

# A Study on Green Entrepreneurship Challenges and Opportunities for Sustainable Development

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**Abstract:** *This study is exploratory in nature as its role in the Indian context. Based on the available literature the study proposes a conceptual model which explains the nexus between environmental, economic and social factors in development for green entrepreneurs which further leads to achievement of sustainable development. The opportunities and challenges for green entrepreneurship development are also explored in the light of initiatives taken by business houses, individuals and the Government of India through case studies of successful green entrepreneurship ventures. Hence the concepts of green entrepreneurship and green marketing are slowly and steadily establishing stronghold in the Indian market.*

**Keywords:** Green Entrepreneurship, Indian Market, Environmental, Green Marketing

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