneurs, this study identifies commonalities and differences in their experiences, strategies, and outcomes. This comparative analysis enhances the understanding of how external factors (such as market dynamics, policy environment, and societal attitudes) and internal factors (such as resource

availability, innovation capabilities, and entrepreneurial drive) interact to shape the entrepreneurial journey in the sustainability sector.

Furthermore, Eisenhardt's method facilitates theory development that is deeply grounded in empirical data, offering robust insights that are both specific to the context of Bangalore and potentially generalizable to more comprehensive settings.

Sample Design and Demographic:

In this study, the sample of green entrepreneurs was selected through a purposive sampling approach with the help of LVBL Accelerator. This method enabled business entrepreneurs who are actively involved in the home and living industry to provide a wide range of sustainable products. This approach ensured the selection of particularly informative and relevant cases to the research objectives, aligning with the principles of purposive sampling.

Table 1 shows the overview of the company profile the company glimpse of the year of the operation, and other information. This company was selected by keeping in mind the sector-specific.

Company Name	Type of Products	Year of Operation	Geographic reach	About Company
Respondent A	Kitchenware,	2019	Urban and Suburban	Zero Plastic

	everyday essentials, etc.		regions in the south (Pan India website)	Management Developed CirQu Digital ID is a SaSs-based solution that digitally traces every step of a product's lifecycle.
Respondent B	Multiple products like Incense Sticks, cutlery items, bio enzyme dishwasher, etc.	2019	Urban and Suburban regions in the south	Biodegradable and waste management company Won Innovator award for the waste recycled products.
Respondent C	Natural Home Cleaner products	2022	Websites and online presence	Zero Waste Living Products. COSMOS and Eco cert-approved products.

Respondent D	Bamboo multiple items	2017	Urban and online websites, and social media	Natural Material products Produce the No Design Defect concept and follow the circular economy model.
Respondent E	bio enzyme natural cleaning products	2019	Social media platform	Conduct different workshops at multiple places and spread awareness
Respondent F	Recycling and Upcycling home decor products bamboo products	2020	Urban and Suburban areas + Social Media platform	Design and curate home decor products and gifts from recycled products.
Respondent G	Reuse, repurpose, and recycle products in kitchenware and different	2018	Urban + Social media platform	Recycle products from the crop waste and offline marketing on Starbucks coffee shops.

	home appliance products			
Respondent H	Natural material-based living products and home decor products with rural artisans	2020	Social media+ Websites + Urban	Extended Producer Responsibility concept followed. Collaborate with different NGOs to promote sustainable livelihood projects for women who depend on agricultural wages and migration.

Data Collection and Processing:

Data were collected primarily through semi-structured interviews to provide comprehensive insights into the entrepreneurs' perspectives, experiences, and strategies. Depending on availability and preference, respondents' interviews were conducted face-to-face or via video conferencing, adhering to research ethics and participant convenience. These interviews were complemented by document analysis, including company records, public statements, and relevant media articles, to triangulate the data and enhance validity. Here is the table to showcase how the data collection process was done.

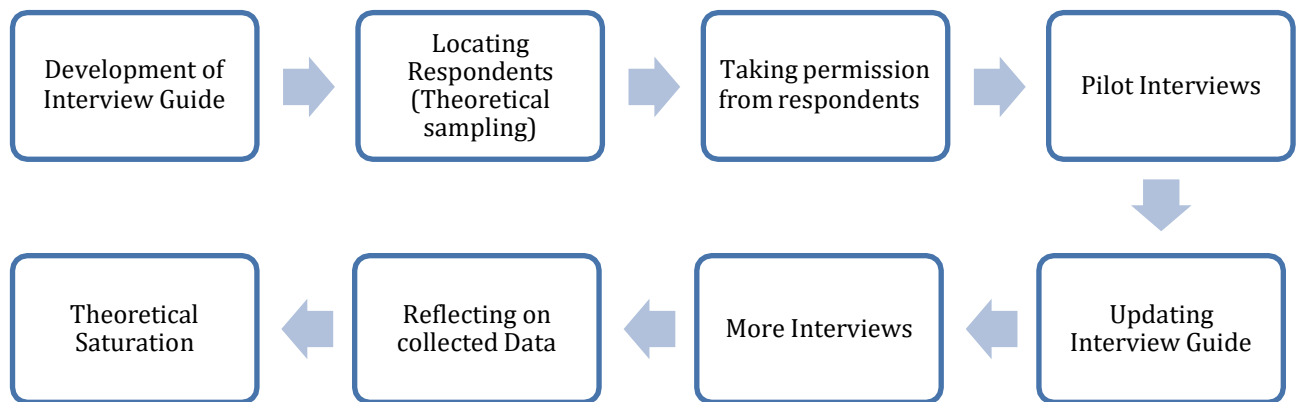


Figure 3: Process of collecting data from the respondents

The above figure shows that after the final interview guide with the help of LVBL Accelerator, the entrepreneurs were identified in this home and living sector. Additionally, the organization allowed me to have a pilot interview with the initial entrepreneurs to see the interview structure of the questions. However, the amendment made a few changes in the interview guide, the more interview was carried out.

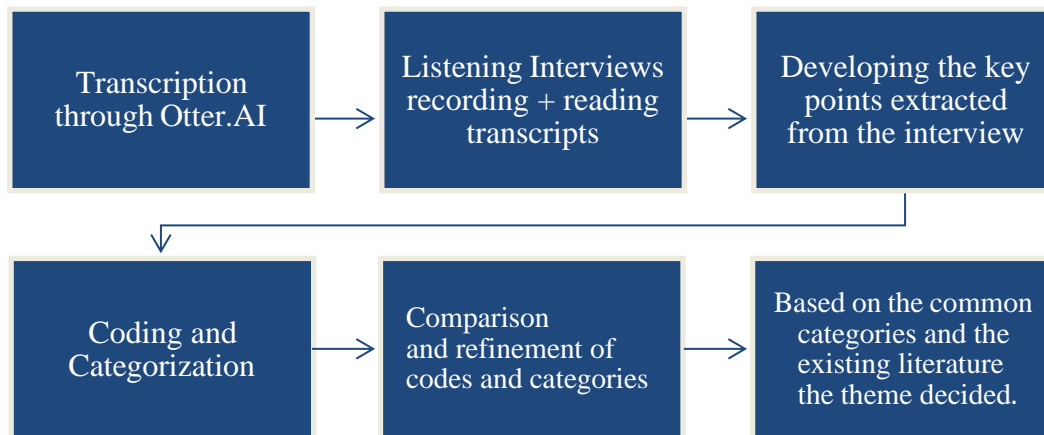


Figure 4: Process of Data Preparation and Processing

The codes were transferred to an MS Word document to be further classified and built around coming themes. Each interview data was processed separately with the help of Otter AI, an online tool to transcribe the interviews. The interview data was compared with the previous one to note any differences or similarities. Additionally, the comparison helped to eliminate repetition and redundancy and improve the categories and themes. The process was repeated for all eight interviews.

Primary Data Analysis:

Following each interview, the codes were created in the Microsoft Word document. To integrate related codes and assess their relevant themes, the codes were compared even after all the interview data had been categorised. This comparison aimed to effectively apply inductive data comparison techniques to abstract concepts and theories.

Respondent	Personal Motivation	Technological Innovation and Adoption	Community Engagement & Education	Market competitiveness and Sustainability challenges	Strategic Partnerships	Government Policies and Support for Sustainable Startups.
A	✓	✓	✓	✓	✓	✓
B	✓			✓		✓
C	✓		✓	✓		✓
D	✓			✓	✓	✓
E	✓	✓	✓	✓		✓
F	✓	✓	✓			✓
G	✓				✓	✓
H		✓	✓		✓	✓

Table 2: Process of Deriving Themes

The table shows the method used to derive themes from categorized interview responses. Initially, responses were categorized based on familiar topics and alignment with existing literature. The themes were then identified by evaluating which categories appeared most frequently, as indicated by ticks in the table. This sample table demonstrates how broad themes are systematically extracted from the categorized data, ensuring that they reflect empirical insights and theoretical frameworks.

Ethical Considerations:

This study was conducted by ethical research practices. Before data collection, all participants were informed of the study's purpose, the voluntary nature of their participation, and their right to withdraw at any time. Written informed consent was obtained from each participant. Confidentiality and anonymity were maintained throughout the study,

with any potentially identifying information being removed or altered in the reporting of findings.

The next chapter will present the findings from the cross-case analysis, discussing how the identified themes and patterns contribute to an understanding of the challenges green entrepreneurs face. This discussion will integrate empirical findings with theoretical insights from the literature, aligning with multiple-stream frameworks for theory-building from case study research.

CHAPTER 4 – ANALYSIS & DISCUSSION

Theme Analysis:

This section comprehensively analyzes the interview data, organizing the findings into four distinct themes. These themes were distilled from an array of codes and categories and are designed to highlight the prevalent trends and commonalities among entrepreneurs in Bangalore City.

Theme 1: Personal Motivation & Commitment

Table 3 shows the personal motivation & commitment of green entrepreneurs, The study reveals that the green entrepreneurs all were motivated by socio-environmental goals apart from economic goals.

Respondent	Genesis of Idea	Analysis
A, C, E, F (Personal Motivation)	“My favorite is always the Indian Himalayas. And for the past two decades, every year, I go back to the mountains. And somewhere around 2015, I began to notice, that even in the most remote islands, we still find plastic pollution.	<ul style="list-style-type: none">• These highlight how personal experiences, whether through direct interaction with nature, participation in community activities, or facing health challenges, can become powerful catalysts for green entrepreneurship.

	<p>“ And that's when I took part in a lake survey sometime in 2020. Early 2020 In February, I took part in a lake survey as part of the Bird's Bird Watchers Field Club I'm a part of in Bangalore. And this was a Karnataka High Court-directed survey to evaluate and monitor the lakes of Bangalore as the waterfall habitat.”</p> <p>“I started because of skin allergies I had using household cleaning products with dermatologist's medicine, so I started looking for alternate purposes with research.”</p> <p>“So in films, there was a lot of waste that's been generated daily, because you know, what I was working on was huge production sets. And then it was all big feature films, big production houses. One</p>	<ul style="list-style-type: none"> • Each entrepreneur's journey began with a pivotal moment: a deep connection with the Himalayas marred by the sight of plastic pollution, participation in a lake survey revealing environmental degradation, adverse reactions to chemical products leading to the search for natural alternatives, or witnessing excessive waste in film production. • These experiences not only heightened their awareness of specific environmental and health issues but also motivated them to take actionable steps toward sustainable change.
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	<p>the thing I was always keen on was the waste...”</p>	
<p>B and G Commitment</p>	<p>“I make biodiesel from waste cooking oil...I also compost my kitchen waste”. In addition to that, “So I save about eight inches of water per day. And then an EVA tree planter. And, yeah, I never use tissue papers, I don't buy bottled water, I take my water bottle wherever I travel.”</p> <p>“So ideally, the whole interest came in because of the loving nature that I had. And looking at the use of plastic, single-use plastic is what we want to ban. And, yeah, I guess, to a lot of extent, we don't use plastic at home, we don't use detergents at home, we don't use any of your no-market available detergents, or soaps, or anything as such,..”</p>	<ul style="list-style-type: none"> • These lifestyle choices aren't just personal but also deeply embedded into his business philosophy, demonstrating a strategy where personal sustainability practices directly inform and inspire business models. • This extract highlights the entrepreneurial spirit and commitment towards changing the lifestyle. The entrepreneur being in this sustainability sector sees the high time to change the lifestyle and our choices on an everyday basis.

Theme 2: Community Engagement & Education

Table 4 shows the community engagement done by green entrepreneurs in their capacity within the local community. The selected entrepreneurs revealed that they were not just limited to the environmental aspect but have also started focusing on the social element in the sustainability space which will help the ecosystem.

Respondent	Engagement with Community	Analysis
A	“So we have something called a living martyrs program apart from the community education program, where we plant a tree for every martyr soldier who died for our country”	This approach helps personal branding, and direct engagement through social media and workshops to connect with consumers.
C	“So putting out educational posts there and talking about why we do what we do. So, so far as a very fledgling brand, I think that's about what we've done, we are continuing to take part in events, especially community events, because that's our primary audience..”	This strategy not only markets the products but also fosters a community around sustainable living, increasing awareness and adoption of eco-friendly practices.

E	<p>“Process and training we were doing then we were conducting something called terrace gardening groups. We're composing our Sunday in local markets.”</p>	<p>Entrepreneurs illustrate that they believe in the community-led production model. Where the entrepreneur is trying to help the local production and consumption.</p>
F	<p>“So, we are based on two or three online platforms and that is still not too good. So, we will be having a store comm workshop space, where people for example, there will be only one, not once or twice we will be conducting a workshop for example, it can be block printing or natural dyeing workshop.”</p>	<p>This approach of adding values and conducting the workshop for the community space helps the local people to upskill and be in a competitive market</p>
H	<p>“So usually, it's groups of 20 to 30 and the workshop or for one week, one week or two weeks, depending on what the skills are that we are teaching. Then there are follow-up programs for those who are interested who show interest and who want to continue</p>	<p>This beyond the business approach helps the community and the enterprise to further develop in the community and it also supports the broader ecosystem of social goals in sustainability.</p>

Theme 3: Market competitiveness and Sustainability challenges

Table 5 aims to give you a glimpse of the direct experiences and challenges shared by entrepreneurs, offering insight into the operational, financial, and market-based obstacles faced by green businesses.

Respondent	Challenges Faced	Analysis
A	<p>“The biggest challenge will continue to be how convenient; can you make it how cost-effective; you can make it an inconvenience plays the biggest role more than cost effectiveness”</p>	<p>Here the entrepreneur points out that the difficulty in getting instant products and services at your doorstep is a struggle as for consumers it is more convenient but for suppliers like small, it is difficult to cater to it, as it requires additional cost.</p>
B	<p>labor issue. As well, even for well-established companies, labor is one of the issues." "The government has been vocal and supportive of startups... But still, there are quite a few procedures”</p>	<p>Entrepreneur points out the difficulties in managing labor for green enterprises, a universal challenge across industries but particularly poignant for startups seeking to innovate sustainably. Additionally, he acknowledges government support for startups but critiques the bureaucratic hurdles that</p>

		<p>impede easy access to resources and support, highlighting a disconnect between policy intentions and on-the-ground realities for green entrepreneurs.</p>
C	<p>“it was always difficult for them to shift their life cycle to create this triangle from cradle to grave.” “Not only that, the ways of the Erica plate production process, we are in the process of developing bio compost, so nothing is being wasted”</p>	<p>This reflects the operational challenges in achieving a truly sustainable business model, especially in product lifecycle management. Her initiative to develop bio compost from production waste illustrates an innovative approach to addressing waste management, showcasing a commitment to circular economy principles</p>
D	<p>“Price is one of the constraints for me and the Reach part. Because most of these sustainable products are not available in modern tools.” “The Chinese products will dominate...which is the price and then start competing with local Indian products.”</p>	<p>This highlights the critical issues of competitive pricing and market reach for sustainable products. The competition with cheaper imports exacerbates the challenge, emphasizing the need for strategic pricing and enhanced distribution networks to</p>

		improve market penetration and consumer acceptance.
E	“I am a technical person. So I'm on top of it for our products ""We had to start from the raw form of the raw material, even now we source everything ourselves and start that process.”	Highlights the challenges of sourcing and developing sustainable products, particularly the need for technical expertise and hands-on management of the production process. Her direct involvement in sourcing and production underscores the complex nature of maintaining sustainability in business operations

Theme 4: Government Policies and Support for Sustainable Startups

Table 6 showcases the varied challenges faced by entrepreneurs in the realm of government policies and support, emphasizing the need for more streamlined processes, equitable support distribution, and a broader understanding of the operational needs of sustainable startups.

Respondent	Extract	Analysis
A, H, and D	“They're looking at	

	<p>how do we provide incentives and schemes to organizations who are looking at getting into recycling or sustainable products and things like that, because like, you talked about the Chinese market and the Indian market, now made in India, making India a huge movement.</p>	<p>These highlights that entrepreneurs believe that the government's vocal support for startups, schemes are good, and elevated programs by the state are helping the entrepreneur, but criticize the extensive and cumbersome procedures that diminish the accessibility</p>
	<p>“So any of these which the government can assist in would be good, I think. And also all these schemes, the government does have a lot of skills, a lot of things, but very difficult to access. So now with the digital age, I think if they can just put it all together in one place, and some department can just, you know, just simplify the whole paper, profit and all of that.”</p>	

	<p>“Startup grants, loans, and any loans, or loans. I think the government has been vocal and supportive of startups. But having said that, still, there are quite a few procedures.”</p>	
B & C	<p>"There are quite a few procedures. When I tried to understand a little bit about this Mudra loan there's still a lot just there.”</p>	<p>This highlights the bureaucratic hurdles in accessing government schemes, indicating that the complexity and abundance of procedures deter startups from seeking available government loans and grants.</p>
	<p>“The process seemed extremely steeped in bureaucracy. We know bank managers will not look at you unless you're taking a loan of a crore or more”</p>	
E	<p>“For ayurvedic products first you need an Ayush license for any kind of natural products. The second thing is to get capex loans or any of the subsidies, anything</p>	<p>This points out specific regulatory requirements and the focus of government financial support on capital expenditure rather than operational needs, such as</p>

	available, they want to see your capex investment, they are not willing to give a loan for marketing or any other activity”	marketing, which is crucial for startup sustainability and growth.
F & G	“But on the side, you know, they will challenge in GST also, in terms of for the plastic, it's something around 18% They charge same goes with the sustainable products”	Entrepreneur points out disappointment with the GST regulations as inconsistent distribution of slabs, indicating a lack of transparency, due diligence, cumbersome process, and fairness in how the government supports sustainable startups.
	“Since we are more into marketing, the only challenge we had is to make people understand why GST, how GST works.”	

Discussion:

This section will elaborate on the findings listed above. While the previous section reported specific themes of the green entrepreneur, this section will conclude by briefly describing how this multiple-stream framework outlines the data collected from the interviewees. The paper highlights the interaction among problem, policy, and politics streams, which serves as a practical framework for analyzing the intricate dynamics faced by green entrepreneurs in the home and living sector. This discussion integrates these empirical findings with the broader academic discourse on green entrepreneurship, thereby

providing an in-depth analysis of the sector's characteristics within the Indian context.

Problem stream: Aligning the personal motivation

Participants stated a broad spectrum of environmental difficulties, including lake deterioration, substantial tree cover loss, and landfill overflow. These difficulties, identified as important in the MSF's problem stream, underline the urgent need for a response. Efforts like the Karnataka High Court-directed aquatic bird census in Bangalore's lakes and the frightening number of about 6000 tons of garbage created daily in the city show the significant environmental difficulties that must be addressed creatively. These concentrating events attract public attention, contributing to the problem stream by emphasising the severity and urgency of Bangalore's environmental difficulties. The literature study also emphasizes the importance of environmental problems in developing the culture and operations of green enterprises (Ghazilla et al., 2015).

Policy Stream: Engagement and Innovation

The Policy Stream of the Multiple Streams Framework (MSF) emphasizes that policy opportunities can emerge from dynamic changes in the political environment, such as public demonstrations or crises. These are crucial times for policy development if entrepreneurs can effectively relate their inventions to existing policy windows. A significant example of such an approach may be seen in the efforts of green entrepreneurs during public protests in India against implementing the Goods and Services Tax (GST), known as the "GST Satyagraha."

This demonstrates how regulatory changes, such as introducing GST, may affect sustainable enterprises and rural communities. The protests acted as both a chance to express concerns and a purposeful attempt to link these issues to broader environmental and socioeconomic policy. Green entrepreneurs took advantage of these instances to show how current regulations may conflict with the demands of sustainable practices and community well-being. They use public spaces not just to demonstrate but also to discuss and suggest changes to existing policies. This is consistent with

previous research findings, such as those of Cohen et al. (2017), who emphasise the relevance of policies encouraging green enterprise success.

Politics Stream: Navigating the Political and Social Environment

The MSF's Politics Stream studies how pressure groups, citizen involvement, and national mood influence policy outcomes. Green businesses and activists successfully navigated this stream by organizing major initiatives such as GST demonstrations and the "Living Martyrs' Programme." These examples demonstrate how targeted interventions may affect public opinion and government choices to improve environmental sustainability.

For example, GST protests emphasize the unexpected consequences of tax laws on green businesses while advocating for changes in the law that encourage sustainable business practices. Similarly, the "Living Martyrs' Programme" engages the community and politicians by emphasizing the human costs of environmental neglect, shifting public mood and political views towards higher environmental awareness and action.

These deliberate initiatives by green entrepreneurs are crucial for bringing environmental values into political discourse and enabling the establishment of supportive policies that align with sustainable development goals. Changing the political climate ensures that environmental sustainability becomes vital in policymaking.

However, the journey of green entrepreneurs is fraught with challenges, ranging from financial constraints and market competition to regulatory hurdles and technological gaps. These challenges, highlighted in the interviews, resonate with the broader literature on the sustainability of SMEs and the specific obstacles green businesses face in Bangalore and beyond (Yoganandan & Chander, 2018; Ponzi, 2019). Efforts such as transforming waste into valuable products, engaging in policy advocacy (for instance, against the GST framework), and initiating community projects (like the tree-planting program for martyr soldiers) highlight the role of

green entrepreneurs as policy entrepreneurs. They identify and exploit policy windows, linking the problem and policy streams with the political environment. These entrepreneurs leverage focusing events and societal problems to advocate for supportive policies while engaging in political actions to foster a conducive environment for their sustainable solutions.

These interviews, when viewed through the lens of the MSF, highlighted the multifaceted challenges and strategies of green entrepreneurs in Bangalore. Therefore, further sections propose recommendations based on the current status and the challenges the entrepreneur faces to simplify the process and the ecosystem so that green entrepreneurs can have a possible impact on the sustainability journey of the government.

CHAPTER 5 - RECOMMENDATIONS & CONCLUSION

Given the complexities and challenges highlighted throughout the exploration of green entrepreneurship in Bangalore, particularly within the home and living sector, the paper aims to conclude by highlighting several policy reforms that policymakers shall consider to address the environmental and climate change crisis. There is a need for an hour to involve all levels of society, from policymakers to individual consumers. It stresses the importance of integrating community-specific strategies with global environmental objectives to create a cohesive approach to sustainability. This approach will be essential for ensuring that sustainable practices are available and actively adopted by the broader population.

Recommendations:

Table 7 highlights the recommendations based on the current status quo and the challenges entrepreneur faces in this sector. Here are the proposed recommendations to support the growth and sustainability of these green enterprises:

Current Status	Key challenges	Proposed Recommendation
GST Challenge (18% on both plastic and bamboo products)	High GST rates on sustainable products with less eco-friendly alternatives increase the price in the market	The government should revise GST rates for sustainable products to encourage green consumer choices and production. This allows the supplier to compete in the market.

<p>Long Procedure in Loan Application (Mudra loan)</p>	<p>Complex and lengthy loan application processes delay the administrative work of entrepreneurs.</p>	<p>Streamline loan process procedures and reduce bureaucracy, especially for entrepreneurs focusing on sustainability. Develop the single window clearance for the loan so that it can be accessed easily and faster. This could involve digitizing processes, reducing paperwork, and establishing dedicated helpdesks to guide entrepreneurs through the application process.</p>
<p>Lack of Awareness Among Entrepreneurs About Support Schemes</p>	<p>Entrepreneurs are unaware of existing support schemes and incentives like (Elevate program, Startup India, etc.)</p>	<p>Launch targeted information campaigns to educate entrepreneurs about available support schemes and incentives. This will help the entrepreneur to apply for the respective program or scheme.</p>

<p>MSME Loan Restrictions (Limited to machinery investment)</p>	<p>Current loan terms restrict usage, not supporting startups in recycling or waste management.</p>	<p>Expansion of this MSME usage scheme for more flexible loan terms that allow for operational expenses, marketing expenses, and not just machinery investment.</p>
<p>Grants and Government Execution Challenges</p>	<p>Difficulties in accessing grants due to complex requirements and poor execution of government initiatives.</p>	<p>Revise grant application processes to be more accessible and ensure government initiatives are effectively implemented. The government should use the technology aspect to bring some changes in the ecosystem to make it more transparent and efficient.</p>
<p>Lack of Consumer Awareness</p>	<p>Consumers are not sufficiently aware of the benefits of sustainable products.</p>	<p>The government should initiate and expand its comprehensive public awareness campaigns like LiFE for the environment to educate consumers on the environmental and social</p>

		benefits of choosing sustainable products.
Accessibility and Administrative Challenges	Entrepreneurs face difficulties in accessing information and navigating administrative requirements	Establish a centralized online portal for all information related to green entrepreneurship support and compliance requirements.

This research suggests that accelerating the shift toward sustainable living requires concerted efforts at the individual, community, and institutional levels. Engaging communities through education and awareness programs can increase understanding and demand for sustainable products. Institutions, particularly in regions like Bangalore, which are hubs of innovation and economic growth, must lead by fostering environments that prioritize sustainability in both policy and practice. These insights are essential for stakeholders, from policymakers to industry practitioners, providing a foundation for informed decision-making and strategic planning. For example, for policymakers, this paper demonstrates the importance of creating supportive environments that enhance the visibility and attractiveness of green products.

In essence, while global and local policies lay the groundwork for environmental action, the real change necessitates a more profound, widespread cultural shift toward sustainability. The subsequent sub-sections will discuss the limitations of this study and explore potential avenues for future research to understand better and facilitate this shift, ensuring that sustainable choices become a default rather than an exception.

Limitation of research and Future scope:

The paper's findings might be limited for various reasons, such as several respondents (Sample size) or constraints concerning time. There are potential limitations of this paper.

- Firstly, the reliance on qualitative data from a select group of entrepreneurs may limit the generalizability of the findings across different geographic or demographic contexts. The focus on Bangalore restricts the ability to extend these insights to other urban or rural areas within India or other emerging markets with similar economic landscapes.
- Secondly, the absence of quantitative economic analysis means that the financial impacts of the identified challenges need to be comprehensively explored. The study captures a specific moment in time. Given the rapidly evolving nature of green businesses, especially in a dynamic environment like Bangalore, the findings may not hold over longer periods due to technological shifts, consumer behavior, and regulatory changes.
- Thirdly, the perspectives of other key stakeholders, such as customers and government officials, are underrepresented, which could provide further depth to understanding the challenges faced.

Despite the limitations that hold this paper, the analysis provides valuable insights into the challenges the green entrepreneur faces in the ecosystem, giving a broader lens to understand the issues differently. The research could be expanded in several ways to build on the current findings. Broadening the geographic scope to include a variety of urban and rural settings could enhance the applicability of the insights across different regions. A longitudinal approach would help understand how green businesses' challenges and strategies evolve in response to external changes over time. Additionally, engaging a more comprehensive range of stakeholders in future studies would offer a more comprehensive perspective on the green business ecosystem.

Finally, comparing green enterprises in Bangalore with those in other emerging markets could shed light on global best practices and innovative solutions to shared challenges, thus providing valuable lessons for policymakers and business leaders. These directions promise to deepen the understanding of green entrepreneurship and inform more effective support mechanisms and strategies for sustainable development within the sector.

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ANNEXURE

Attachment 1 - Interview Guide

Interview Guide:

1. Tell me about your business and your journey into establishing a sustainable business in the home and living sector. How did you decide to start it?
2. What are the core green choices and technologies you've implemented in your business, and how do they contribute to sustainability?
3. In the context of increasing environmental awareness, how do you engage consumers and enhance their acceptance and preference for your sustainable product?
4. What are the significant challenges you face when competing with traditional businesses in your sector?
5. How do factors like pricing, brand awareness, effectiveness, and quality affect your competitive position, and what strategies have you incorporated to balance sustainability with market competitiveness?
6. Are there any specific state or central government policies that have been particularly beneficial or challenging?
7. Have you faced challenges in finding an adequate trainee or technical expertise specifically related to green technologies? If so, how have you addressed these challenges?
8. In your opinion, what should central or state policies be better for green businesses that are into sustainable products? (Added Question)

Prompt Questions:

Q5. Based on your experience, how do your customers respond to the price difference between your sustainable products and similar traditional products

Q6. Can you tell me any state or central government policy you enrolled in? If yes, what benefit do you get?

Attachment 2: Consent Form Format

Hello, my name is Deep Vora, and I am doing a project for my Capstone as part of my Masters in Public Policy course from Kautilya School of Public Policy, Hyderabad, on Exploring Green Businesses Challenges in Bangalore City: A Qualitative Study of Small and Medium Enterprises in the Home and Living Sector. This project is in collaboration with LVBL Accelerator, Bangalore. Should you have any inquiries or require further information about the study, please feel free to contact me at dvora24@kautilya.org.in

The project will explore the challenges for green entrepreneurs in Bangalore's home and living sector amid increasing consumer demand for sustainable products. The paper will also explore how different factors like price, quality, awareness, and effectiveness influence consumer preferences and, consequently, the strategies of green entrepreneurs. Your insights will be valuable for my research as you have been involved in the sustainable business, especially the home and living sector. Your experience will richly contribute to my study. This interview will be of great help to my Capstone Project.

I thank you for agreeing to participate in this study. I have prepared a series of questions on your motivations behind building a sustainable business and the challenges you face compared to conventional market products. Our conversation will last approximately 40 minutes. For accuracy, I will be recording our interview which will be anonymous while the transcript. I will be storing the information using a pseudonym method on my laptop. The digital copy of recordings will be retained until May 30, 2024. No one other than me will have access to the recordings.

It is important to mention that there are no inherent risks associated with your participation, nor are there any direct personal benefits for you. However, your valuable input will significantly contribute to a broader understanding of green entrepreneur challenges in your sector. The findings from this study will be utilized solely for a research project.

Please note that your participation is entirely voluntary, and you have the freedom to withdraw from the interview at any point.

The nature and purpose of this research have been sufficiently explained, and I agree to participate in this study.

(Or)

The nature and purpose of this research have been sufficiently explained, and I do not agree to participate in this study.

(In the case of an electronic document, the respondent has to reply with one or the other statement. In the case of a physical document, the respondent can select one statement and place their signature against it.)

Date:

Attachment 3: Photos



Training Workshop / Capacity Building

Handcrafted by Rural Artisans



Hand block printing is done by artisans with decades of experience to yield high artistic results



Our banana fibre products are made by specially challenged individuals in Sirsi, Karnataka.



Jute-Cotton Laundry baskets being hand-stitched by the artisan in North Karnataka.

Women's Empowerment and Social Goals

Attachment 4: Snapshot of Transcription

into this, basically, I'm an environmental engineer with an MBA in marketing. I initially got into software marketing. I was in software marketing for nearly two decades, and then quit to kind of explore other facets of entrepreneurship. Of course, for a very long time for almost about eight, nine years after I quit my job. I was just one moment deep in please.

Interviewer: Yeah, yeah.

Interviewee: So I was in communications, independent consulting for about eight, nine years after that, exploring various facets of entrepreneurship, and also a trained naturalist. I'm a birdwatcher, and, you know, all aspects of living sustainably, I'm a natural farmer. So all of it led to venture, which was born out of a need to kind of do something beyond just kind of be worried about, you know, the changes that happening because of human activities. So that's how the business came about.

Interviewer: Okay, so how do you how did you decide about, you know, going into the natural cleaning products? Like, is this a behind journey or something, you know, strike you to go into this particular thing?

Interviewee: Yeah, so the, I think, the need to kind of do something was always there. You know, when I was exploring different entrepreneurship, and entrepreneurial ideas, I initially started thinking about food, you know, trying to do something in the food space. But then, as I explored the space deeper, I realized that packaging is a big deal in that space or any space for that matter. And in food, you can't do without tons and tons of packaging, because the nature of the business is such that the produce has to be kept fresh, and whatever you manufacture has to be fresh, and has to be preserved in a certain way, which involves plenty of packaging. And that wasn't something that I was comfortable with. And I did not want to compromise on that aspect of the business where just to kind of make the money from a venture, you end up kind of compromising on your values. So I ruled out food as a result. And then I was trying to explore other options, other sustainability or sustainable business ideas. And that's when I took part in a lake survey sometime in 2020. Early 2020 In February, I took part in a lake survey as part of the birds bird watchers Field Club that I'm a part of in Bangalore. And this was a Karnataka High Court directed survey to evaluate and monitor the lakes of Bangalore as the waterfall habitat. Okay, so the High Court had directed the volunteers to kind of go ahead and carry out a census of water, water aquatic birds in the lakes of Bangalore. So over a period of two months, I think several volunteers we found out and surveyed the lakes across the city and in the outskirts. So

Commented [3]: Professional Background

Commented [4]: Personal & Professional Sustainability alignment

Commented [5]: Personal commitment towards the natural cleaning industry

Commented [6]: Strategic Decision Making

Commented [7]: High values and believe

Commented [8]: Inspiration from Environmental Concerns

Commented [9]: Motivation from Environmental Degradation

Figure: Snapshot of Transcription Code