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## Conceptions of Sustainable and Green Entrepreneurial Art & Design Projects: A Qualitative Study

Gouhar Pirzada<sup>1</sup> Aqila Rafique<sup>2</sup> Muhammad Jamil<sup>3</sup>

**Abstract:** *This qualitative study explores how art and design students create eco-friendly and sustainable entrepreneurial projects. The study investigates students' incentives for engaging in these initiatives, the issues they encounter, and the methods employed to manage these challenges. The data is obtained from 12 graduating students who successfully completed their sustainable and environmental-friendly entrepreneurial art and design projects. Data is gathered through qualitative techniques, mainly from semi-structured interviews, and it was later subjected to thematic analysis. The findings reveal that students' passion for sustainability and ecological concerns and their aspiration to effect positive societal change serve as prime motivators for their involvement in such undertakings. Hurdles faced scarce resources, knowledge gaps, and the intricacies of harmonizing creativity with eco-friendliness. However overcome, students employ various strategies like collaboration, exploration, and experimentation to these obstacles. The long-term outcomes of these projects are highlighted in the study as personal growth and professional progress, with a positive mark on our environment and society. The study proposes the integration of sustainability and entrepreneurship education within art and design curricula as concluded. It entails that sustainable and environmental-friendly entrepreneurial art and design projects have the potential to advance the cause of sustainability and promote the principles of green entrepreneurship.*

**Key Words:** Sustainability, Green Entrepreneurship, Art & Design, Environment, Challenges

### Introduction

Recently, both governments and scholars have become more intrigued by entrepreneurship and its evolving manifestations. This shift is attributed to the growing recognition of entrepreneurs' impacts on economic growth, technological progress, increased efficiency, and the revitalization of social and productive connections (Newton, 2008). Yet, no unanimous agreement exists on the precise definition of entrepreneurship, mainly due to the diverse interpretations present in the current body of literature (Carter & Jones-Evans, 2006)).

Schumpeter has described an entrepreneur as "an innovator who converts the existing products and services into something new and useable with a different upgradation." Sharma et al. (2013) provided the base for the study of entrepreneurship in modern times. Earlier, Bolton and Thompson (2004) described entrepreneurs as those who regularly create and look to innovate new constructs of something with the desired value for the users. Depending on their entrepreneurial ability, entrepreneurs may progress and work up to the bigger names in the market. They are the ones who continuously look and grab new chances and utilize them for modification and innovation.

The idea of entrepreneurship must be appreciated and understood to realize the function of entrepreneurs in economies like Pakistan that are under development and struggling phase (Petrin, 1992). A conventional understanding of entrepreneurship may not have the same realization in rural areas due to the lack of progressive opportunities and being able to improve the quality of life along with a progressive

<sup>1</sup> CEO, STEP Institute of Art, Design and Management, Pakistan.

<sup>2</sup> Assistant Professor, Department of Education, University of Management and Technology Lahore, Lahore, Punjab, Pakistan.

<sup>3</sup> Lecturer, Department of Education, Government College Women University Sialkot, Sialkot, Punjab, Pakistan.



economy and natural environment. In order to build something from scratch and add value to the product, a particular combination of resources is required to make them useful and make other resources available that can aid the process of this creativity, which can meet the market requirements as described by the researcher (Onwuka et al., [2015](#); Shim & Lee, [2016](#); Singer, [2014](#)).

The potential of rural entrepreneurship is hidden in its ability to spark innovations that can enhance food availability, create employment opportunities, and bring poverty to decline with time. Although entrepreneurship is recognized as a driving force for development, acceptance does not guarantee the automatic progress of the area or the expansion of rural businesses. The effectiveness of policies that promote rural entrepreneurship, if they are well-defined and made in a conceptual framework, can help establish an environment conducive to entrepreneurial activities within rural areas (Petrin, [1992](#)).

Moreover, developing countries must shift towards a more environmentally conscious economy. The recognition of the entrepreneur's role in driving society towards that goal has increased. Current research on entrepreneurship has focused explicitly on the dynamic relationship between the environment and corporate issues. Notably, it discovers the vital part entrepreneurs and their industries play in promoting sustainable business and economic practices within the country.

It explores the significant role that entrepreneurs and their small to medium-sized enterprises assume in promoting a more sustainable business and economic framework.

In conclusion, entrepreneurship is essential for economic development, technical advancement, increased productivity, and the resuscitation of social and productive networks. Even though there are many definitions of entrepreneurship, it is critical to establish a conceptual framework to inform policies supporting entrepreneurship, especially in rural, less privileged, or relatively lesser-explored regions. Researchers have increasingly concentrated on the relationship between entrepreneurship and the environment since entrepreneurship has the potential to help create a more sustainable society and economy.

## Literature Review

Green entrepreneurship is an intentional decision entrepreneurs make to inculcate environmental goals into their daily business functions. The idea was first presented in the book by Berle ([1993](#)). "The Green Entrepreneur: Opportunities in business that can do both, save the planet with making money," the introduced term further elaborates the other related terms on topics such as recycling of used items, preservation of nature, and renewable energy implementation. The concept of green entrepreneurship has come from researchers as an option to mitigate the market failures expected during business life and for the welfare of all stakeholders through ethical and proper utilization of environmentally friendly opportunities.

Though the idea has been referred to in various ways by different researchers, including entrepreneurship, ecological entrepreneurship, and eco-capitalism, the central idea of green entrepreneurship is that it entails creating a company while showing consideration required within social and environmental aspects for both current and future. According to Greenleaf Management International, in 2002, the individuals who started such programs had to be creative, innovative, and willing to take calculated risks to succeed.

Three factors have been identified as being necessary for ecopreneurs to succeed: a conscious effort to change the direction and mode of operations of the company to reduce the usage of resources and shift towards sustainable approaches; a need for reliable ways to manage business tasks in sustainable and environment-friendly resource utilization; and a potential for small but innovative entrepreneurship innovative ideas.

Entrepreneurs, ecopreneurs, and green entrepreneurs are all terms used to describe people or organizations involved in such activities. In conclusion, green entrepreneurship has evolved into a diversified market-based approach for spotting chances to enhance life quality through ethical and environmental practices by enticing people with the necessary expertise and interest to create the means to make their hopes and aspirations a reality.

Anywhere, there are a variety of variables that affect entrepreneurial operations. These factors can present a difficulty or an opportunity, including the regulatory framework, legislative support, market circumstances, financial accessibility, and the production and transmission of information and technology.

According to Newton (2008), the main challenges that come across green entrepreneurship ideas include a lack of necessary regulations, resistance to changing from traditional habits to sustainable approaches, unwanted environmental conditions, and lack of intellectual property rights. In most sophisticated nations, the actions of governments and environmentally aware pressure groups provide a significant barrier to the growth of ecopreneurship in terms of onerous laws and regulations (Newton, 2008). Among other things, the difficulties associated with funding green entrepreneurs' inventions provide a significant barrier to the development of the idea (Pastakia, 1998).

According to Sinding (2000), these difficulties or obstacles can be categorized as institutional, organizational, and economic barriers. However, according to Post and Altman (2017), there are three types of barriers to the growth of ecopreneurship: compliance, market, and value-based. Compliance-based challenges are made from rules and regulations made through different agreements, likely through regional, national, and international agencies, while market-based challenges are perceived as alternatives to using regulatory measures to fight against environmental wrongdoing.

However, based on their respective geographic settings, urban and rural regions face various difficulties or obstructions to the growth of green entrepreneurship. Technology, expertise, government backing, and creativity are all missing in relatively less explored or rural regions, and the same may be said of financial hazards. On the other hand, competition, incentives, and more deficient knowledge of environmental consciousness are significant barriers in metropolitan areas. Innovation reticence is typical of both regions.

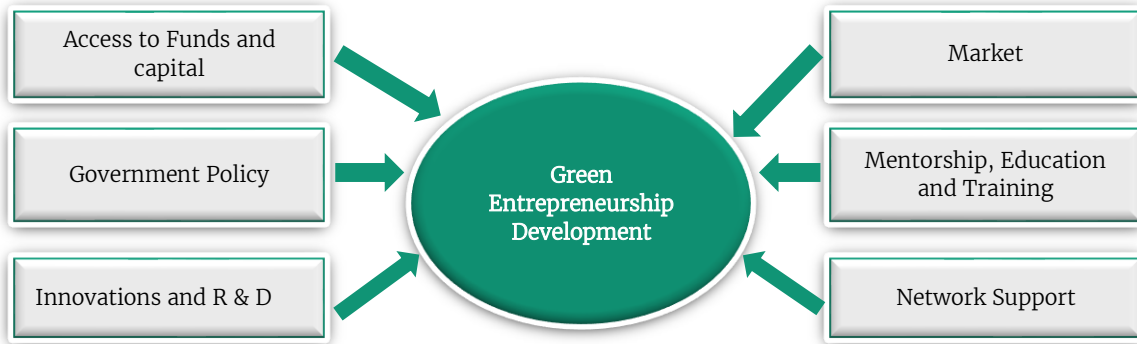
On the other hand, Bowen (2009) argued that the prospects for green entrepreneurship depend on several variables, not least the capacity to convert environmental concerns into beneficial green goods through wise strategic business planning and marketing. Along with the desire to take advantage of ecological possibilities as a purposeful activity that is motivated by feasibility and a sense of desirability, these opportunities are also favorable environmental circumstances that are under our control. According to Krueger Jr (1998), Green entrepreneurs may, therefore, use creativity, risk-taking, long-term visioning, and devotion to turn what may initially appear to be hurdles into possibilities as Krueger Jr (1998) asserted that the core of entrepreneurship is a vision that enables businesspeople to perceive possibilities that others have missed and to look beyond the constraints imposed by existing resources.

Although Pakistan's economy has grown steadily in recent years, there have not been enough employment opportunities, particularly for young people from less-developing areas just entering the workforce. Rural economies rely heavily on natural resources for activities like tourism, fishing, handicrafts, agriculture, and agro-processing, making them vulnerable to climate change and environmental degradation, complicating efforts to maintain a healthy national labor market. The general public and enterprises who may embrace and transform these concepts into commercial and economic activity should have access to research results and inventions. As an illustration, the Council for Scientific and Industrial Research (CSIR) researches creative approaches to enhance agricultural productivity and agro-processing.

In order to establish and upkeep an entrepreneurial ecosystem in Pakistan, which is essential for developing a strong economy that prioritizes green entrepreneurship activities, it is necessary to address the unique issues that each market presents to build such an ecosystem. However, strong regulations, funding, a robust market, inventions, research, mentoring, education, and training seem to be common elements in the most prosperous entrepreneurial ecosystems, according to the pertinent literature. Trade shows and eco-innovation exhibits might concentrate on creating functional relationships between important players and spreading knowledge and possibilities about green entrepreneurship. The state should also provide business organizations with opportunities for research and development (R&D) to encourage eco-innovation.



## Research Model



*Reference:* Prospects of Green Entrepreneurship as a driver for sustainable and inclusive economic growth in rural Pakistan

## Research Aim

The research aims to discover and explain the concept of sustainable and green entrepreneurial art and design projects in the eyes of artists and students in the design industry.

## Research Objectives

1. To find out the main factors that motivate art and design students to create sustainable and green entrepreneurial art and design projects.
2. To investigate the challenges faced by art and design students in conceiving and executing sustainable and green entrepreneurial art and design projects.
3. To investigate the impact of sustainable and green entrepreneurial art and design projects on society and the environment.
4. To examine the potential of sustainable and green entrepreneurial art and design projects for encouraging sustainability and green entrepreneurship.

## Research Questions

1. What are the main factors that motivate art and design students to conceive and execute sustainable and green entrepreneurial art and design projects?
2. What are the challenges faced by art and design students in conceiving and creating sustainable and green entrepreneurial art and design projects, and how to overcome these challenges?
3. What are the long-term impacts of art and design projects on society and the environment?
4. How can sustainable and green entrepreneurial art and design projects be utilized to promote sustainability and green entrepreneurship?

## Methodology

This study's exploratory character made us select an inductive, qualitative technique. The adaptability of qualitative research enables the researcher to examine the linked ideas of sustainable business more thoroughly (Farooq, Muhammad, & Mahmood, 2023; Patton, 1990). It is crucial to use a technique that captures the respondents' ideas and feelings to examine the multifaceted phenomenon of sustainable entrepreneurship thoroughly (Khan, Muhammad, & Waqar, 2023a, 2023b). Twelve seminars on the topic were held to help the students comprehend the notion of sustainable entrepreneurship (Creswell & Creswell, 2017). A total of 39 students participated in the study procedure. Later, students were given a thorough assignment to present a green entrepreneurial proposal with sustainability considerations. Thirty-nine students representing four distinct industries—fashion design, textile design, interior and architecture design, and graphic design—graduated from the final semester.

The major categories of sustainability for the top 8 projects were further examined. Each project examined one of the three major sustainable entrepreneurship issues (Creswell & Creswell, 2017). In addition, a case study research approach was applied in the current research. A case study is a broad term for investigating a person, organization, or phenomenon (Yin, 2018). A case study is, therefore, a

comprehensive description and examination of a specific occurrence; it describes the case and the events and how these features were discovered (Mesec & Lamovec, 1998). Mesec (1998). Mesec and Lamovec (1998) describe the case study research approach while integrating it into education: "A case study approach is a descriptive analysis of a case under research by discovering different variables used, structures applied, forms utilized, and the mode of interaction among the participants in the specific situation (theoretical purpose), or to check the performance of work in development" (Stake, 1995). The next part reviewed the findings from the top eight student projects and the sustainable ways to complete them.

## Analysis

### Project 1

Revival is a sustainable accessory brand that seeks to provide a wide range of recycled garment accessories. Revival is the brand's name since it aims to turn old items into fresh, trendy accessories. The objective of Revival is to encourage sustainable living by developing ecologically friendly goods.

### Sustainable and Green Entrepreneurship

The primary purpose is to produce high-quality, sustainable merchandise that encourages people to pick environmentally friendly alternatives over products made with dangerous components. The student made a concerted effort to recycle and repurpose garments that might otherwise wind up in the garbage. The initiative hopes to influence people's cultural choices and motivate them to live sustainably by promoting recycling and reuse.

While establishing this company, the amateur entrepreneur kept the economic and environmental aspects in mind. Using recycled materials reduces production costs, making the completed product more affordable for both the producer and the client, especially during times of economic crisis. The theme of the project's approach

is also culturally relevant. Clothing recycling is not a novel concept. Our grandmothers used to make table runners, pillowcases, bed sheets, blankets, comforters, blankets, and even children's clothing out of discarded clothes. By embracing these rituals, we may enhance our links to our culture while furthering sustainability. The entrepreneur wishes to urge individuals to live more sustainably and to reconsider their choices. It encourages people to make decisions that benefit the environment rather than harm it.

### Project 2

The technology, termed "Exchange Hub," aims to reduce the cost of new product development by enabling the exchange of commodities between people and businesses. Users may list any unwanted or unused things on the site, and other users can then offer to trade for them. The platform's versatility enables the exchange of a wide range of commodities, including fashion, electronics, furniture, and home products. The entrepreneur hopes to foster a sense of community while promoting sustainability by encouraging individuals to communicate and share resources. It provides a unique opportunity for individuals to trade in worn and obsolete items, reducing waste and promoting sustainable living.

### Sustainability and Green Entrepreneurship

The 6Rs, or the 6 Key Elements of Sustainability, are integrated into the Exchange Hub platform to encourage sustainability. These components include reducing demand, encouraging reuse, encouraging recycling, educating critical thinking, encouraging repair, and lobbying against single-use things. The platform promotes circular economy concepts and sustainable living by permitting the exchange of goods between individuals and businesses. The Exchange Hub platform also stimulates contacts and resource sharing, which promotes community growth.

Economically, the Exchange Hub business approach is viable and sustainable. The site's commission-based business model ensures that it profits from each transaction. The online format of the platform saves overhead expenses by eliminating the need for physical storefronts, inventory management, and personnel costs. As it grows, the Exchange Hub will be in an excellent position to capture a large portion of the market





for sustainable living approaches. The firm model is scalable, allowing for easy growth into other areas and ensuring long-term survival.

The Exchange Hub business approach, particularly in the Pakistani setting, offers significant potential to foster cultural and communal growth. It can do so, for example, by encouraging community involvement. The website allows users to meet individuals in their area and exchange products, which may foster a sense of community and encourage users to interact more with one another. The Exchange Hub also enables people to reuse and exchange things instead of throwing them away, which helps to advance the cause of sustainable living. This might lead to a better knowledge of the importance of sustainable living among Pakistani communities. Another way the platform can give back to the community is by supporting local companies. The Exchange Hub may assist in promoting local businesses and boost the local economy by providing a platform for local firms to sell their products and reach a larger audience. The platform may also assist in preserving cultural heritage by providing a venue for individuals to trade and share antiques and other cultural artifacts. This might help to protect and promote the cultural legacy of the Pakistani population.

Individuals may be able to exchange traditional handicrafts, clothing, and other things that are difficult to get elsewhere using the Exchange Hub platform. Pakistan has a diverse cultural heritage. This might open a market for regional artists and craftspeople while protecting and supporting traditional practices. The Exchange Hub has the power to impact cultural preservation and social growth in Pakistan significantly.

### Project 3

It is proposed that an iron driven by rechargeable batteries be developed to give a viable solution for travelers and tourists. The program aims to create a brand emphasizing reliability, affordability, and sustainability. The idea is to provide a greener alternative to traditional irons that rely on energy sources such as electricity and gas.

The objective is to create a product that meets the client's needs and promotes environmental sustainability. This technology contributes to sustainable living goals by reducing dependency on nonrenewable energy sources. The product's rechargeable batteries also ensure that it will not generate trash or pollution.

This effort's purpose extends beyond the production of a single item. The goal is to create a brand associated with dependability, affordability, and environmental friendliness. The corporation may encourage responsible consumption and people to adopt more sustainable lives by doing so.

While achieving these goals, the project seeks to enhance the economy. The initiative may boost economic growth and development by providing work opportunities to more than 20 people. Expanding the firm into other countries may also help open new markets and development opportunities. The central concept of this effort is to promote social and economic growth while encouraging sustainability.

### Sustainability and Green Entrepreneurship

The recommended design of a rechargeable battery-powered iron is environmentally beneficial since it consumes the fewest natural resources and energy. By using rechargeable batteries, the gadget fosters resource conservation and lowers waste. The product's design also reduces the use of toxic materials during manufacture, encouraging environmental sustainability even further.

The battery-operated iron is widely accepted since it corresponds to society's values and customs. Customers like the item because it is a safer and more practical alternative to traditional irons.

### Project 4

The term "biophilic design" refers to a design concept that focuses on creating atmospheric changes in interior spaces to help people feel physically and intellectually comfortable. As natural spaces decrease in our modern culture, residents of large cities are increasingly drawn to places that give a stronger connection to nature. The concept of "biophilia," or "love for life and living systems," aims to solve this

issue by incorporating nature into the design of livable environments. This design strategy combines objects that symbolize nature from the outside to the inside to create a sensory environment where people may discover comfort, health, and relaxation via their relationship with nature. Biophilic design generally seeks to create environments that promote human well-being while fostering a stronger connection with the natural world.

### **Sustainability and Green Entrepreneurship**

Businesses could profit substantially from biophilic design, incorporating natural elements into interior surroundings. To begin with, studies have shown that these workplace design elements may promote productivity, reduce absenteeism and employee churn, and increase job satisfaction, all of which can improve corporate results. When biophilic design is applied to create a work environment that supports physical and mental health, worker productivity and job happiness may rise. Biophilic design has the potential to boost productivity while decreasing expenses. A biophilic design can save operating costs by integrating energy-efficient lighting and HVAC systems with sustainable materials. Improved air quality is another advantage of biophilic design, which may result in a healthier workplace and fewer employee absenteeism and medical expenditures.

A biophilic design may also help a company's brand awareness and attract clients who care about the environment. Consumers are becoming more environmentally concerned and attracted to businesses that work with sustainable ideas. Businesses may demonstrate their commitment to sustainability by utilizing biophilic design, increasing their brand's appeal to customers.

Although investing in a biophilic design may be more expensive in the short term, it may pay off in the long run by enhancing brand reputation, increasing employee retention, and lowering energy and maintenance expenses. Finally, incorporating biophilic design may give a range of benefits for companies, including higher output, cost savings, improved brand awareness, and long-term value.

### **Project 5**

The entrepreneur aims to establish a business that prioritizes affordability and sustainability. In light of this, a novel idea for implementing a market-based renewal and exchange policy based on the clothesline is devised. This guideline will keep customers up to date on the latest fashion trends while eliminating fabric and financial waste. The entrepreneur wishes to develop an online corporation using several social media channels to carry out the plan. Furthermore, it promises to create a small-town office where we can get to know our clients and learn about their needs and preferences.

The initiative aims to develop a new market branding to revolutionize the garment industry. By staying current with fashion trends and making high-quality things on a small budget, I hope to attract a diverse clientele looking for sustainable and cost-effective solutions. It focuses on using ecologically friendly materials and production practices to assist the amateur entrepreneur in achieving this goal. Doing so can help to conserve our environment while still providing fashionable things at reasonable prices to my customers.

The initiative plans would benefit our clients and improve the industry's usage of sustainable fashion trends. The ultimate goal is to develop a profitable, environmentally responsible firm that has a positive impact on the community.

### **Sustainability and Green Entrepreneurship**

In order to build a sustainable organization, it is critical to consider the consequences on human welfare, society, the economy, and the environment. Rethink is an essential stage in this project because it challenges us to rethink the expectations throughout the garment recycling process and question ourselves if we need a specific item. To eliminate waste, designers then extensively examine the techniques and materials employed. Refuse is an essential step since it is a reminder to limit waste in general.

The final procedure, repair, entails thoroughly evaluating the finished product to ensure it meets our sustainability goals. These recommendations may assist us in developing a successful, long-lasting



organization that meets the needs of all stakeholders. All investments have been thoroughly evaluated and made sustainable. The project will be able to satisfy our demands by utilizing recycled textiles and resources, and it studies details about the required investment, cash flow, competition, target market, commodities, and services to ensure that our firm plan is both financially possible and sustainable. According to the entrepreneur, this business plan meets the needs of our community and society while simultaneously reflecting the cultural peculiarities of our country.

The strategy promotes ecologically friendly clothing and cultural practices in our country, particularly among women who want to look fashionable while saving money. We can improve recycling knowledge and benefit our community and the environment by persuading people to reduce garbage. We can build a stronger community by addressing citizens' concerns and empowering them to make better decisions. Finally, we may contribute to building a more robust and sustainable Pakistan by supporting sustainable fashion and culture.

## Project 6

A business plan is a thorough document that defines an organization's goals and ambitions. The project includes a comprehensive marketing strategy that will act as a road map for advertising the company's goods and services. It will employ recycled fabrics to manufacture middle-class handbags following the business approach. Old slacks, t-shirts, and curtains are just a few examples of materials that may be utilized to create a versatile tote purse. They may be made in various shapes, sizes, and handles to be attractive and functional. Recycling materials to produce handbags is an excellent way to promote green design and reduce waste.

The business plan is a live document reviewed and revised regularly to reflect the organization's progress in meeting its goals. It also includes strategies for adapting to changing market conditions and capturing new opportunities. As a company that provides one-of-a-kind financial solutions, the entrepreneur leverages an extensive network of contacts, in-depth experience, and a success-driven mindset. It promises to work hard to give exceptional value to customers to assist them in meeting their financial goals and objectives.

The business plan is designed for a well-established company that wishes to move its focus to a new area. The initiative anticipates that a growing clientele of eco-conscious buyers will be lured to our recycled cloth handbags. By encouraging sustainable design practices, the project wants to positively impact the environment and inspire others to live more sustainably. According to the entrepreneur, the goal is to be known as a trustworthy and imaginative firm that provides consumers with high-quality, cost-effective items that meet their needs.

## Sustainability and Green Entrepreneurship

To ensure your firm is lucrative, one must consider moral and ecologically sustainable production processes. Collaboration with fair trade craftspeople or using renewable energy sources might help. These measures may help the company differentiate itself from competitors and attract clients who value social responsibility and sustainability.

The viability of a business initiative should be assessed by conducting an economic scan of the local, national, and worldwide business ecosystems, as well as the region in which the operation would be based. This should include quantifying and identifying expected economic advantages, cost and benefit evaluations, upfront starting expenditures, market penetration, predicted revenues, anticipated cash flows, return on investment, and payback duration. Economic feasibility refers to a project or business venture's ability to generate enough money to cover its expenditures while providing an adequate return on investment. It comprises analyzing the advantages and downsides of a project, the costs of materials, labor, and equipment needed, and predicted sales or other income streams. Experiment with different styles, colors, and patterns to make the handbags stand out on the market. Consider experimenting with different handles and closures to get a one-of-a-kind appearance. The product's eco-friendliness should be highlighted in marketing and branding efforts since this may attract clients who are passionate about sustainability.



Economic sustainability reduces a company or nation's negative environmental, social, and cultural impacts while supporting long-term economic development. Working with local customs is critical while conducting business in another country. Economic sustainability requires striking a balance between economic growth, profit-making, and societal and environmental repercussions. Starting with resources from nearby thrift stores or asking friends and family for any old clothes they no longer require is a low-cost way to develop creative patterns. Promoting the eco-friendliness of handbags is critical for attracting buyers who are growing more ecologically conscious. Creating a social media presence and conducting business online can help us reach a broader audience.

In addition to the apparent benefits of a healthy work environment, such as higher worker morale, customer loyalty, and business reputation, it is critical to consider the less visible ones. Companies, for example, may enhance the planet's overall status and important aspects of their operations, such as customer proclivity to purchase their goods, by implementing eco-friendly practices. Environmental forces can affect working circumstances as well as exporting things and acquiring necessary supplies.

### **Project 7**

The entrepreneur's strategy aims to push the market to use natural colors. Natural colors have several advantages over synthetic dyes, including biodegradability, non-toxicity, and non-allergenic properties. Natural dyes have a lower environmental impact than synthetic colors since they do not employ toxic chemicals in the dyeing and finishing steps. Natural hues are also healthier for our skin and may make our houses seem more relaxing and renewing. Natural dyes' rich, subtle hues add to their visual appeal. It can achieve two aims by fostering natural dyes: supporting sustainable rural enterprises and environmental rehabilitation. This plan is consistent with reducing the negative environmental consequences of the textile sector and supporting sustainable practices.

By employing natural colors, we can reduce the harm caused by synthetic dyes and support more ecologically responsible business practices. The initiative is committed to providing high-quality products that look great and promote environmentally friendly and sustainable practices. This will significantly help us take steps toward a better, more sustainable future by employing natural dyes in our products.

### **Sustainability and Green Entrepreneurship**

Color constancy is crucial for preserving a product's high-quality perception; hence, dye producers must adhere to exact color quality control protocols that employ spectrophotometers at every stage of the manufacturing process. Natural dyes are frequently more expensive than synthetic dyes because they contain less color—on average, less than 2%—than synthetic dyes, which include more than 90% color. As a result, natural dyes are more expensive since significantly more natural material is required to generate the same amount of color as synthetic dyes.

Financial sustainability involves activities that promote an entrepreneur's initiative's long-term economic growth while limiting its operations' environmental, social, and cultural implications. The project aims to run under the cultural values and ideals of the communities with whom the initiator collaborates. Because we live in a digital age when smart items are increasingly vital, incorporating smart technology into daily wear is a wise business approach. Nanotechnology is expected to be used more frequently in smart technology in the near future. Natural resources must be restored since we are depleting them and critically need them to safeguard the environment in the modern world.

### **Project 8**

Individuals with disabilities encounter unique challenges in their daily lives. They may frequently feel discouraged as a result of how society perceives them. Furthermore, they may lack access to occupations that would allow them to sustain themselves financially and earn a living. It is critical to develop a good, inclusive society to guarantee that everyone has an opportunity to thrive. As a result, our organization is devoted to providing a workplace specifically designed for persons with physical restrictions. The purpose of this workstation is to present them with an environment that encourages strength and hope. The initiative has given considerable thought to our venues' interior design to fulfill our target demographic's



distinctive demands. Furthermore, we are committed to promoting disability rights, diversity, and accessibility in our workplace and the community.

### Sustainability and Green Entrepreneurship

Using plant treatment walls is a distinctive and cutting-edge feature that sets the project apart from competitors. These walls offer a tranquil ambiance and enhance indoor air quality by filtering pollutants and toxins and minimizing the workplace's carbon footprint. Numerous research studies have demonstrated plants' efficacy in purifying the air, making this a viable and sustainable solution to indoor air pollution. In addition to the plant treatment walls, the project prioritizes energy savings and sustainability by utilizing LED lighting and energy-efficient heating and cooling systems. These steps reduce the office's carbon footprint but also assist in saving money, making the project financially feasible in the long run.

The approach also promotes diversity and inclusion by providing disabled people access to a friendly workplace. This helps establish a community feeling and may attract a committed customer who values variety and inclusivity.

Using eco-friendly and locally sourced products and commodities benefits the local economy and assists local businesses. This method adheres to the principles of social entrepreneurship, which emphasize both beneficial social and environmental impact and long-term financial sustainability. The program is an innovative and one-of-a-kind approach to promote sustainability, diversity, and community building while improving green skills.

### Discussion

According to the study conducted by Sung and Park (2018), there are various reasons why art and design students should build ecologically friendly and sustainable entrepreneurial art and design ventures. The intention to give a positive and sustainable mark on the environment and society is an essential component (Crul & Diehl, 2006; Pirzada, Muhammad, & Mahmood, 2022). Students stressed the need to apply their knowledge to create art and design that is both socially and environmentally responsible. As more firms emphasize sustainability, many students thought that implementing sustainable and green projects would help them stand out in a congested job.

However, the study discovered that it may be challenging for art and design students to devise and implement ecologically beneficial art and design projects (McDonough & Braungart, 2013). One of the most serious issues they face is a lack of materials and resources. Sustainable projects may be challenging for students with limited resources to design since sustainable and eco-friendly materials are sometimes more expensive and difficult to obtain than traditional materials. Another issue is the scarcity of sustainable and green practice education and training, which may lead students to believe they are unprepared to establish projects that meet their sustainability goals. (Patten, 2016).

The study revealed significant benefits of entrepreneurial sustainable and green art and design projects on society and the environment (Turner, 2004). Regarding society, these projects frequently promote awareness of environmental issues and inspire others to take action. They may also present economic opportunities through environmentally friendly businesses and sustainable items. Green and sustainable activities have the potential to enhance the environment by reducing waste and pollution, conserving natural resources, and promoting biodiversity (Crul & Diehl, 2006).

The study also emphasizes the possibility of green and sustainable business art and design projects to improve sustainability and green entrepreneurship (Khan, Khan, & Khan, 2022). Many students wanted to build concepts that could create viable enterprises or goods. Furthermore, the research reveals that art and design students' creative and inventive approaches might lead to fresh and exciting solutions to sustainability concerns (McDonough & Braungart, 2013).

### Conclusion

In Pakistan, various significant stakeholders are involved in developing and promoting green entrepreneurship, including governments and agencies, non-governmental organizations, enterprises,

and citizen or civic advocacy organizations. Supporting institutions and creative initiatives can drive changes and thoroughly assist talented people or groups in promoting green entrepreneurship growth. The role of the government must be critical in designing and executing policies and initiatives that foster green entrepreneurship. Entrepreneurship thrives better in rural places where the "bottom-up" and "top-down" methods complement each other. The "Top-Down method can be beneficial when suited to the local environment it seeks to promote, but the "bottom-up" approach needs local community members to retain ownership of the program. Many private people and groups in rural Pakistan are involved in ecopreneurship, notably in agro-processing and agriculture-related industries. Green entrepreneurship should be promoted in Pakistan by cultivating a green entrepreneurship culture and raising awareness among rural youth about environmentally friendly company concepts. It is also vital to create an enabling environment that supports and encourages green investments and entrepreneurship and to help new and rising entrepreneurs by providing business development services and other financial and technical support programs for green firms. It is imperative to divert the thought process of the entrepreneurs and researchers toward the new ways embraced with green entrepreneurship and such technologies to promote green entrepreneurship and such activities in Pakistan.

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