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Rayhan, Rafin

School of Business and Entrepreneurship, Independent University, Bangladesh (IUB)

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Sustainable Entrepreneurship: Challenges and Barriers for Green Startups

[1]Rafin Rayhan*, [2]Fatima Sadiya Khan, [3]Mir Mahaddi-UL-Islam
[1]Department of Marketing ,[2]Department of Human Resource Management ,
[3]Department of Accounting & Marketing
Independent University, Bangladesh
2320293@iub.edu.bd ,2031150@iub.edu.bd 2110697@iub.edu.bd
*Corresponding Author**
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Abstract - **This research aims to examine the development of sustainable innovation through the implementation of green business practices in Bangladesh. It specifically investigates the challenges entrepreneurs face in aligning green practices with their business strategies. The study adopts a qualitative research methodology, utilizing survey data and interviews to assess entrepreneurs' awareness of green startups and their perspectives on incorporating sustainable practices into their ventures. Secondary data from policy papers and scholarly sources will support the thematic analysis. The research identifies three primary challenges such as lack of specialized incubation programs and mentoring tailored to green startups, particularly in areas such as regulatory navigation, sustainable supply chain development, and access to environmentally focused investors. Weak intellectual property (IP) rights stemming from fears of innovation theft and ineffective enforcement mechanisms, which deter R&D investment. Behavioral and cultural barriers, including consumer preference for inexpensive, unsustainable products, which diminish market demand for green businesses. The research findings are context specific and may not be applicable to all developing businesses due to the variations in regulatory frameworks, entrepreneurial ecosystems and socio-cultural factors. The rapidly changing environmental and business policies in Bangladesh may affect the long term applicability of some insights. In addition, the limited availability of reliable secondary data and potential biases in self reported survey responses may influence the depth and accuracy of the analysis. These limitations suggest the need for future research using broader datasets and cross country comparisons. Findings provide recommendations for developing green-oriented incubators, strengthening IP protection frameworks, and launching cultural engagement initiatives to shift consumer behavior toward sustainability. The research underlines the importance of shaping societal values and awareness to build stronger market demand for sustainable products and services in developing contexts. This study highlights overlooked gaps in entrepreneurial ecosystems within developing economies and offers concrete policy and ecosystem interventions to support green innovation in alignment with global sustainable development goals.**
Keywords: **Green Business, Sustainable Entrepreneurship, Eco-system, SDGs, cultural barriers, policy, policy intervention.**

I.INTRODUCTION

Bangladesh occupies a key crossroads, and has to deal with both the challenges of high economic growth and high vulnerability to climate change. Even though the country has experienced impressive economic growth over the last few decades, the success has been marred by serious environmental and structural inefficiencies where a large proportion of the country is already living in high-exposure zones to the increasing sea levels, frequent floods, and powerful cyclones which have destabilized livelihoods and infrastructure.2 Bangladesh has a high contribution to the global greenhouse gas emissions with a minuscule contribution of 0.3 but is a disproportionately affected country by the climate crisis as a large population resides in high-exposure regions.

Here the role of green startups is not only the realm of economic activity, but a national priority in creating resilience, the development of innovation, and preventing the deterioration of the environment. At the core of these businesses that incorporate sustainability into operations are likely to become triggers to the shift toward a more robust and sustainable economy. They provide answers to some burning issues like waste management, energy shortage, and inefficiency of resources. It is important to note that the creation of a strong green entrepreneurial ecosystem is not a desire but an obligation of long-term stability and sustainable growth of the country.

II.METHODOLOGY

The research methodology that is used is qualitative research, where a multi-faceted approach is employed to collect and process data. A structured survey was used to gather primary data to determine the awareness of the entrepreneurs on green startups and their views on the sustainability of the practices involved. The survey was also able to offer the quantification of the main challenges and opportunities in the ecosystem. This was complemented by detailed semi-structured interviews with two green entrepreneurs of prominence, MD Shahin Mia of Green Astha and an unspecified CEO of a waste management start up. These interviews added to the qualitative background and rich on-the to the survey results.

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A significant amount of secondary data was obtained through in-depth search of the available literature i.e. government policy papers, scholarly articles, and industry reports. The review has centered on current policy framework, financial machinery and the wider socio-economic situation of green businesses in Bangladesh. The process of primary and secondary data synthesis makes it possible to conduct a holistic and evidence-based analysis serving as the transition between official policy and entrepreneurial reality.

III.LITERATURE REVIEW

- Scope & Method

The recent research (2019-2025) covers peer-reviewed publications, policy reports, and ecosystem evaluations of the green and impact startups, SMEs, and circular economy transitions in Bangladesh. Five fundamental themes (financing, regulation and intellectual property (IP), incubation capacity, supply-chain circularity and consumer demand) are constantly emphasized in the literature [12]

1) Financing Constraints and Policy Instruments

The Bangladesh Bank Sustainable Finance Policy (2020; updated guidance in 2023-2025) institutionalized green taxonomies, and refinance windows, including the Green Transformation Fund. Nevertheless, adoption by early-stage ventures is low, and banks still focus on those sectors that have been established [4,17]. That is reflected in independent analyses of slow mainstreaming even in countries with access to low-cost refinance options to de-risk clean energy projects [4]. According to ecosystem reports, the worldwide funding crunch of 2022-2023 impacted climate-tech investments more than other sectors, and signs of recovery in 2025 remain biased towards fintech investments and AI-driven investments [12].

Implication: There is a policy-to-pipeline gap in green startups-Policies are in place, but early-stage equity, blended finance and bankability support is lacking.

2) Regulatory and Institutional Frictions

Regulatory barriers that increase delays in the process of formalization of ventures, including licensing delays, compliance burdens, and poor inter-agency coordination are highlighted in ecosystem assessments and remain visible in the One-Stop Service offer by the Bangladesh Investment Development Authority [21,6]. The OSS in 2025 was upgraded to include time-bound approvals, and real-world bottlenecks still exist.

Another of the challenges is intellectual protection. Critiques of the Bangladesh Patent Act 2023 signal loopholes that deter the promotion of innovations [7]. Lagging trademark processing also is another deterrent to research-intensive ventures [19].

3) Incubation, Mentoring, and Green-Specific Capacity

Incubation has spread with groups like YY Ventures and the Centre of Entrepreneurship Development at BRAC, but most are sector-neutral or socially oriented but not climate-oriented [14]. Because of it, startups frequently have no specialized guidance in regulatory compliance, ESG reporting, and supply-chain decarbonization [22]. The incubators are not climate oriented and this limits the scalability and the resilience of green entrepreneurship.

4) Circular Economy and Supply-Chain Barriers

In Bangladesh, the major focus of the circular entrepreneurship is the ready-made garment (RMG) industry. Waste valorization and fiber recycling are on the agenda, but critical gaps in infrastructure, inaccessible waste paths, and under-investment remain obstacles [1]. News and policy reports indicate that the startups in the circular economy have a problem with scale because of poor collection systems, costly technology and lack of finances [13].

5) Culture, Consumer Demand, and Green Market Development

The consumer research shows that there are still gaps of intent-behavior. Even though young people in urban areas have expressed attitudes of pro-environment and readiness to buy green products, price-sensitivity restrains their actual purchasing behavior due to the unavailability and insufficient information [18,15]. Research on entrepreneurial intention indicates that more and more university students are interested in this field, yet structural and institutional assistance is limited to turn intentions into feasible projects [23].

6) Rural and SME Contexts

Studies on rural entrepreneurs and SMEs highlight other hindrances, among which there is low environmental awareness, restricted access to credit, and poor management skills [22]. Such limitations are more intense beyond Dhaka and Chattogram, where entrepreneurial ecosystems are not so well-developed.

7) Recent Bangladesh-*Focused Syntheses*

The 2024-2025 Syntheses: Further support the previous research, discovering that CMSMEs have enabling and inhibiting factors, knowledge gaps in environmental knowledge, and systemic business environment constraints that reduce green performance [7].

Synthesis – Five Common Clusters of Obstacles:

Finance & Risk: Small amount of early-stage capital even with green refinance schemes.

Regulatory/IP: Inefficient procedures and poor enforcement of IP.

Capability Gaps: Lack of climate-specific incubation/mentoring.

Circularity Infrastructure: There is no collection, sorting,

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and recycling systems.

Demand-Side Frictions: Cultural and behavioral obstacles to green products.

Overall Insight: Although the reforms in terms of policy have been improved, there are still executional deficiencies and institutional failure that still obstruct sustainable entrepreneurship in Bangladesh.

IV RESEARCH GAP

Although the literature and governmental initiatives recognize the value of green entrepreneurship in the sustainable development of Bangladesh, there is a huge gap in the knowledge about the practical and day-to-day problems of the small and nascent green businesses. A majority of research and policy literature dwells upon the macro-level, i.e., the shift of large export-oriented industries, and lacks specific responsiveness to the needs and challenges of the grassroots innovators and startups. The proposed study aims to fill this vacuum by offering a specific analysis that will combine quantitative survey information about entrepreneurs, such as the ones of Green Voice BD and (BSREA) Green Startup with qualitative, personal, information of founders. This is with the aim of leaving a generalization of policy and finance behind to a detailed examination of the disconnect between the availability of resources and their accessibility to the small-scale entrepreneurs who are on the front lines of green innovation.

V FINDINGS

Profile of the Green Startup Landscape

The Bangladesh green entrepreneur context is typified by a well-developed base knowledge of green sustainability and a fledgling but developing operational maturity. According to the survey, one hundred percent of the respondents are already aware of the term green business practices.Also, there was a significant proportion (66.7%) of businesses that identified themselves as having implemented some kind of a green or sustainable practice in their business, with the other proportion (33.3) comprising less than a year old (33.3%), 1-3 years old (33.3%), and 4-6 years old (33.3%).

Although the level of awareness and implementation is great, the level of sustainability practices remains immature. Most of the respondents (75 percent) reported that between 26-50 percent of their business processes are sustainable, as opposed to 25 percent who reported percentages of 51-75 percent. Green packaging (100%), energy efficiency (66.7%), and less frequent adoption of the use of renewable energy (33.3%), are the most widespread practices that were mentioned by the participants.

Perceived Challenges and Barriers

The data in the survey gives the definite and quantitative image of the barriers to the development of green startups. The results indicate a complex array of issues that are financial, regulatory, instances in the market, and institutional.

1.Financial and Investment Barriers

The most pronounced one is the issue of financial constraints. There are a number of financial mechanisms that have been set in place by the government and partners to aid green initiatives. Bangladesh Bank has developed an array of sustainable refinance programs such as the Green Products/Projects/Initiatives (GPPI), the Green Transformation Fund (GTF) and the Technology Development/Up-gradation Fund (TDUF). These plans provide concessional, long term loans at low interest rates, the express purpose of hastening investment in projects and initiatives that are environmentally friendly, energy efficient and modernization of export oriented industries. Also, there are programs such as the UNDP-FBCCI Green Startup Grant that offer financial and technical assistance to innovators in the early-stage.

In spite of the fact that these funds exist, a critical paradox appears. Although such financial mechanisms are present, primary survey data shows that a funding short-age is considered the most important obstacle to growth. According to the survey of entrepreneurs, 50% mention the problem of Funding availability as the most acute barrier and the problem of Access to green investors is also considered by 25% as a priority issue. It implies that there is a very high disconnect between availability of capital and their accessibility to small, nascent green startups. Such disconnect is not merely the lack of finances but a structural and target issue. As an illustration, the Green Transformation Fund (GTF) is specifically aimed at major export oriented industries in other sectors such as textiles and jute. Applicants should submit a credible energy audit report and detailed environmental impact analysis to become eligible, which can be too intimidating and expensive due to its bureaucratic nature to be achieved by small, early-stage ventures. This can be supported by the direct request of MD Shahin Mia of small business-Green Astha, who claimed that it is obligatory to invest the government in costly equipment so that the small enterprises could get the technical progress and be motivated.

Regulatory and Institutional Gaps

The image of governmental support is ambiguous and is oriented to insufficiency. Only a small proportion of 50% of entrepreneurs report that the existing government policies towards green entrepreneurship are unsupportive, 25% report that they are somewhat supportive and 25 percent report that they are neutral. This implies that there is a large disparity between the

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presence of policy and its perceived good. The Bangladesh government has also shown a proactive attitude to managing the environment by formulating and passing various important policies. In 2010, the National 3R Strategy of Waste Management was formulated, marking a radical shift of waste management towards a more resource-management approach rather than the more traditional contain and disposal approach.Newer regulations, including the Solid Waste Management Rules 2021, have simply institutionalized these efforts. It is important to note that these regulations provided the first introduction of the concept of the Extended Producer Responsibility (EPR) in Bangladesh where the producers would be responsible for managing the waste in their product (packaging and electronics). The Hazardous Waste (e-waste) Management Rules, 2021, offer a more precise framework, requiring manufacturers and importers to register with the Department of Environment and meet increasingly higher annual collection targets. Moreover, a substantial majority (75) of participants in the survey consider the current intellectual property (IP) rights as being of moderate effectiveness in protecting green innovation with 25% perceiving them to be ineffective. This perceived insecurity may discourage serious research and development spending.

Market and Consumer Barriers

Deficient market awareness and values that are not aligned with those of the society are a fundamental challenge. In the survey, 100 percent of the respondents indicated overall awareness of green startups among the entrepreneurs as moderately rated. This is further aggravated by the fact that the societal values are either partially aligned (50 percent) or weakly aligned (25 percent) in green entrepreneurship. One of the challenges that are also noted in the abstract is that of consumer preference towards cheap, unsustainable products that are substantiated by the survey data in which the element is considered as a significant obstacle in 25% of the respondents.

Collaboration and Mentorship Gaps

There is a major lack of support networks in the ecosystem. There is a significant 75 percent report of respondents believing that the extent of mentoring offered is not sufficient (Not sufficient enough with 25 percent stating it is), and only a quarter of respondents consider adequate (Adequate). This observation is reflected by the low rate of partnership where half of the respondents indicated that they had "None" or 1-3 partnerships with other green organizations within the previous year.

Table 1 provides a comprehensive overview of these and other key survey findings.

Table 1: Summary of Green Startup Survey Results

Question	Key Finding
How long has your business been operational?	Even split: 33.3% for <1 year, 1-3 years, and 4-6 years.
Are you familiar with green business practices?	100% of respondents are familiar.
Have you implemented green practices?	66.7% have, 33.3% may.
How would you rate awareness of green startups?	100% rate it as "Moderate."
Which barrier is most critical?	"Funding availability" (50%) is the most critical.
How supportive are government policies?	50% "Unsupportive," 25% "Neutral," 25% "Somewhat supportive."
Which factor influences entrepreneurs to adopt sustainable practices?	Even split: Profitability Potential, Government Regulations, Consumer Demand, Environment Concern (25% each).
How effective are IP rights?	75% "Moderately effective," 25% "Ineffective."
What drives your opinion on sustainable entrepreneurship the most?	Long-term profitability (50%) and government incentives (25%).
What area needs the most improvement?	Policy reform (50%) and Funding availability (50%).
How do you evaluate the ecosystem's readiness?	75% "Developing," 25% "Partially ready."
How do societal values align with green entrepreneurship?	50% "Partially aligned," 25% "Weakly aligned," 25% "Strongly aligned."
What role does cultural engagement play?	50% "Moderate role," 25% "Major role," 25% "Minimal role."
How would you describe the level of mentoring?	75% "Not sufficient enough," 25% "Adequate."
What percentage of operations are sustainable?	75% are at 26-50%, 25% are at 51-75%.
What green practices are you using?	Green packaging (100%), Energy efficiency (66.7%), Renewable energy (33.3%).
How many green startups	50% "None," 25% "1-3,"

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have you interacted with?	25% "4-6."

Qualitative Insights from Interviews

The qualitative background of the survey data can be absolutely crucial because it is supported by the personal experience of two green entrepreneurs and offers the understanding of the motivators and needs peculiar to the sphere.

MD Shahin Mia (MD of Green Astha): The Motivation & Machinery Deficit.

A direct and straight forward statement by Md Shahin Mia, the managing director of green astha, sheds light on the financial barrier to the small entrepreneurs. He stressed that investment by the government was necessary in order to remain motivated and provide assistance to them in running green startups. His specification of investment in equipment to buy foreign machineries that are costly singles out a serious and subtle financial demand. Not only a matter of overall operational funding but also focused capital investment on technical progress that will offer a competitive advantage. This confirms the survey result that the availability of funds is the most sensitive impediment and further explains the exact nature of the need.

Anonymous CEO (Waste Management Startup): The Policy-Making Innovator.

The interview of a waste management CEO demonstrates another range of problems and achievements. The advent of this entrepreneur is to establish an environment in which waste is converted into a stable, which will influence the development of the main idea of a circular economy. The main difficulty they have is not the shortage of technology or financial resources but the shortage of the social acceptance and knowledge that waste can be re-used to produce useful items. This is directly related to the survey results of poor market awareness and limited correspondence of societal values with green entrepreneurship. The entrepreneur has mentioned that funding was one of the first problems but it is not a significant problem anymore because the necessity to find the way of waste management increases. One of the most interesting things which became known during this interview is the fact that the company is directly involved in the formulation of major national policy, including the National 3 years Strategy 2010, the Solid Waste Management Rules 2021, and the Extended Producer Responsibility directives. This marks an exclusive and an exceptional position where a corporate entity has risen beyond its commercial remit to be de-facto policy partner. The CEO believing that it would be better to work in-house instead of working with other companies is an interesting argument to the findings of the survey that reveals that overall collaboration in the ecosystem would be ineffective. It implies that in certain projects, in-house and proprietary solutions are considered to be more effective or more strategic.

VI DISCUSSION

The Policy-Practice Disconnect: A Tale of Two Realities

One of the main themes that can be highlighted from this research synthesis is that there is much disconnect between progressive policy frameworks and the reality on the ground that is green startups. Though the government, with the contribution of industry leaders, has implemented proactive policies such as the National 3 year Strategy 2010 and Solid Waste Management Rules 2021, much of the green entrepreneurial ecosystem feels that government policies are unsupportive.

This contradiction has not been as a result of government lack of will, but a gap in the implementation as well as targeting of the policies. As an illustration, the accessibility of the concessional loans under such programs as the Green Transformation Fund seems to be mostly favorable to large export-oriented businesses that can afford to pass through the tedious application procedures. Small nascent startups, in their turn, might not fit the beneficiary profile or have the resources to comply with the requirements that were rather strict, including the ability to conduct a thorough energy audit. This results in a system of having the policies that are designed to empower small innovators to reach them effectively and leaves a large part of the ecosystem unsupported and unmotivated.

The Financial Barrier: Beyond Scarcity to Accessibility

The financial paradox, which is discovered above, that there is money but it is seen as non-accessible, is a critical analysis point. Accessibility and structure is the issue and not a general lack of green finance in Bangladesh. Current mechanisms are well-intended, but usually more oriented to more established players and larger projects. This is indicated by the demand by MD Shahin Mia that the government invest in costly machinery directly. Green startups, and those with technological solutions especially, are often characterized by large, one-time capital expenditures, which might not be ideally aligned with the current, loan-based, refinance models. The small entrepreneurship will still not be able to attain technical progress and expand its business unless a more bending and direct funding mechanism of technology and equipment is established.

The Foundational Barrier of Public Awareness

Market awareness and the poor societal identification with the values of green is a source barrier which underlies most of the identified challenges. The fight of the anonymous CEO with the accepted waste usage as a resource by people in the community can be seen as a

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good real-life example of this problem. In situations where consumers and the general population do not clearly understand the value proposition of a green product, then these businesses can hardly realize profitability, however good their product or service may be. Such reduced market demand, in fact, discourages investment and gives rise to a vicious circle that hampers the development of the whole sector.

Nevertheless, a more detailed analysis of the consumer behavior indicates a subtle opportunity. The earlier studies have shown that some portion of Bangladeshi consumers are ready to pay a premium to purchase green products as well as health consciousness is a strong influence in purchasing green products. This indicates that, through a re-packaging of their marketing messages to focus on health, quality and a value perceivable-instead of just environmental impact-green, startups can open the doors and nurture a responsive consumer market.

Table 2 presents a synthesis of the main areas of difficulty that have been corroborated in this study in juxtaposing the perception of entrepreneurship with the greater reality of the policy environment.

Table 2: Critical Challenges for Green Startups: Perceptions vs. Reality

Entrepreneurial Perception (Survey Data)	Policy & Market Reality (Secondary & Qualitative Data)
Funding Inaccessibility: Perceived as the number 1 barrier	Existence of Funds: Bangladesh Bank operates multiple green refinance schemes (GTF, GPPI, TDUF) and grants exist.
Unsupportive Government Policies: 50% of respondents perceive policies as "unsupportive"	Progressive Policies: The government has enacted visionary policies like the National 3R Strategy (2010), SWM Rules (2021), and EPR directives.
Lack of Incubation Programs & Mentoring: 75% report insufficient mentoring.	Limited Formal Support: While a few grants and PPPs exist, a cohesive and widespread network of green-oriented incubation and mentoring is lacking.
Weak IP Protection: 75% find IP rights only "moderately effective".	Policy Gaps & Enforcement: While frameworks exist, their effectiveness in practice is limited, deterring R&D investment and innovation.
Low Public Awareness & Consumer Demand: Rated as a critical barrier by 25% of respondents .	Nuanced Consumer Behavior: A segment of consumers is willing to pay more for green products, particularly those with health benefits.

VII RECOMMENDATIONS

Green entrepreneurship in Bangladesh would need a collaborative strategy that is multi-pronged to realize the full potential of the venture. These recommendations are obtained in the result of in-depth synthesis of the research findings, which cover the special challenges which are observed by the entrepreneurs themselves.

Strategic Financial Interventions

Cutting the financial bridge and making capital actually available to small entrepreneurs is the most important need. It should have a specific Green Startup Equipment Fund.

This fund would be different to the current loan schemes, whereby direct grants would be given on the acquisition of costly high tech machinery in foreign countries directly responding to the need expressed by MD Shahin Mia. It would not only be an essential technical competitiveness but also a strong incentive to small entrepreneurs. Moreover, there should be reforms in the existing refinance schemes to make them more inclusive. The various eligibility requirements must also be made easier and extended to cover the early stage, non-export-oriented startups. Another way that the government can use to direct green funds to small-scale and rural projects is through Public-Private Partnerships (PPPs) and microfinance institutions (MFIs); hence the government can avoid using the expensive, high paper work requirement in the traditional commercial banks.

Enhancing the Regulatory and Institutional Framework

The issue of perception of unsupportive policies and poor intellectual property rights has to be resolved. One of the suggestions is to create a special, dynamic agency that will facilitate the process of making regulatory issues of green startups easier and implement intellectual property legislation. This institution would operate to enhance the IP protection system, which is a major concern among innovators as the survey indicates. Besides, a network of properly organized incubation programs and accelerators ought to be established. These programs would not only provide seed funding but they would also provide the technical and business mentoring that 75% of would need.

This is not enough according to entrepreneurs.

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Cultivating Public Awareness and Market Demand

The initial issue of the low level of market awareness and the absence of acceptance among the population needs a joint action. It should initiate a national campaign to raise the awareness of the people with a multi-pronged approach. This campaign must not just be generic environmental messaging but should dwell on the practical advantage of green products. With the qualitative understanding of the waste management CEO, the campaign ought to show how waste can be changed into useful products. In the same manner, a countrywide marketing campaign may be done around the Made in Bangladesh, Made Green story making green products a source of national pride and technological innovation. Another strategy that would increase consumer confidence and enable them to readily identify and distinguish between sustainable products would be a national mark known as Green Product Certification to further facilitate consumer behavior change and generate a stronger demand in the market.

Recommendations for Green Business Education

- Curriculum Integration: Bangladesh education institutions may introduce sustainable business coursework, green technologies, and entrepreneurship so that students can obtain the skills needed to start environmentally friendly businesses.
- Industry Partnerships: University-green startups could offer students internships, projects, and exposure to real-world challenges.
- Workshops and Incubators: Universities ought to establish green business incubators and conduct workshops to enable students to come up with viable green business models, which have access to mentorship and funds.
- Policy/Funding Awareness: By providing seminars on how to navigate regulatory systems and how to access government incentives on green businesses, this will benefit would-be entrepreneurs.

Consumer Behavior Analysis

- Survey Insights: Survey would assist in determining consumer preference of sustainable products, whether the environmental concerns have any impact on the purchasing behavior, and whether the eco-friendly product is perceived to be more costly.
- Cultural Barriers Focus Groups: Focus groups could be conducted to understand in more detail why the consumers are reluctant to switch to green products, performance reasons, or price.
- Market Segmentation: Younger generations of people in urban areas can be analyzed as different demographic segments with the purpose of identifying the most receptive markets where green startups can be launched in Bangladesh

Comparative Analysis with Other Countries

- The Green Startup Scene in India: India has the right policies and funding models, such as the Atal Innovation Mission, which could be used as an example by Bangladesh to encourage the growth of green startups in Bangladesh.
- Sustainable Approach in Sri Lanka: Sri Lanka has been interested in eco-tourism, as well as renewable energy, and this may provide clues on how green business can be scaled in Bangladesh, particularly in the agricultural and tourism industries.
- Pakistan: Green Market Development: The green efforts by Pakistan, such as investments in solar startups, may help Bangladesh learn the lessons of scaling and financing its green efforts.
- The Global Best Practices: As a reference to global best practices, green models of other countries such as Germany or Denmark, where sustainability has been supported in terms of government and consumer buying, should be the reference to Bangladesh.

VIII CONCLUSION

To sum up, green entrepreneurship in Bangladesh is a great potential that can be used to develop a sustainable environment and face environmental issues. Nevertheless, there are several challenges that green startups have to overcome in their way such as financial access, regulatory voids, market demand, and cultural resistance. Despite all favorable policies and financial plans, there is still a sharp gap between state programs and the life circumstances of grassroots innovators.

With green startups, there is a need to have a multifaceted approach in order to unlock the full potential. There is a need to close the gap between policy structures and practice, especially the formulation of more accessible financial mechanisms that suit small-scale businesses. Enhanced intellectual property rights and provision of specialized incubation services is a welcome change that will offer a strong boost to green entrepreneurs. In addition, a national culture of sustainability created by raising public awareness will contribute to the development of consumer demand and the consistency of the social values with the ideas of green business.

Finally, Bangladesh should invest in changing its green entrepreneurial ecosystem by making sure the policies and funding and institutional support are available to the

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most in need. The aspect of holism will not only facilitate the development of green start-ups but also lead to increased environmental and economic health in the country. Through empowering green entrepreneurs, Bangladesh will be in a position to serve as a precedent of sustainable growth to be emulated by other developing economies that are going through the same dilemma.

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