

Exploring Institutional dynamics of Green Entrepreneurship for a GloCal ESG effect

Analysis of institutions, processes and systems for stakeholder participation

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Focus of Deliberation

- **Focus on commons – air, water, biodiversity, climate -all at threat – spares no one**
- **Problem is such that building a bridge with the people –urgent need**
- **Can the Culprits become Custodians? What about sustaining the initiative**
- **Time to recognize myriads of innovative action on social and institutional innovation**
- **Social innovation needs public disciplining on access benefit sharing**
- **Environmental leader with mass followings – Harnessed green goods & services**
- **localized action -> global sensation = Chipko, Appiko...**
- **There is a lot of trade off in dealing with commons – Listen to the people**

The way to involve people in any green initiative

- Don't run a ferry service, build a Bridge Instead -> Social Engineering
- Solution driven principle ----> Focussing of solving local problems
- understand and co-build the solution → Sustainability
- Hardcoding decision making ---> Hardcode Information generation and information sharing with people
- Demystify environmental indicators – bottom up, ownership to public--> better compliance and cost reduction of audits.
- **Inclusion, Diversity and Equity**

Designing Green Projects for GloCal ESG effect

- Clarity on **overall outcome and impact timeline**- Env projects have **long gestations**
- **A clear Pre-project implementation time & Fund –Plan better and...prepare people first**
- **M&E and knowledge management fund – Share finding to cross check and co-build**
- **Need to keep a clear provision for Exit Protocol**
- **Be flexible to evolve- Socio-environmental projects are complex:**
 - **Overall project outcome and KPIs** were set during project start
 - **Concretely set** component wise **KPIs** by **Mid-term**
 - Budget to be reallocated accordingly in Mid term.

Catalyse a Collaborative Ecosystem for Generating Green Economy

Keep Public at the Centre of Change

Foster a collaborative partnership among

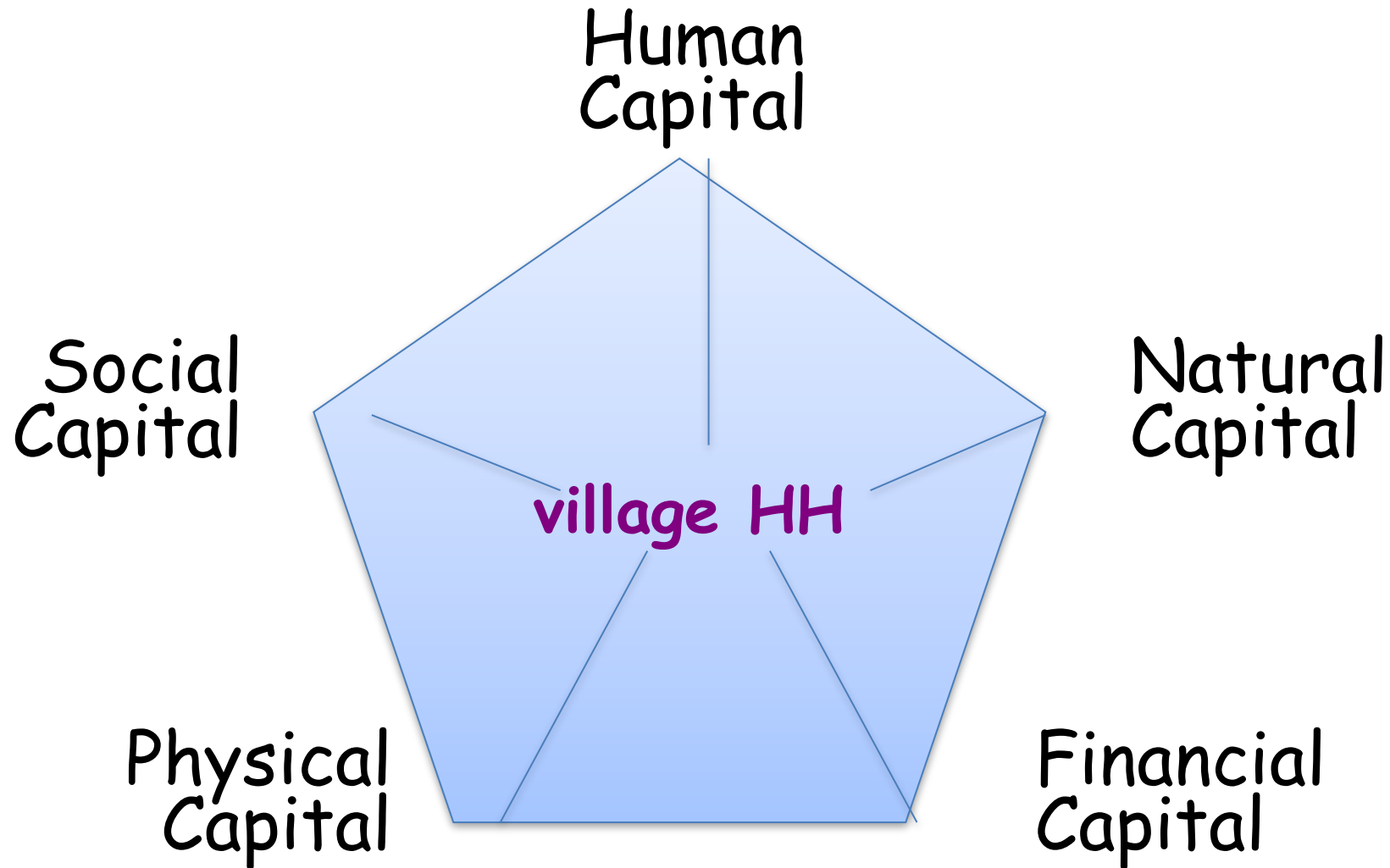
- (1) Government
- (2) Corporate Sector
- (3) Civil Society Organisations
- (4) Capital Market
- (5) Knowledge Institutions



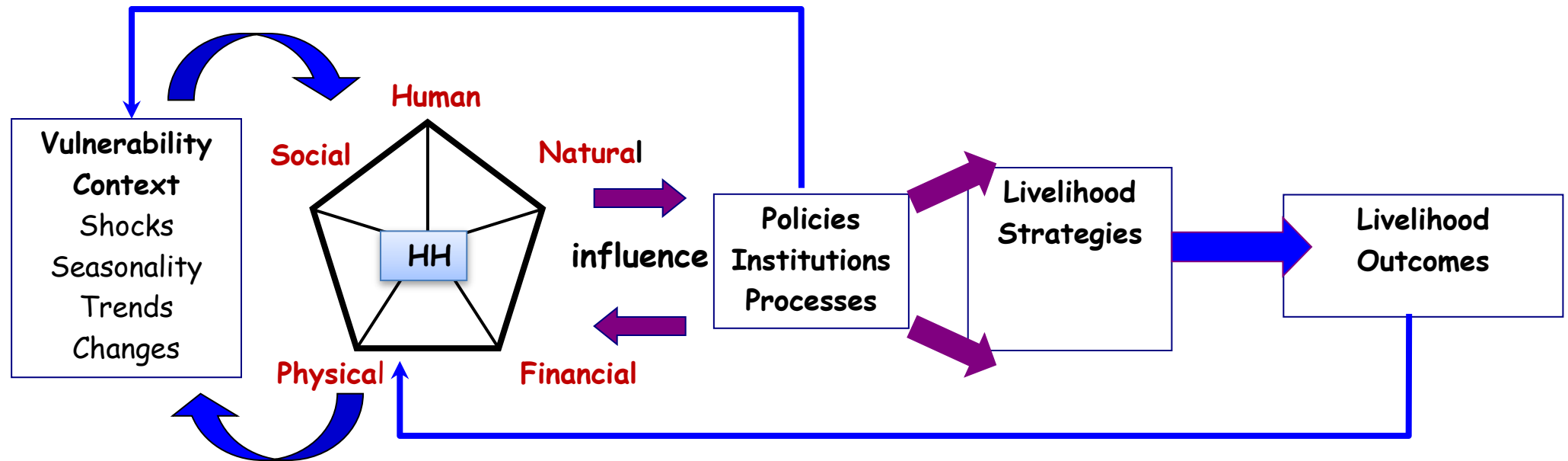
Collaboration role of Green Entrepreneur

Natural Capital & other Livelihoods

assets Why it is important to consult people?



Sustainable Livelihoods Framework

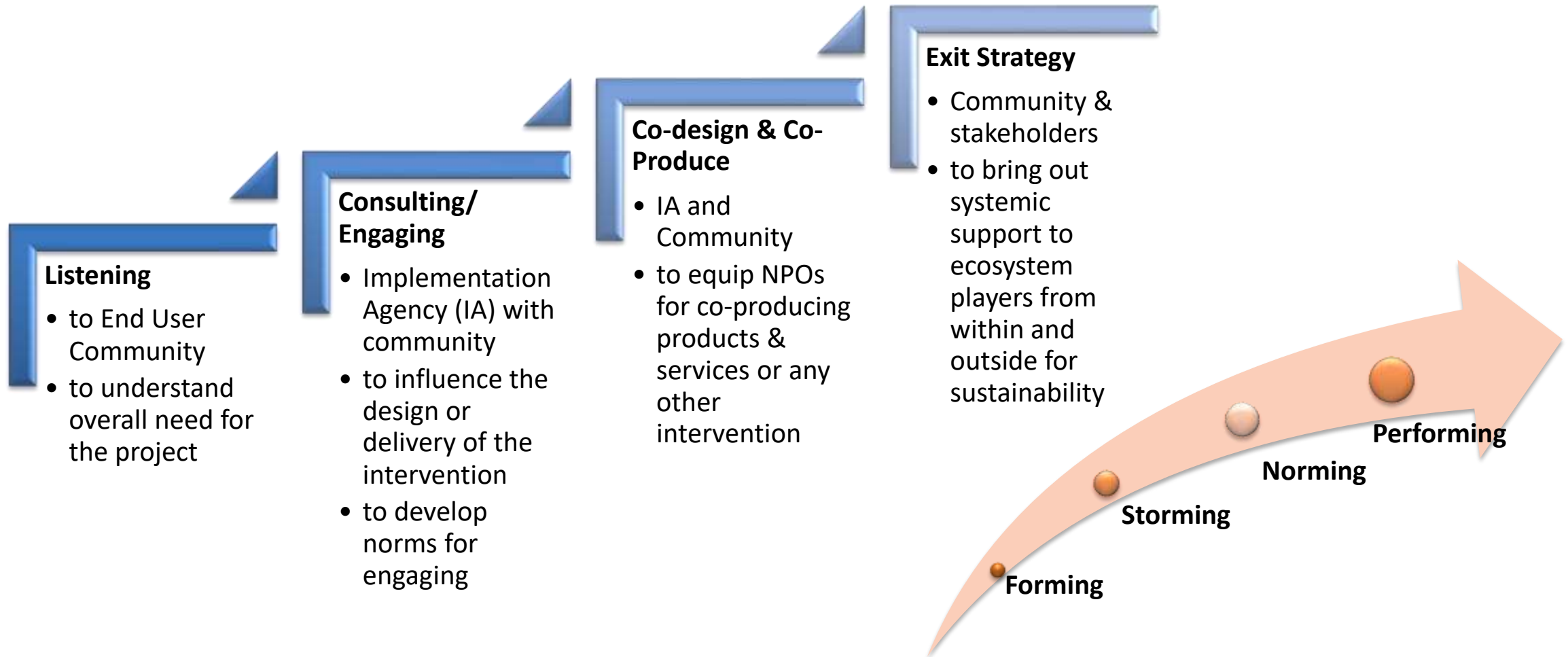


Livelihoods dynamics of natural capital

Social, human, physical and financial capital are transformed by policies, processes and institutions into desirable / undesirable livelihoods that ultimately defines sustainability of natural capital.

Attention Funders!...Creating Transformative Impact through Green Enterprise/ Initiative

Why and How the end-user and communities be made a part of Design, Deployment, Management and Measurement of Impact



How to socially address the environmental problems with the people?

Reflect on my own leadership role as a change maker...
Recognize leaders from Samaj, Bazar and Sarkar

Some examples of GloCal effect in public systems

- [Doon Valley initiative](#)
- [Nanda Devi Biosphere Reserve Initiative](#)

Thank you

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Promoting Green Economy in Forest Fringe Villages

1. Economy of 'scope', not of 'scale', commoditising scope of intangibles than the scale of tangibles
2. Brand positioning important to address livelihoods through ecologically sensitive agenda. Investing wisely to reflect the spirit of the landscape approach...
3. Ecolabels/ Geographical indications : shade, biodiverse, organic, natural etc to grow and play within the umbrella brand where diversity, niche and small farmers can participate more equitably than in 'stand alone biodiversity friendly marketing effort' (HPMC of Himachal is one of the example although not for ecological purpose)
4. Value chain process positioning in the market to encourage biodiversity and food security in inhabited corridors and transition zones. Emphasis on the basket of value chains (VC): Eg. 1. main VC (e.g pulses), 2. supporting VC (e.g. organic) and 3. vector VC (e.g. bee keeping)

Required steps

- Need identification of Green Sector and understand the demand
- Generate awareness on the possibilities
- Sector and subsector analysis
- Market research, Entry requirements
- Training and capacity building needs
- Types of training and certification, Training providers , Job placement and engagement, Potential training opportunities
- Small enterprises and entrepreneurship development opportunities
- Entrepreneurship ideas, nurturing, hand-holding - Entrepreneurship incubation center
- Funding support – venture capitalist/ angel investor for entrepreneurs- What is level of requirement – the level and type of skills
- Training on business management skill, branding and marketing
- Collaboration for Government support [Biofin](#)
- Leveraging IT for green economy