



DAY-2: Special Thematic Session 17

September 20, 2023 (Wednesday); Time: 14:00-15:30 hrs (GMT +5:30)

Theme: Green Entrepreneurship & Its Potential in the New World

Venue: India Habitat Centre, Magnolia

Background

Climate change is one of the greatest threats to human civilization. But in every crisis lies an opportunity. This is our chance to promote Green Entrepreneurship, especially among children and the youth, to face the climate crisis head-on. It's time to change our business-as-usual approach and find innovative ways to live sustainably. The emergence of green entrepreneurs will help propel this vision ahead. But how can we build the next generation of business leaders who prioritize environmental sustainability? What should we focus on?

Session Objectives

- Understanding the intersection of business innovation and environmental sustainability.
 - How green entrepreneurs integrate environmental values into their businesses.
 - Exploring various successful green businesses
- The need for Mentorship programs across all levels and in every region for youth to opt for green entrepreneurship, and think “green”
 - In what areas should mentors focus their efforts?
 - What is the role of networking events, accelerators, and incubators in fostering the green entrepreneurship ecosystem?
- Discussing the potential for job creation and economic growth through green entrepreneurship
 - The emerging opportunities include technology and innovation as new avenues in the green space
- What are the challenges faced by green entrepreneurs, be it funding, regulatory hurdles, or market adoption?

- Discussing the effectiveness of current government policies in promoting green entrepreneurship. What changes/if any are required to make them more robust and scalable?

'In the midst of the climate crisis, lies a great opportunity. It's Green Entrepreneurship.'

Protecting nature also means opening up enormous opportunities for livelihoods. Businesses can thrive by adopting green practices. And innovations in nature can change the existing scenario. Children and youth can become the bedrock for such ideas and innovations. Inculcating green values and skills among them can lead to a sustainable future. With India's focus on being a green economy and commitment to becoming a net-zero emissions nation by 2070, green jobs will be the focus of economic growth for the next few decades. A mass movement to ignite the spirit of green entrepreneurship is on the horizon and it's time to take bold steps toward transforming India into a green economy. Let's create and inspire young people to journey toward green entrepreneurship.

Expected Outcome

Predicting the future trajectory of green entrepreneurship and its potential contributions to sustainable development goals. A discussion on the successful examples that have created a measurable impact and brought transformative climate action among children and youth.

Key Speakers/Panelists

1. Mr. Madan Padaki, Strategy Advisor to UNICEF India-Chair
2. Mr Amit Banka, Founder, WeNaturalists-Moderator
3. Ms. Perna Prasad, Founder & CEO, Ecoplore
4. Mr. Arunav Sharma, Founder & CEO, Rising Sun Energy Private Limited
5. Mr. Ajay Kumar, Co-Founder, Teach for Green

