

The Environmental Sustainability and Health Consciousness of Consumers through Green Products

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Abstract: *Climate change hinders economic growth across the globe, whereas green products and/or the adoption of green practices can effectively mitigate the deteriorating conditions of climate. A large proportion of the world population is living in remote areas with low income, and they should be included in the mitigation efforts to reduce the damaging effects of climate change. Therefore, this study intends to examine the intentions and behaviors towards green composting among low-income rural households to generate income, improve agricultural productivity, and reduce dependency on chemical fertilizers. This study adopted a cross-sectional research design and used structured interviews to collect quantitative data from low-income households living in rural areas in Belthangady taluk Karnataka.*

This study adopted the Theory of Planned Behavior (TPB) and extended the TPB by embedding the constructs of perceived benefits and eco-literacy into the attitude towards the environment, normative beliefs by extending the subjective norms, and perception of startup resources by extending the perceived Behavioral control. The study outcomes revealed that eco-literacy and perceived benefits had a significantly positive effect on attitude towards the environment; normative belief on subjective norms; perception of startup resources on perceived Behavioral control health awareness and health conscious ; attitude towards the environment on subjective norms; perceived Behavioral control and health awareness on intention towards green composting; and intention towards green composting on green composting adoption behavior. The findings may serve as a guideline to policymakers for the adoption of composting, which can mitigate environmental issues in addition to generating economic activities and reduce the health issues for low-income residents in Belthangady taluk Karnataka. The study's limitations and future research opportunities are reported as well.

Keywords: Environmental Sustainability, Green Product, Eco-Friendly Policy Health Awareness. Health Consciousness of Consumers

I. INTRODUCTION

The Green Economy is an alternative vision for growth and development; one that can generate economic development and improvements in people's lives in ways consistent with advancing also environmental and social well-being. One significant component of a green economy strategy is to promote the development and adoption of sustainable technologies. The overall objective of this article is to discuss a number of challenges encountered when pursuing sustainable technological change, and that need to be properly understood by policy makers and professionals at different levels in society. Particularly health related components. We also identify some avenues for future research. The discussions centre on five challenges: (a) dealing with diffuse – and ever more global – environmental risks; (b) achieving radical and not just incremental sustainable technological change; (c) green capitalism and the uncertain business-as-usual scenario; (d) the role of the state and designing appropriate policy mixes; and (e) dealing with distributional concerns and impacts. The article argues that sustainable technological change will require to motivate the consumers health issues is more impacting factor. This study assessment of the roles of consumers and awareness health issues. that future research should increasingly address the challenges of identifying and implementing eco-

friendly green product reduced the environmental problems as well as improvements of health conditions. Green energy policy instrument combinations in various institutional contexts. As well as most important factor are green product consumptions and health issues.

II. REVIEWS OF LITERATURE

Sl. No	Authors(S)	Title	Research Methods	Outcome/Findings
1	Jabori Shanawi Abdulsahib, Bilal Eneizan & Anas Salman Alabboodi (2019)	Environmental concern, health consciousness and purchase intention of green products: an application of extended theory of planned behavior	Extended TPB Model PCA Model & Structural Equation model(SEM)	Environmental concern; Health consciousness; Purchase intention towards green products; The extended theory of planned behavior. Human health is crucial for every human being with their right to utilize and opt for safe and healthy products. The main reasons for consumer awareness about the products they use in their daily life are health consciousness and environmental concern
2	Balween Kaur.el2024	Consciousness and environmental concern on green purchase behavior	The PLS-SEM approach &Structural Model Assessment	Impact of health consciousness and environmental concern on millennials' buying behavior of green product. The findings can be used to create new organizational strategies and policies for emerging economies and better understand green consumer behavior
3	Ms. Neelam Dhanwani (2020)	Green products a myth or worth: an indian consumer perspective	AHP & PCA Model	study highlighted that age, education level, convenience and brand have no significant positive relationship with consumer green behavior whereas social influence, income, marketing and promotion have remarkable influence on green buying behavior of consumers. While on the other hand green consumer will not sacrifice on quality of a product at a reasonable price
4	Shayala Yesmin Sharmin Akter (2018)	Consumer awareness and purchase attitude towards green Products	ANOVA F-tests score	The overall analysis suggests that marketer should take initiatives in educating consumers about green products and promote in that way so that consumers become more aware about several features, benefit and price of the products and get interested to buy the products
5	Major R. Rajasekaran (2013)	A study on green product and innovation for Sustainable development	Descriptive analysis	The green product and its important started creating anawareness and helps for the sustainable development, which is the required for thefuture generation. Green technology is

				potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment
6	Alprida Harahap (2018)	Relationship between knowledge of green product, social impact and perceived value with green purchase behavior	Multiple linear regression model and ANOVA	Concern for the environment causes an increase in consumer demand for environmentally friendly products. The purpose of this study was to look at the relationship between knowledge about green products, social impact and perception value with green buying behavior
7	Ibrahim Alkandi (2023)	Green products buying behaviour of Saudi Arabian and Indian consumers	Discriminant Validity, model fitness, and Structure Equation Modelling (SEM)	The findings provide valuable information about the driving forces behind green product purchases, both positive and negative. Considerations like Consumers' perceived behavioural have no effect on green product purchasing whereas environmental concern, and environmental awareness, and subjective norms are seen as motivators.
8	Dr. A. Kadhar Lal (2021)	Study on consumer's awareness on green marketing and their buying behaviour towards green products	One-Way ANOVA and Chi-Square Test	Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities including product modification, changes to the production process, sustainable packaging as well as modifying advertisement
9	Stuti Haldar (2019)	Green entrepreneurship in theory and practice: insights from India	Descriptive analysis	The study throws light on the concept of Green Entrepreneurs and their role as innovators who introduce greener production techniques, create green jobs and boost the demand for environment friendly products hence serving as hotbeds for sustaining a green economy
10	Hong Wang (2019)	How Does Green Product Knowledge Effectively Promote Green Purchase Intention?	Confirmatory factor analysis (CFA)	This study investigates how green product knowledge promotes consumers' green purchase intention. Results show that green trust and perceived consumer effectiveness partly mediate the relationship between green product knowledge and green purchase intention. The

				relationship between green trust and green purchase intention is positively moderated by perceived price. Compared with low perceived price, green trust has a greater effect on green purchase intention in the case of high perceived price
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III. RESEARCH GAP & STATEMENT OF PROBLEM

The past reviews focused on macro level studies and quantitative nature of green product consumption and production of various green product. The literature survey reveals the national income green product consumption, labour force, green product price, employment, and capital in some countries including India in long run and short run relationships between economic structure like GDP, green product consumption, labour force, green product price, employment, and capital in some countries including India are not focused in empirical evidences.

Some of the reviews are based on identification of the causes and scarcity of green product as well as eco-friendly products that effect environmental problems and has not described the solutions to the causes identified.

Some of the studies are focused on promotion of green product and technology benefits at large scale. But the above have not described the small scale or medium scale cost benefits and ecofriendly evaluation of green product.

Past reviews have not considered economic and environmental viability to green product generation and usage. Reviews have not even focused on green product potential, generation capacity and distribution. Studies have not identified micro level study on solar energy availability and its reduced impact on health problems and environmental pollution

Several studies have not considered the evaluation of green product reduced the health issues on small Medium and large-scale green product units and systems. green product contributions which are helpful to reduce the health problems as well as environmental conservation have not been studied.

Several studies focused on International and national policies and ideology related to green product and have not evaluated the policy implementation strategies in micro level and they have no linkage between small scale green product generation and environmental sustainability.

Several studies related to green product policy and green product generation have not evaluated the role of promoters, awareness activities of NGOs and financial assistances to green product generation and environmental pollution control.

OBJECTIVES :

- To assess the significance of green products in rural area.
- To study the consumption of green products for improve the health conditions and environmental protections.
- To analyse the health awareness of green products users in the study area.

HYPOTHESIS TESTING:

- H_0 : There is no relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers.
- H_1 : There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers.

IV. RESEARCH METHODOLOGY

Research methodology gives direction to process of investigation of particular solution to problems. Research methodology identifies the subject oriented research problems that explain the process of investigation of identifying the solution to the problems. This process uses the different analytical methods and statistical tools to find out the results. Research methodology after the literature survey finalized the research gaps, importance of study, justification

of study and specification of objectives and hypothesis. Research topic on solar energy and environmental sustainability focused on Green products and health issues related research issues and problems in environmental sustainability of the Belthangady taluk in DK district of Karnataka state. Additionally, this study intends to assess different key factors such as awareness, health issues and health conscious of green products user which are examined by means of empirical analysis.

V. DATA INTERPOLATIONS

Table:1.1

Health Conscious of consumers encourage to Usage of Green product						
Pearson Correlation	Correlation	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Do you use a green product? Yes/No	1.000	3.71	2.913	22.057	299	0.000
Health Motivation	0.280	2.19	1.211	31.334	299	0.000
Healthy knowledge	0.142	3.08	1.463	36.461	299	0.000
Health benefits	0.240	2.31	1.254	31.940	299	0.000
Health precautions	0.173	1.87	1.055	30.652	299	0.000
Health information seeking	0.164	2.20	1.262	30.201	299	0.000
N=300, Test Value=0 & 95% Confidence Interval of the Difference						

In order to analyse the impact of Usage of Green product on human health and pollution control one sample t-test is conducted. It can be observed from table 1.1 that Usage of Green product Promoting agencies have more impact on green product and market development. The t-test value is 22.057 and p value is 0.000 which is less than the significance level that is 0.05. Similarly, green product related Health Motivation has more impact on Usage of Green product and t value is 31.334 and p=0.000. Healthy knowledge related in Usage of Green product effectively promote the Usage of Green product, t value is 36.461 and p=0.000. Health benefits relationship among green products to use, here the t value is 31.940 and p=0.000, Health precautions build up the relationship among green product and promote the eco-friendly products, t value is 30.652 and p=0.000, Health information seeking spared effective awareness on importance of green product, t value is 30.201 and p=0.000 which is less than the significance level that is 0.05.

Table:1.2

Multiple Regression Model Summary and ANOVA				
Statistics		Regression	Residual	Total
	Sum of Squares	350.331	2187.439	2537.770
	Df	5	294	299
	Mean Square	70.066	7.440	
	F	1.417	H ₀ Rejected and H ₁ accepted, null hypothesis is not true and alternative hypothesis true (0.000<0.005)	
	Sig.	0.000		
	Durbin-Watson	1.538		
	R	0.772 ^a		
	R Square	0.738		
	Adjusted R Square	0.723		
Std. Error of the Estimate	0.328			
Usage of Green product determined from the Health Conscious of consumers				

	Alpha value (α)	0.167	(Constant)
1	Health Motivation (β_1)	0.228	Positive direction
2	Healthy knowledge (β_2)	0.075	Positive direction
3	Health benefits(β_3)	0.193	Positive direction
4	Health precautions(β_4)	0.038	Positive direction
5	Health information seeking (β_5)	0.129	Negative direction
a. Predictors: (independent Variable) A1, A2, A3, A4, A5 b. Dependent Variable: Do you use a gene product			

H₀: There is no relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers.

H₁: There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers.

Regression analysis is to establish an equation prediction by the value of the dependent variable from the values of independent variables. In this hypothesis testing, dependent variable is Usage of Green product factors influence by Health Conscious of consumers. (Table 1.2) and independent variable includes Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). Therefore, in this testing, and Usage of Green product factors influenced by Health Conscious of consumers is regressive on Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). The parameters of this equation can be used to relate the variability in Health Conscious of consumers influence to Usage of Green product to the variability in Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). The model summary exhibits the regression.

Usage of Green products (UGP) = (β_1) Health Motivation (HM) + (β_2) Healthy knowledge (HK) + (β_3) Health benefits (HB) + (β_4) Health precautions (HP) + (β_5) Health information seeking (HI)

Usage of Green products (UGP) = $\alpha + \beta_1(HM) + \beta_2(HK) + \beta_3(HB) + \beta_4(HP) + \beta_5(HI)$

Usage of Green products (UGP) = $0.167 + 0.228 (HM) + 0.075(HK) + 0.193(HB) + 0.038(HP) + 0.129(HI)$

Table 1.2 shows, R, R², adjusted R² and standard error of the estimate. These estimations indicate, whether this model is suitable to construct or not with data. The '**R**' value is **0.772**; it represents the multiple correlation coefficients. **R²** indicates goodness of fit, this value (**0.738**) **Adjusted R Square 0.723**, that means a **high degree of positive impact**. This explains about **Usage of Green products** have factors influence on green products consumption is dependent on Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI).

Table 1.2 exhibit the ANOVA table to test for F-ratio. This test indicates that the multiple regression models are good fit for the data. Table clearly shows that, independent variables are significantly predicted on environmental affordability factors influence to solar energy consumption. The value of F is 1.417 and P = 0.000 (0.000 < 0.05), So accepted the alternative (H₁) hypothesis (0.000 < 0.05) it means that, null hypothesis is not true and alternative hypothesis is true because more than 95 per cent of respondents were satisfied by each factor of Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). factors influence to green product consumption this result shows that, it is significant. Therefore, the regression model is good to fit. There is a relationship between the health consciousness of consumers and factors that influence to green product consumption. influencing factor of different factors. Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). factors are good relationship in the multiple Regression model. There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers. This statement is true

It shows that the coefficients of variables results beta value of Health Motivation (0.167), Healthy knowledge (0.075), Health benefits (0.193), Health precautions (0.038), and Health information seeking (0.129) the all variables are positive relationship with dependent variable. that means directly green products are affordable (more importance to improve the health status and more environmental benefits. because all variables are positively affecting factor are favourable to green product producers and green product Seller or businessmen, and environmental protection and favourable to producers benefits from green products users, expect Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI). factors influence to green product consumption determined the health consciousness of costumers and encouraged green product consumption, environmental protection, with improve the health status of consumers In the Regression Model, increased the beta value of health consciousness affecting factors. It increases the more benefits from green product users, and sifted to positive sign of Health Motivation (HM), Healthy knowledge (HK), Health benefits (HB), Health precautions (HP) and Health information seeking (HI), increases the more benefits from green product users.

Table:1.3

KMO and Bartlett's Test ^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.553
Bartlett's Test of Sphericity	Approx. Chi-Square	29.699
	Df	10
	Sig.	0.000
	Determinant	7.911
a. Based on correlations		

Factor Analysis: To conduct factor analysis, it needs to satisfy the conditions related sampling for the already conducted KMO test and it shows sampling Adequacy of the collected data for conducting factor analysis. The Sample adequacy for conducting factor analysis is based on KMO value; it should be more than 0.5 and less than 1, so our data of the KMO value is 0.553 (Table: 1.3) which is more than 0.5 and that shows our data is suitable for conducting factor analysis.

Eigen value: After Satisfying the KMO condition we need the factor analysis using the principal component method and from that we extract the Eigen value table. Eigen value is the selection criteria for finding the number of components which draw variance. The table shows Table: 1.4 only four components that have more than one Eigen value have been considered for the study. That means there are five components with more than one Eigen Value and these components bring maximum variance from the variables i.e. 87.533 per cent.

Table:14

Total Variance Explained				
Component		Initial Eigen values		
		Total	% of Variance	Cumulative %
Raw	1	2.252	28.567	28.567
	2	1.861	23.607	52.174
	3	1.546	19.614	71.788
	4	1.241	15.745	87.533
	5	.983	12.467	100.000
Extraction Method: Principal Component Analysis.				
a. When analysing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.				

Rotated Component Matrix (Varimax): Table 1.5 shows that, there is need to study more deeply to find the variable that belongs to the component and for that correlation coefficient should be more than 0.5 between the component and variables. The highlighted cells represent the correlation coefficient that have more than 0.5 and less than 1, which

means there is the possibility for the variables to separate the five components from the other components based on the highest correlation coefficient

Table:1.5

Rotated Component Matrix		
	1	2
Health Motivation	0.855	-.077
Healthy knowledge	0-.034	1.461
Health benefits	.857	-.053
Health precautions	0.369	0.821
Health information seeking	0.597	-.066

Three more variables are added. Hence, all the components approximately will have equal preference that reduces our study to the five new defining variables from the 4 variables. That is how it satisfies the relationship between the components and variables based on the correlation coefficient. From the derived results we need to rename the components based on the variables which are mentioned in Table 1.6. The new renamed components have the new variables considered for the study in order to find out the effectiveness of the variables on Information about green products. From the analysis we find that there is relationship between the variables which affect the health consciousness of consumers. This analysis supported by the Bartlett's Test results in Approx. Chi-Square i.e. 29.699 drawn by the 10 degrees of freedom. The significance for the chi-sq value is 29.699 at 5 per cent level of significance P-value is 0.000 (Table: 1.3) Hence, there is relationship between the health consciousness of consumers factors that encourage the use green product. All the health consciousness factors have accepted the alternative (H_1) hypothesis ($0.000 < 0.05$). In addition, the alternative hypothesis was true because more than 95 per cent of the respondents are satisfied by the health consciousness of consumers factors to green product consumptions. There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers was true and at the same time The external forces encourage to Usage of Green product for Health Conscious of consumers (Public Awareness) and the internal forces encourage to Usage of Green product for Health Conscious of consumers (Self- Awareness) are positively encourage and supported to improve the health status of consumers through usage of green products.

New Variable: Table 1.6 shows that, the Health Conscious of consumers have improved the more sales and encourages to usage of green products. Green products promoters, dealer strategies for sales; green products related awareness and exhibitions have been identified as the new variables. Likewise, there is relationship between the Public Awareness factors (new variables) to more encourage the use of green products. It is found that there is relationship among the variables that affect the Information factors from the chi-sq value and p value. In order to study all the identified new variables from the literature review is complex. However, the variables are prioritized from the highest impact to the lowest.

Table:1.6

The external forces encourage to Usage of Green product for Health Conscious of consumers (Public Awareness)	Health Motivation	Component:1 weightage=2.252&28.5%
	Health benefits	
	Health information	
The internal forces encourage to Usage of Green product for Health Conscious of consumers (Self- Awareness)	Health precautions	Component:2 weightage=1.861&23.6%
	Healthy knowledge	

PCA model analyzes which variables are most influential among the above five variables, Principal component analysis (PCA) converts the variable from 2 out of 5 new variables. With the varimax condition, after finalizing the procedure it

is found that 2 major variables are enough to the study the relationship between the variables and the external forces encourage to Usage of Green product for Health Conscious of consumers (**Public Awareness**) and the internal forces encourage to Usage of Green product for Health Conscious of consumers (**Self- Awareness**). The first component is the most effective new variable (**Public Awareness**) then second component (**Self- Awareness**). Component one is external forces encourage to Usage of Green product for Health Conscious of consumers (**Public Awareness**) it has contributed weightage is 2.252(28.5%) it is included the Health Motivation, Health benefits and Health information, then second Component is the internal forces encourage to Usage of Green product for Health Conscious of consumers (**Self-Awareness**) it has contributed weightage is 1.861 (23.6%). it is included the health precautions and healthy knowledge. There is a relationship among the variables that affect the better performance of the health consciousness of consumers to encourage to Usage of Green products, that means the external forces encourage to Usage of Green products for the Health Conscious of consumers (Public Awareness) and the internal forces encourage to Usage of Green products for the Health Conscious of consumers (Self- Awareness). Public Awareness and Self-awareness are positively encouraging and support the improvement of the health status of consumers through the usage of green products. But Public Awareness factors were more impacted to increase the usage of green products than Self- Awareness factors. PCA model analyzes which variables are most influential among the above five variables.

VI. CONCLUSION AND FINDINGS

There is relationship between the Usage of Green products and the affecting factors on the health consciousness of consumers was true and at the same time The external forces encourage to Usage of Green product for Health Conscious of consumers (Public Awareness) and the internal forces encourage to Usage of Green product for Health Conscious of consumers (Self- Awareness) are positively encourage and supported to improve the health status of consumers through usage of green products.

Though consumers are willing to purchase green products, various business organizations still in at the back the need of the eco- friendly civilization. The researcher recommends business organizations to follow strategies in order to get compensation from the environmentally friendly approach as green marketing offers business incentives and growth opportunities while it may involve start-up costs, it will save money in the long term. Therefore, in the product strategy, marketers can identify customer's environmental needs and develop products to address this issue, produce more environmentally responsible packages. (Recycle, biodegradable, reuse), and ensure that products meet or exceed the quality hope of customers. Green marketing should not neglect the economic aspect of marketing. Marketers need to know the implications of green marketing. If the researcher believes customers are not troubled about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to improve our product's performance and support our customer's reliability and authority a higher price. Green products can lead to environmental sustainability and health awareness among consumers

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