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EDII Champions Green Entrepreneurship, Inclusive Growth at Kolkata Roundtable Meet

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EDII emphasizes green entrepreneurship's role in addressing India's environmental challenges while driving economic growth. Initiatives include algae-based water purification projects and support for persons with disabilities through skill-training and enterprise creation. EDII's postgraduate programs and industry partnerships focus on sustainable and inclusive development, aligning with India's Sustainable Development Goals and net-zero targets.



KOLKATA: The Entrepreneurship Development Institute of India (EDII), a globally unique institution fostering entrepreneurial skills, reaffirmed its commitment to green entrepreneurship at a recent roundtable meet in Kolkata. Aligning with the Government of India's Sustainable Development Goals (SDGs)

and net-zero targets, EDII emphasized the critical role of eco-friendly businesses in addressing environmental challenges while creating economic opportunities.

"Green entrepreneurship is crucial in India due to the country's significant environmental challenges like pollution, climate change, and resource depletion," said Raman Gujral, Director of Projects and the Southern Region at EDII. "By fostering sustainable businesses, we can mitigate these issues while driving economic growth and employment, catering to a growing consumer base seeking greener products and services."

Gujral highlighted an example of a student-led initiative using algae to purify water contaminated with bacteria and pathogens. "This kind of venture is exactly the smart and sustainable business model we envision for the future," he added.

The push for green entrepreneurship stems from several pressing factors:

Addressing Environmental Concerns: Innovative solutions such as renewable energy, waste management, and sustainable agriculture can combat India's severe air and water pollution. **Economic Growth & Job Creation:** Green businesses can generate new industries and employment opportunities while promoting environmental responsibility. **Rising Consumer Demand:** Increasing awareness of climate change is driving demand for eco-friendly products, creating a strong market for green entrepreneurs. **Innovation & Technology Development:** Encouraging sustainable solutions fosters technological advancements across industries. **Social Impact:** Green entrepreneurship not only supports economic growth but also positively impacts communities by promoting environmental conservation and responsible business practices.