

5. Raghuramapatruni R. China and India: Economic Performance, Competition and Cooperation. *Foreign Trade Rev.* 2012. 46: 49–75 p.
6. Ekanayake EM, Mukherjee A, Veeramacheneni B. Trade Blocks and the Gravity Model: A Study of Economic Integration among Asian Developing Countries. *J. Econ. Integr.* 2010. 25: 627–43 p.

Harmanpreet Singh

Science tutor *Dr. P. Kumar*

Lovely Professional University (Phagwara)

A GREEN REVOLUTION: EXPLORING SUSTAINABLE ENTREPRENEURSHIP AMONG REGIONAL ENTREPRENEURS IN RURAL ECONOMIES

In recent years, the global economy has witnessed a significant shift towards sustainability and environmental responsibility, with increasing recognition of the urgent need to address pressing environmental challenges. This trend has led to the emergence of green entrepreneurship as a prominent force driving economic development and innovation worldwide. In rural areas, regional entrepreneurs play a crucial role in advancing sustainability goals through the adoption of green practices in their businesses. This qualitative study explores the motivations, strategies, and contributions of regional entrepreneurs in rural areas who are embracing sustainable practices and integrating eco-friendly solutions into their operations. Through a comprehensive analysis of five case studies, this research aims to uncover the drivers, enablers, and implications of green entrepreneurship in rural economies within the broader context of modern trends in the development of the world economy.

This qualitative study investigates the adoption of green practices among regional entrepreneurs in rural areas through an examination of five case studies. It aims to uncover the drivers, enablers, and contributions of these entrepreneurs to national agendas addressing global climate change.

Employing a qualitative approach, this research conducts detailed analyses of five regional entrepreneurs operating in diverse rural sectors. Data collection involves semi-structured interviews, observations, and document analysis to explore motivations, strategies, and mechanisms driving the adoption of green practices.

The findings highlight that regional entrepreneurs in rural areas are proactively embracing green practices to enhance sustainability and competitiveness. Key enablers include heightened awareness among owners and perceptions of the benefits of eco-friendly practices, as well as growing customer demand for sustainable products. The predominant practice observed is the use of sustainable materials in product manufacturing. While financial constraints pose challenges, rural entrepreneurs have devised innovative and cost-effective methods to incorporate green practices into their businesses.

This study offers practical insights for regional entrepreneurs, policymakers, and stakeholders interested in promoting sustainable entrepreneurship in rural regions. It underscores the significance of raising awareness among entrepreneurs and consumers, incentivizing the use of eco-friendly materials, and supporting financial mechanisms to overcome cost barriers. By aligning with national agendas on climate change, regional entrepreneurs can play a pivotal role in advancing environmental conservation and sustainable development.

By focusing on regional entrepreneurs in rural areas, this research contributes original insights to the field of green entrepreneurship. Through detailed case studies, it provides nuanced understanding of the drivers and enablers behind the adoption of sustainable practices. Additionally, it highlights the innovative approaches employed by rural entrepreneurs to overcome financial challenges and integrate green practices into their businesses, thereby advancing rural development and environmental sustainability agendas.

In conclusion, the findings of this study underscore the significance of green entrepreneurship as a catalyst for sustainable development in rural regions. Regional entrepreneurs demonstrate a strong commitment to environmental stewardship and innovation, leveraging sustainable practices to drive economic growth and competitiveness while addressing environmental challenges. By integrating eco-friendly solutions into their businesses, these entrepreneurs contribute to national agendas addressing global climate change and environmental conservation. Moving forward, it is essential to continue supporting and promoting green entrepreneurship in rural areas, fostering an enabling environment that incentivizes sustainable practices and facilitates access to resources and support mechanisms. By doing so, regional entrepreneurs can continue to play a vital role in shaping the modern trends in the development of the world economy towards a more sustainable and resilient future.

REFERENCES:

1. Demirel, P., Li, Q. C., Rentocchini, F., & Tamvada, J. P. (2019). Born to be green: new insights into the economics and management of green entrepreneurship. *Small Business Economics*, 52, 759–771.
2. J. Willemsen, S., & van der Veen, G. (2014). Organizing local “green” entrepreneurship: a brand perspective. *Journal of Place Management and Development*, 7(3), 235–246.
3. Maniu, I., Costache, C., & Dumitrașcu, D.-D. (2021). Adoption of green environmental practices in small and medium-sized enterprises: Entrepreneur and business policies patterns in romania. *Sustainability*, 13(9), 4968.
4. Silajdžić, I., Kurtagić, S. M., & Vučijak, B. (2015). Green entrepreneurship in transition economies: a case study of Bosnia and Herzegovina. *Journal of Cleaner Production*, 88, 376–384.