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The Role of Environmentalists and an Analysis of the Socio-Economic and Environmental Benefits of Green Products

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Abstract: *Economic and environment Performance of Green products of Eco-friendly industries in rural areas. Green products are a potentially important concept which plays a role to achieve sustainable development and empower the rural society. Now the world needs a new serious innovation and implantation, which would lead to a better environment. The basic objective of the study is to realize the challenges and opportunities of green products of Eco-friendly industries, green products and services are very essential in the economy. So, this study focused on try to identify the negative impact of* ***non-green products*** *(chemical fertiliser, LPG, Plastic, Non-renewable energy, waste water)* ***and*** *evaluated the positive impacts of* ***green products*** *(Vermicompost, Bio-Gas, Areca leaf plates, green products energy, treated water supply) For the purpose of the study, a particular in rural area of Karnataka.*

Keywords: Green products, Green Economy, economic and environmental sustainability green entrepreneurship (**Vermicompost, Bio-Gas, Areca leaf plates, green products energy, treated water supply**) waste management, Green Economy Theories and Concepts)

I. INTRODUCTION

The 21st century of the business landscape has witnessed a rise in the awareness and consciousness of consumers about ecological issues namely, pollution, waste generation & global warming. As the movement of 'going green'has been extended global due to the deepen alertness of living in a healthier way, Indian consumers have developed also a positive attitude towards the eco-friendly or green products. Economic and environment Performance of Green products of Eco-friendly industries in rural areas. Green products are a potentially important concept which plays a role to achieve sustainable development and empower the rural society. Now the world needs a new serious innovation and implantation, which would lead to a better environment. The basic objective of the study is to realize the challenges and opportunities of green products of Eco-friendly industries, green products and services are very essential in the economy. So, this study focused on try to identify the negative impact of **non-green products** (chemical fertiliser, LPG, Plastic, Non-renewable energy, waste water) **and** evaluated the positive impacts of **green products** (Vermicompost, Bio-Gas, Areca leaf plates, green products energy, treated water supply) For the purpose of the study, a particular in rural area of Karnataka.

Green products: Indian Perspective

Indian consumers have started shifting from conventional products to greener alternatives due to the awareness about the conservation of natural resources and sustained development of future. Escalating ecological and health awareness from both urban and suburban divisions are the main factors for the growth of green products in India. The markets for various green products in India can be divided into following typesVermicompost, Bio-Gas, Areca leaf plates, green products energy, treated water supply

Needs of Green products generations

Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigoro and so would the corporate class. Financial gain

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and economic profit is the main aim of any corporate business. However, harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long-term sustainable business and to please the consumer and obtain the license by the Governing body Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

prompting brands to resort to sustainability by default. Consequently, with the aid of the government and corporations, India must make the transition to a circular economy. it must simultaneously charter a path to economic recovery in order to mitigate the adverse impact of climate change and promote long-term sustainable and inclusive development. The country must prioritize investment in sectors assisting the transition to a green economy and reduce social risk related to health hazards. Concept According to the American marketing Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates aboard range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising.

yet defining green-marketing is not a simple task. Thus, Green-Marketing refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness offspring. it becomes significant to assess perception of people towards their affinity for green products sources such as Vermicompost, Bio-gas, Green products equipment's, Areca leaf plates and Treated water can be of paramount significance. With this motivation, in this Proposal the emphasis is made on assessing the interest or affinity of people towards green products

Performance of Green products of Eco-friendly industries in rural area. Green products is potentially important concept which plays a role to achieve the sustainable development. Now the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize challenges opportunities of green products of Eco-friendly industries, green products and service are very essential in the economy. So, this study focused on try to identify the negative impact of **non-green products** (chemical fertiliser, LPG, Plastic, Non-renewable energy, waste water) **and** evaluated the positive impacts of **green products** (Vermicompost, Bio-Gas, Areca leaf plates,green products energy, treated water supply) For the purpose of the study, a particular in rural area of Karnataka. has been selected, collected required data from various available resources, analysed with suitable statistical methods and identified facts. The study reveals that the so-called **green products has more positive impact to the environment and economy** and helps to eradicate certain issues related to **green technology of Eco-friendly industries**. It helps for the economic empowerment and sustainable development. This study focussed on the substitution and performance between **green products and non-green products** like Vermi-compost to chemical fertilisers, Bio-gas to LPG, Areca leaf plates to plastic plates, Green products power to existing non-renewable energy sources, and treated water to natural water to avoid the problem of water scarcity. This study will emphasise the solutions to those issues through waste management/ treatment/ usage of **green products of business models** and approaches of Eco-friendly industries. The present study is intended to focus on pollution control one side and other one side **demand and supply chain management** of green products and its **contribution** to the economy and environment. This study evaluated benefits of **wastes into green products** which would not only generate income but also solve the problem of environmental degradation. This study evaluated the policy implementation **strategies in grass root level** and **benefits of integration between green business and environmental sustainability**. This study focused on evaluated the role of promoters, awareness **activities of NGOs and financial** assistances to green products generation and environmental pollution control. The study also has some limitations and a light on future research opportunities.

Review Of Literature: The review of literature identifies the research problems and builds the foundation of research areas. Various themes of Green product and environmental sustainability approaches considers the number of research studies conducted in different time periods at national and international levels to study and analyse varied aspects of Green product and sustainability approaches such as waste management systems eco-friendly industries techno-economic Analysis of green product systems, Cost and Benefit Analysis and green accounting Analysis of Eco-friendly industries, Level of Knowledge and Awareness of Green product, Role of Relative Advantage to Green product etc

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Authors(S)	Title	Findings/ Research area
Kannan Govindan (2015)	Multi Criteria Decision Making Approaches for Green Supplier Evaluation And Selection	Green supplier evaluation that considers environmental factors are relatively limited. Recently, in supply chain management decision making, approaches for evaluating green supplier performance
Aleksandra JezierskaThöle (2022)	Environmental, Social, And Economic Aspects Of The Green Economy In Polish Rural Areas—A Spatial Analysis	The global climate, ecological, and energy crisis has increased the interest in the green economy concept that aims to resolve environmental problems while promoting economic growth, social stabilization, In this study, the environmental, economic, and social dimensions
MDTAIBUR RAHMAN (2021)	Comparative Analysis Of The Green Industrialization Between Green And Non-Green Garments Of Bangladesh	Comparative Green Industrialization between green and nongreen industries in Bangladesh Due to misleading results from multi-collinearity, step-wise multiple regression and path analyses were used to explore the contribution and effect of the selected eco-friendly industries
Achini Shanika (2018)	Economic Sustainability Of Green Buildings: A Comparative Analysis Of Green Vs Non-Green	the purpose of this paper is to compare the life cycle cost of green certified industrial manufacturing buildings with a similar form of the conventional buildings to establish the economic sustainability of green buildings.
Wenfang Shang (2022)	A Game Between Green And Non-Green Supply Chains Considering Two-Way Government Intervention And Manufacturer Competition	This paper develops competition and cooperation models between two manufacturers for the green and non-green supply chain under two-way government intervention to explore the impact of manufacturers' profits of supply chain systems of eco-friendly industries
Shib Sankar(2020)	Price Competition Between Green And Non-Green Products Under Corporate Socially Responsible Firm	This article deals with a newsvendor inventory model in light of green product marketing of corporate socially responsible firms. In this model, comparison between green and non-green marketing
Todirica Ioana (2018)	Green Entrepreneurship In Rural Areas	Focused on the concept and issues of green entrepreneurship in Vietnam and its association with related background concepts such as social entrepreneurship, social responsibility, and sustainable development.
AnZhoua (2022)	Evaluating The Efficiency Of Municipal Solid Waste Collection And Disposal In The Yangtze River Delta Of China: A DEA-Mode	environmental protection investment, this paper is based on the existing academic research at China and abroad, with the help of the Data Envelopment Analysis (DEA) model this paper proposes suggestions for improvement from the perspective of environmental sustainability. To improve MSW collection and disposal efficiency,
Akhilesh Suresh (2017)	Going Green in Business-A Study On The Eco-Friendly Initiatives Towards Sustainable Development In India	Increasing awareness on the various environmental problems has led to a shift in consumer behaviour. There has been a change in consumer attitude towards a green lifestyle.

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Solomon K (2018)	Green Entrepreneurship" – The Right Way to Sustainability and Profitability For Rural Areas.	It would be more beneficial for the society and the organization shall generate more revenue both in the short-run and long run by providing green products
CS Roshni (2020)	Analysis Of Green Entrepreneurship Practices in India	environmentally and socially conscious goods over their traditional counterparts. The research study addresses that there are low entry-level standards to become an entrepreneur for a variety of environmentally
Suganya.S (2021)	Green Entrepreneurship in Kallakurichi District	it shows the positive and critical of chance and green business aptitude. The investigation finding would uphold the public authority, strategy and apportion the assets that could offer the green business
Raveesh Agarwal (2015)	Waste Management Initiatives In India For Human Well Being	It is sufficed to say that we require a more stringent integrated and strategic waste prevention framework to effectively address wastage related issues.
Sanjeet Kumar (2020)	Issues Related to Biodiversity Hotspot In Western Ghats	Western Ghats is considered as a predominant entity in maintaining the climatic equilibrium of the state, extensive conservationmechanism is highly essential as an exigentneed of the current scenario
Tiwari, (2018)	Special Issue: Western Ghats: Evolution and Environmental Issues	Biodiversity, ecosystems, environmental management, evolution, water resources, Western Ghats

Objectives:

- To evaluate role of green product entrepreneur, organic farmers environment activist to usage of green products.
- To analysis the Awareness of green products to improve the Environmental Sustainability

Hypostasis

- **H_0:**Green product entrepreneur, organic farmers environment activist are not aware of environmental affordability of green products but some economic affordable factors are hindering to usage the green products
- **H_1:**green product entrepreneur, organic farmers environment activist are aware of environmental affordability of green products but some economic affordable factors are hindering to usage the green products

Popular Green products ofgreen product entrepreneur, organic farmers environment activist

Distributors, promoters and NGOs introduce the different green product for the rural poor but these a green product have economic, environmental and social benefits. It helps in environmental affordability. Distributors, promoters and NGO activities inspire the other promoting agencies to conduct awareness of green products promoting activities. Belthangady taluk has a urban and semi urban areahave increased the environment pollution but simultaneously increased the green products. Vermicompost, Bio-Gas, Areca leaf plates,green products energy, treated water supply has socially and economically more benefits. Grean products and rural green industries initiated green business activities and support the Green Market and Vermicompost, Bio-Gas and treated water supply are helpful to empower the rural farmers. It reduces the use of **non-green products** (chemical fertiliser, LPG, Plastic, Non-renewable energy, waste water).Rural householders and agricultural activities related applications like vermicompost, Bio-Gas and treated water supply etc. All the above green prodects contribute to the socio-economic benefits and increase the energy consumption and conservation.

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Table 1.1 explains the benefits of green products. Vermicompost is more helpful to rural poor that 28 per cent (14 out of 50) of respondents give the positive response followed by environment benefits (20per cent-10 out of 50), energy conservation (18per cent -9 out of 50) and the social responsibility services (18per cent -9 out of 50). According to green business promoter's Bio-Gas have inspired the social responsibility services the most (26 per cent-13 out of 50). Many institutions contribute to the Bio-Gas to rural householders, installed by Bio-Gas to reduce the usage of electricity& LPG GAS. Smal Scale business Entrepreneur established the Areca leaf plates industries. It is also a Grean product entrepreneurship (30per cent-15out of 50) and fulfils the bio waste management to reduce the pollution.

Table –1.1: Green product business entrepreneurs and promotors

Green Prodects/ Service	Socio Economic Benefits		Environmental Benefits		Helpful to Rural poor		Helpful to Energy Conservation		Social responsibility	
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Vermicompost	8	16	10	20	14	28	9	18	9	18
Bio-Gas	12	24	10	20	4	8	11	22	13	26
Areca leaf plates	9	18	7	14	3	6	16	32	15	30
free Solar Home lighting Project	10	20	4	8	10	20	13	26	13	26
Organic Forming	12	24	10	20	1	2	8	16	19	38
LPG Gas	3	6	4	8	10	20	20	40	13	26
Treated water supply	10	20	3	6	3	6	15	30	19	38
Gram panchayat wastage management system	6	12	5	10	2	4	13	26	24	48
Green Energy Promoters Projects	7	14	14	28	3	6	17	34	9	18
Green waste Management	8	16	16	32	3	6	14	28	9	18

Source: Primary data.

Table 1.1 explains the benefits of green products. Vermicompost is more helpful to rural poor that 28 per cent (14 out of 50) of respondents give the positive response followed by environment benefits (20per cent-10 out of 50), energy conservation (18per cent -9 out of 50) and the social responsibility services (18per cent -9 out of 50). According to green business promoter's Bio-Gashave inspired the social responsibility services the most (26 per cent-13 out of 50). Many institutions contribute to the Bio-Gasto rural householders, installed by Bio-Gasto reduce the usage of electricity& LPG GAS. Smal Scale business Entrepreneur established the Areca leaf plates industries. It is also a Grean product entrepreneurship (30per cent-15out of 50) and fulfils the bio waste management to reduce the pollution. Free home lighting systems benefits the rural poor (20per cent-10 out of 50) and LPG Gas (26 per cent-13out of 50). It is also one of best social responsibility services (26 per cent-10 out of 50). Organic Forming is beneficial in chemical free agricultural product (40 per cent-20out of 50). Treated water supply(38per cent-14out of 50) Gram panchayat wastage management system also have a share (48per cent-24out of 50) in social responsibility services. Green energy project and solar promoter's project also show interest in the environmental protection. This information collected by green product business entrepreneurs and promotors are discussed in principle component analysis.

This section primarily discusses the data analysis and the significance of the different key research variables to assess the performance of green product generation capabilities and Green production consumption for economic viability of cost effectiveness and environmental sustainability. This study evaluated the respondents' socioeconomic status and green product consumption and expenditure pattern of the rural householders. Only 2 per cent of respondents were using green product in house hold needs and agriculture cultivation. Respondents prioritized Organic Forming at first place, Treated water supplyat second place and Areca leaf plates at third place. Green products consumption is influenced by green product entrepreneur, organic farmers environment activist activities in the study area. This study studied the socio economic and demiurgic pattern of the Householders, green product entrepreneur, organic farmers environment activistin Mangalore and Belthangady taluk of Dakshina Kannada District.

Table 1.2 discusses the significance of the awareness of different applications. This study made use of the statistical tools of One-Sample Test. It showed 95 per cent Confidence Interval of the Difference, degree of freedom (df.) was

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399, test value was 4 and null hypothesis more than 0.05(0.00<0.05) was rejected. The alternative hypothesis was accepted it was using 5-point leaker scale (strongly agree, agree, not decided, disagree and strongly disagree)

Table –1.2: Awareness about Green Prodects/Services

Sl. No	Awareness about Solar equipment's	N	M	SD	t	df	Sig.
1	Vermicompost	400	4.66	0.67	19.592	399	0.00
2	Bio-Gas	400	4.5	0.59	-2.385	399	0.00
3	Areca leaf plates	400	4.5	0.51	19.587	399	0.00
4	free Solar Home lighting Project	400	4.43	0.8	10.694	399	0.00
5	Organic Forming	400	4.2	0.99	3.951	399	0.00
6	LPG Gas	400	4.17	0.93	3.559	399	0.00
7	Treated water supply	400	4.16	0.89	3.649	399	0.00
8	Gram panchayat wastage management system	400	4.04	0.99	0.81	399	0.419
9	Green Energy Promoters Projects	400	3.99	0.86	-0.348	399	0.728
10	Green waste Management	400	3.94	0.92	-1.412	399	0.159
	Average		**4.26**	**0.82**			

Source: Primary Data

that means more than 95per cent respondents are aware of the solar applications. The test value was considered 4 that is middle value of positive range (strongly agree=5, Agree=4, not decided=3) of acceptance. Of the eleven variables only three variables have been rejected.

This discussion explains the awareness regarding each of the selected ten applications. (Table 1.2) green product entrepreneur, organic farmers environment activistare aware of Vermicompost, Bio-Gas, Areca leaf plates,free Solar Home lighting Project,Organic Forming,LPG Gas,and Treated water supply. All the above applications are accepted with the alternative (H_1) hypothesis (0.000<0.05) which means that, null hypothesis is not true and alternative hypothesis is true. More than 95per cent of respondents agree that they are aware of the above applications. But in the case of Green Energy Promoters Projects(sign-0.728), Green waste Management(sign-0.159) and Gram panchayat wastage management system(sign-0.419) have rejected the alternative hypothesis (0.000>0.05). The above three alternative hypothesis is not true and null hypothesis is true which means that, Households are not aware of the above three solar applications. So, this study was pinpoints that out of eleven applications only eight applications are popular among the respondents.

II. FINDINGS AND CONCLUSION

This study evaluated the criteria of awareness, adoption accessibility, and affordability of Green Product consumption to economic and environmental sustainability. Two major issues are considered to be the ten common affecting factors of economic issues, environmental issues in the green economy. This discussion concludes that rural householders are aware of environmental affordability but some economic affordable factors are hindering to usage the green products. **Vermicompost, Bio-Gas, Areca leaf plates, green products energy, treated water supply are** environmental affordable but some economic affordable factors are hindering to usage. green product entrepreneur, organic farmers environment activist are aware of environmental affordability of green products but some economic affordable factors are hindering to usage the green products

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