

ABSTRACT

The healthy environment is a vital element for human development and entrepreneurship is a vital element for the economic development of a country. Businesses are built to solve human problems but harmful business practices are neglecting humans and putting the environment at risk as well and that is why it is necessary for businesses to consider the impacts of their business operations on the environment, this lead to the concept of green entrepreneurship. Harmful business practices polluting the environment and demanding the need to adapt green practices in a businesses to save the planet. Nowadays Pakistan is facing serious environmental problems which impact negatively in our surroundings. Businesses are being careless, do not properly dump their waste, polluting the environment and do not use and adapt eco-friendly products and processes respectively. There is need to overcome this problem by taking a step towards greener practices because it is becoming a common practice of businesses using unrecyclable packaging on daily basis without realizing its environmental consequences. This paper reflects what are the influential factors affecting green entrepreneurial practices in context of Hyderabad Pakistan and to recognise the severity of identified factors; a Risk Assessment Matrix has been developed in this research and later the recommendations would be given to reduce the risk. To develop a matrix, small scale businesses are surveying to understand factors which are affecting in adapting green entrepreneurial practices and consumers are surveying to know their preferences towards buying eco-friendly products. This research is following quantitative approach by using a tool of structured questionnaire and SPSS software is used for data evaluation. The results show that Government took some initiatives towards clean and green Pakistan but few businesses could incorporate with this program and faced challenges in adapting green practices. Consumers have awareness of green products but show less preference towards buying eco-friendly products because of less availability of products in the market. Lack of awareness, motivation and resource prevent small businesses to adapt green practices. Long term benefits turned out to be the most critical factor followed by others that mostly businesses ignore in short run. Matrix shows that ignoring this

factor can pose serious threat to businesses that can't be realized immediately but rather the cost of it, would have to pay in future in term of climate changes. In this research conceptual development has been proposed to support sustainable businesses and conceptualizing value that specifically introduces new opportunities towards economic stability.

Key Words: Green entrepreneurship, Risk Assessment Matrix, Small business, Pakistan.