



Entrepreneurship, Innovation and Environment

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ABSTRACT

The concept of green innovation ensures to use natural resources in an effective manner and aims to minimize environmental damage. Innovation in the areas of green product design, waste recycling, pollution control and reduced energy use are the areas to be focused on. A combination of green innovation and human actions will aim to reduce the negative impact on environment, provide financial support, aid in economic growth and moreover a balanced ecosystem is created. This research paper aims to provide a glimpse of various innovative ideas that can be highlighted in order to have cleaner, greener ecosystem – A place for all the living creatures to live.

Environment today demands for care and nurture from its residents. The air we breathe, the water we drink, the soil in which we grow our food are facing a lot of persecution. The citizens are experiencing the alarming bell from a long time now. It is now high time for us to collaborate and take necessary steps to protect our bowl of food. Green Innovation aims to bring changes in our actions and contribute, greener environment. The concept of Green innovation ensures to use the natural resources in an effective manner and aims to minimise environmental damage. Innovation in the areas of green product design, waste recycling, pollution control and reduced energy use are the areas to be focused on. This research paper aims to provide a glimpse of various innovative ideas that can be highlighted in order to have a cleaner, greener ecosystem – A place for all the living beings to dwell. Human actions have caused severe problems to the Mother Nature. We have done the damage and it is high time to undone our wrong actions. With an objective of creating a safer place to dwell we the residents can act upon the innovative ideas and March towards having a cleaner, greener environment.

Air, water and soil are the major areas of concern when we work on pollution and its impact. The overuse of chemicals have resulted in severe damage to air, water and soil. Decades ago chemicals were let into the water bodies from major industries but now every home is responsible for letting chemicals into the environment. Multinational companies and their eye catching advertisements have dragged the citizens into the ocean of pollution. Every single product is now packaged in plastic containers which becomes part of the landfills and oceans.

The problem of pollution is an alarming threat to our nature. In order to minimize the damage people have started to use an alternative to replace all the chemical products. Bio enzymes has come as a boon. Bio enzyme is a harmless magic portion for both humans and animals. Its impact doesn't cause harm for environment. Bio-enzymes are a perfectly natural way to manage our home cleaning needs. By using this magical, multipurpose solution, we can ensure that our family is dwelling in the midst of chemicals. It is an alarming call for us to move towards a sustainable living. The future generation will not be left with clean water if we do not change our ways now. Chemical filled products are severely contaminating the water bodies.

Bio enzymes is prepared by the process of fermentation of fruit peels, jiggery and water for a period of 90 days. The solution obtained the process can be widely used for agricultural and household purpose. People are now migrating from villages to cities and this change has resulted in over populated cities and created several problems associated with waste management. The water bodies are being polluted and is a major area of concern today. Every individual can do their part to minimize the impact.

Making of bio enzymes is beneficially in two ways. One for the nature and another economically. People can set a small firm as an manufacturing unit to produce these bio enzymes. It requires minimal investment as it is mainly made out of the kitchen waste. A combination of peels of citrus fruit, jaggery and water is required to prepare the magic portion. The portion has to be stored in an air tight container for a period of three months and strain the pulp to receive the final product. This process can be prepared both in small and large scale. Small help groups comprising of women and elderly people can be part of this and thus generate income for the family. In a large scale the business can be set by group of people which will generate employment. The present market price ranges from 250 – 300 rupees per litre.

This green innovation can be manufactured by following basic steps and further creating awareness about the benefits of using these products. It is a multitasking portion- a handy solution for many problems. It is important to create awareness about this green innovation and join hands with many others to save our mother nature. Nature needs our nurture now.

Listed below are the uses of the green innovation- the bio enzyme:

- A multipurpose cleaner that can be used to clean our floor. A cap of bio enzyme into the water for moping the floor.

- A combination of bio enzyme and soap nut solution can be used to clean the dishes, tiles, kitchen sink and toilet. A replacement for harsh chemicals used for the tough stains at our homes.
- A combination of bio enzyme and soap nut solution is used for laundry purpose also. Another step towards stopping of harsh detergents in our day to day life.
- This wonder liquid can replace the chemical fertilizers and pesticides. This replacement will have a direct connection the food we eat. The contamination of the soil is happening at a large scale. Bio enzymes in the agricultural sector will be a major transformation a revolution putting down the chemical fertilizers. Bio enzymes are now used as liquid fertilizers.
- The chemicals used are directly being let into water bodies and soil resulting in contaminating our groundwater.

The above list provides us a glimpse of the benefits of this wonder liquid. The advantages of it being it is very easy to make and is even pocket friendly.

Frothing of lakes is a major problem witnessed today. During monsoon the problem is very much evident and it causes effect the general public. The polluted water enters the streets and houses causing a lot of inconvenience. Industrial waste is a mammoth issue that is creating hazards to various creatures. But contrary to this we should now divert our attention to the pollution caused by homes. We expel huge amount of chemicals from each of the houses in a day to day basis. We have to bring our concern towards the domestic waste and create awareness about the impact we are leaving on the environment.

Conclusion:

Green awareness is the need of the day and thus it is important for us to adopt eco-friendly practices and replace chemical based daily products. People have a fixed belief that chemical based cleaners can do wonders but fail to understand their long term consequences on ecosystem. The value added product can now be taken as a business opportunity and can replace the chemical based products. Farmers and home makers can opt for this upcoming model where they can contribute for a safer environment and also gain economic benefits. This green innovation will be a change for many budding entrepreneurs and can become an ultimate business model in the coming days.