

Manuscript ID:
TIJCMBLIR-2026-030251

Volume: 3

Issue: 2

Month: April

Year: 2026

E-ISSN: 3065-9191

Submitted: 18 Mar. 2026

Revised: 22 Mar. 2026

Accepted: 20 April 2026

Published: 30 April 2026

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DOI: 10.5281/zenodo.20325790

DOI Link:
<https://doi.org/10.5281/zenodo.20325790>



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A Study on the Role of Creative Innovation in Developing Environmentally Sustainable Startup Ecosystems in India

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Abstract

Recent years have witnessed a rapid expansion of India's startup ecosystem. This expansion brings fresh possibilities for innovation, job creation, and economic progress. Concurrently, growing environmental concerns elevated the importance of sustainable business approaches around the same period. Central to this investigation is an examination of how creative innovation contributes to the development of environmentally sustainable startup networks across India. Specifically, the research looks at how newly established businesses embrace eco-conscious technologies, environmentally friendly operational frameworks, and inventive methodologies. Their objective involves lowering ecological footprints while sustaining commercial expansion. Additionally, the study considers governmental programs, technological shifts, and public awareness levels. These elements significantly shape sustainable entrepreneurial activity. Secondary information drawn from official government documents, peer-reviewed research, industry publications, and startup records informed this analysis. Key patterns, prospects, and obstacles confronting green-oriented startups throughout India are identified herein. Stated simply, inventive creativity serves a crucial function. Resource efficiency receives a boost. Environmentally responsible production gets encouraged. Enduring commercial sustainability strengthens as well. Concluding this work, useful guidance emerges for business founders, funding entities, and policy shapers who champion green entrepreneurship within India.

Keywords: Creative Innovation, Sustainable Startups, Green Entrepreneurship, Environmental Sustainability, Indian Startup Ecosystem

Introduction

India now ranks among the world's fastest-rising startup destinations. Technological progress fuels this ascent. Digital change accelerates it. Entrepreneurial enthusiasm adds further momentum. However, alongside economic expansion, environmental sustainability emerged as a pressing issue for corporations and government officials. This wasn't always the prevailing view. Reflect on this reality: pollution, waste accumulation, and natural resource exhaustion place mounting pressure on companies as industries enlarge. Environmentally responsible operations become necessary. Within this shifting commercial landscape, newer companies increasingly deploy creative innovation. Environmentally sustainable business frameworks get built. Eco-conscious models also take shape. Green-focused enterprises operating in renewable power, refuse management, electric transport, and biodegradable wrapping are attracting considerable notice across India. Government efforts such as Startup India, combined with various environment-centered sustainability rules, previously encouraged eco-aware entrepreneurship. Despite favorable conditions, sustainability-oriented enterprises encounter genuine obstacles. Financial resources remain scarce. Technical hurdles persist. Marketplace rivalry stays fierce. Public understanding of environmental issues lags behind. Numerous early-phase companies find it difficult to reconcile profitability with ecological responsibility. This paper seeks to understand how creative innovation supports the expansion of environmentally sustainable startup networks within India. Principal opportunities alongside difficulties tied to green entrepreneurship will receive attention as well.

Objectives of the Study

Objective 1: To examine the role of creative innovation in developing environmentally sustainable startup ecosystems in India.

Objective 2: To identify the major challenges and opportunities faced by eco-friendly startups in India.

Objective 3: To suggest strategies for promoting sustainable entrepreneurship and green business practices in the Indian startup ecosystem.

How to Cite this Article:

Mutha, S. R., & Patare, G. R. (2026). A Study on the Role of Creative Innovation in Developing Environmentally Sustainable Startup Ecosystems in India. *The International Journal of Commerce Management and Business Law in International Research*, 3(2), 281–284. <https://doi.org/10.5281/zenodo.20325790>

Research Methodology

A secondary data-driven approach characterizes this investigation. How effectively do environmentally sustainable startup networks operate throughout India? This query directs the entire inquiry. Rather than gathering primary information through direct field surveys, the research depends on pre-existing materials. Reliable origins encompass government documentation. Scholarly articles hold value. Annual performance records tracking environmentally sustainable startup systems provide beneficial data. Established startup databases contribute supplementary perspectives. Through this material, the research assesses critical measures. Funding patterns rank high. Innovation approaches come next. Green business integration receives scrutiny. Ecological performance garners attention. Sustainable business infrastructure usage also gets evaluated. Collectively, these measures support performance assessment among chosen eco-conscious enterprises.

Standard statistical techniques were employed to make sense of the collected information. Observable patterns, variations, and performance deficiencies across environmentally sustainable startup networks throughout India became apparent via this procedure. Alongside numerical examination, perspectives from applicable academic literature and regulatory structures received consideration. A more profound comprehension of the results developed. Their consequences for market effectiveness and ecological well-being grew clearer. Admittedly, the investigation depends on trustworthy published resources. Nevertheless, the analysis confronts constraints. Accessible secondary information does not always provide full coverage. Detailed or current records occasionally prove scarce. Verification of authenticity received careful attention. Precision and pertinence remained intact. Regardless of these restrictions, this methodological framework stays economically viable. Comprehensiveness characterizes it as well. Recognizing strengths and opportunities for improvement regarding the operation of environmentally sustainable startup networks in India becomes achievable through this groundwork.

Definitions of Key Concepts

Creative Innovation

It describes the method of generating novel concepts, technologies, products, or commercial approaches. Such developments enhance effectiveness. Additionally, they address pre-existing issues through original means.

Sustainable Startup

A sustainable startup represents a commercial undertaking. It prioritizes enduring economic expansion. Simultaneously, adverse ecological and societal consequences receive minimization.

Green Entrepreneurship

Green entrepreneurship means founding enterprises. Those enterprises advance ecological protection. Eco-

friendly goods, services, or operational methods serve as their mechanism.

Startup Ecosystem

A startup ecosystem constitutes an interconnected system. Entrepreneurs belong within it. Investors form part of it. Institutions, regulations, and assistance frameworks also play roles. Collectively, these components enable startups to develop and prosper.

Environmental Sustainability

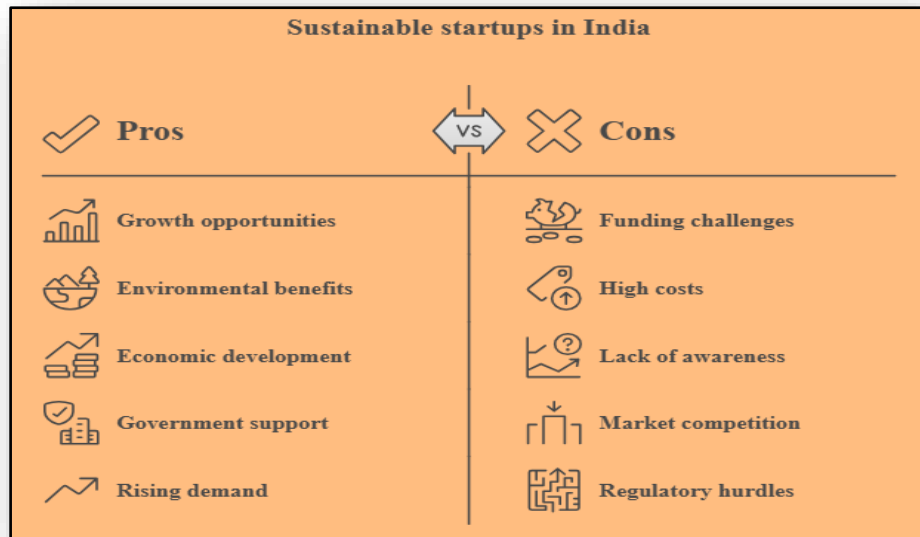
Environmental sustainability denotes responsible utilization of natural assets. Current requirements get satisfied through this approach. Future generations should experience no harm. Their capacity to fulfill their own requirements ought to stay preserved.

Theoretical Framework

Two principal foundations support this investigation. Innovation Theory provides one pillar. Sustainable Development Theory supplies the other. Innovation Theory clarifies how inventiveness, technological tools, and fresh commercial concepts assist emerging enterprises in securing competitive edges. Operational effectiveness likewise experiences improvement. Sustainable Development Theory emphasizes a different aspect. Harmonizing economic advancement with ecological safeguarding holds importance. Social accountability carries weight too. The framework additionally incorporates the Triple Bottom Line perspective. Financial gain, human welfare, and planetary health constitute essential dimensions of responsible commerce. These theoretical viewpoints clarify something significant. Creative innovation allows newer companies to embrace environmentally conscious methods. Resource utilization improves. Progress toward environmentally sustainable startup networks within India advances consequently.

Pros and Cons

Environmental sustainability-focused startups operating within India face numerous difficulties. The path lacks simplicity. Restricted entry to green funding harms them. Elevated technology expenses generate complications. Insufficient public awareness continues. Fierce marketplace competition provides no relief. Regulatory adherence affects operational effectiveness. Infrastructure constraints introduce further complications. Conversely, the sector presents substantial growth prospects. Increasing ecological consciousness proves beneficial. Government backing for environmentally focused enterprises exists. Demand for sustainable merchandise keeps climbing. Developments in renewable power open fresh opportunities. Electric transportation unlocks doors. Waste repurposing technologies supply answers. Digital platforms offer extra routes. Through suitable inventiveness and deliberate preparation, sustainable startups can make meaningful contributions. Ecological protection gains advantages. Economic advancement within India likewise profits.



Explanation of Objectives

Objective 1: To examine the role of creative innovation in developing environmentally sustainable startup ecosystems in India

Creative innovation assumes a substantial function. In what manner? It assists newer companies in diminishing ecological effects. Business effectiveness concurrently experiences enhancement. Numerous Indian startups embrace renewable power solutions. Compostable wrapping appears throughout the marketplace. Waste repurposing technologies see routine implementation. Sustainable development receives support through all these measures. Reports concerning Indian green entrepreneurship reveal an encouraging pattern. Increasing financial allocations flow toward clean technology. Sustainable merchandise draws greater investment. Inventive operational frameworks help startups lower production expenses. Ecologically mindful consumers find these emerging companies appealing. These patterns indicate something obvious. Inventiveness and innovation are growing essential. Constructing sustainable startup networks within India depends upon them.

Objective 2: To identify the major challenges and opportunities faced by eco-friendly startups in India

Financial obstacles frequently strike eco-conscious startups during their initial phases. Technological hurdles likewise generate difficulties. The early stages of commercial development feel especially challenging. Elevated operational expenses decelerate everything. Constrained investor confidence introduces additional drag. Marketplace understanding regarding sustainable merchandise? Various regions throughout India still see developing awareness. However, rising ecological concerns recently altered the situation. Government regulations that encourage environmentally focused enterprises created advantageous conditions. Industry accounts emphasize increasing demand. Electric vehicles sell

more units. Renewable power broadens its reach. Eco-conscious consumer items gain acceptance. Considerable potential for sustainable entrepreneurship currently exists throughout the Indian marketplace.

Objective 3: To suggest strategies for promoting sustainable entrepreneurship and green business practices in the Indian startup ecosystem

Enhanced cooperation stands necessary. Government bodies must coordinate their efforts. Investment entities ought to combine forces. Startup founders cannot succeed independently. Regulations supporting green innovation will assist. Tax advantages create differences. Simpler funding access supports eco-conscious startups. Entrepreneurs need to allocate resources toward research as well. Technology integration holds importance. Environmentally responsible supply chain supervision enhances business results. Digital marketing raises consumer approval of green goods. Environmental education initiatives accomplish comparable outcomes. Research indicates an intriguing tendency. Startups that weave sustainability into their fundamental business approaches realize stronger lasting expansion. Superior market positioning follows.

Conclusion

A significant factor surfaced. Creative innovation currently propels expansion within environmentally sustainable startup networks throughout India. Sustainable startups assist in tackling ecological challenges. Eco-friendly goods get introduced. Clean technologies see deployment. Responsible operational methods receive implementation. Indeed, these emerging companies confront difficulties. Financial constraints exist. Marketplace competition stays demanding. Technological barriers continue. Nevertheless, public awareness keeps climbing. Government support supplies meaningful growth possibilities. This investigation emphasizes several fundamentals. Innovation holds importance. Deliberate planning

holds importance. Sustainability-centered operational frameworks hold importance too. Lasting success depends upon all three components. Reinforcing green entrepreneurship will aid ecological protection. Employment generation profits. Economic advancement proceeds ahead. Entrepreneurs, investors, and policy shapers may utilize these conclusions. Fostering a more sustainable and inventive startup network throughout India becomes attainable via their actions.

Futuristic Approach

Modern sustainability-focused startups throughout India increasingly deploy advanced technologies. Artificial intelligence propels transformation. Cloud computing facilitates new functionalities. Intelligent energy systems cut waste. Data analytics sharpens decision-making. Digital platforms assist enterprises in lowering operational waste. Energy consumption receives effective monitoring. Connection with environmentally aware consumers occurs too. Numerous early-phase enterprises presently embrace circular economy frameworks. Recycling receives encouragement. Reuse becomes typical practice. Sustainable manufacturing methods take hold. Social media platforms bolster green branding. E-commerce systems deepen customer involvement. These contemporary strategies enhance effectiveness. Ecological footprint diminishes. Lasting sustainability of startup enterprises throughout India grows stronger consequently.

Suggestions and Recommendations

Greater financial backing ought to come from government agencies for environmentally sustainable startups. Policy support carries equal weight. Startups need to allocate resources toward creative innovation. Eco-conscious technologies merit attention. Operational effectiveness will experience improvement. Educational institutions should advance green entrepreneurship. Sustainability-concentrated business training curricula require creation. Investors need to support sustainable operational frameworks. Expanding funding possibilities for green startups will prove helpful. Startups themselves must build public awareness. People must grasp the ecological advantages of sustainable goods. Social benefits carry significance. Service enhancements likewise count.

Acknowledgment

I would like to express my sincere gratitude to all those who contributed to the successful completion of this research paper titled “A Study on the Role of Creative Innovation in Developing Environmentally Sustainable Startup Ecosystems in India.”

First and foremost, I extend my heartfelt thanks to my guide, **Dr. Ganesh R. Patare**, for his valuable guidance, continuous encouragement, and expert suggestions throughout the research work.

Financial support and sponsorship

Nil.

Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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