

Eco-Entrepreneurship and the Green Economy: Real-World Lessons in Sustainability

Harsha Pungaliya^{*} and Sumeet Gupta^{}**

*School of Business, University of Petroleum and Energy Studies
Kandholi, Dehradun, Uttarakhand 248007, India*

Abstract: Today's eco-entrepreneurs employ innovative products and services that utilize an eco-friendly environment for a sustainable future and growth that enhances human health and promotes creativity, innovation, and resilience for their economic, social, and environmental world. The case study is a narration of real-world examples of a visionary individual with remarkable success who inspired millions of hearts and disrupted a well-established business for making innovative greenery products and services that promote environmental sustainability. The inspiring stories show readers engage in sustainable practices, contribute to profitability, promote greenery, and create a sustainable future. The study aims to inspire visionary innovators, eco-entrepreneurs, and policymakers to develop sustainable practices to create a better way of life.

Keywords: Eco-Entrepreneurs, Green Entrepreneurs, Journey, Sustainable development goals, Green Innovators

JEL Classification Number: L26, Q01, Q56, O31

^{*} Email: harsha.110746@stu.upes.ac.in; ^{**} Corresponding author. Email: sumeetgupta@ddn.upes.ac.in