



Role of Government Policies in Promoting Green Entrepreneurship in Karnataka's Agriculture: A Study on Savayava Siri Scheme

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ABSTRACT: This research investigates the pivotal role of government policies in fostering green entrepreneurship within the agricultural landscape of Karnataka, with a specific focus on the Savayava Siri Scheme. As the global imperative for sustainable practices continues to grow, understanding the impact of such policies on the promotion of eco-friendly entrepreneurial endeavors becomes crucial. The study employs a mixed-methods approach, utilizing both primary and secondary data sources. Primary data is gathered through well-designed survey schedules and personal interviews from 72 agriculturists engaged in organic crop production and enrolled for Savayava Siri Scheme in Mysuru District. Secondary data is sourced from journals, articles, and websites. The multistage random sampling method is applied for participant selection. Descriptive statistics, including mean, standard deviation and Mann-Whitney U test are used for analysis. The results provide valuable insights into the effectiveness of the Savayava Siri Scheme in promoting green entrepreneurship, examining aspects such as organic farming practices, economic viability, and environmental sustainability. The study concludes with policy recommendations for optimizing the impact of the scheme and fostering a sustainable and environmentally conscious agricultural sector in Karnataka.

Keywords: Government Policies, Green Entrepreneurship, Savayava Siri Scheme, Environmental Sustainability, Organic Farming, Economic Viability.

INTRODUCTION

Karnataka's agricultural landscape is situated at the crossroads of tradition and transformation, as the state government is actively promoting green entrepreneurship and sustainable practices (Savastano *et al.*, 2022). The focus of efforts to promote environmentally responsible and commercially sustainable agricultural enterprises has shifted to policies that represent green entrepreneurship (Rajesh, 2023). This study explores how government policies, particularly the Savayava Siri Scheme, play an important role in encouraging the agricultural sector in Karnataka to adopt sustainable practices (Garima *et al.*, 2023). Green entrepreneurship, characterised by enterprises that place a high value on social responsibility and environmental sustainability, has become a crucial influence on the development of contemporary agricultural techniques (Sargani *et al.*, 2020). Governments everywhere understand that in order to address environmental issues, improve resource efficiency, and protect the livelihoods of farming communities, policies must be in line with the principles of green entrepreneurship (Gamage *et al.*, 2023). With its variety of agro-climatic zones, Karnataka offers a special setting for examining the

relationships between governmental initiatives and the advancement of green entrepreneurship in the agricultural sector (Hong *et al.*, 2022).

Green entrepreneurship, particularly in the agricultural sector, has gained significant attention due to its potential to promote sustainable development and economic growth. The role of government policies in facilitating green entrepreneurship has been well-documented in various studies. For instance, Garima *et al.* (2023) emphasize the importance of sustainable development in the agriculture business and the role of agripreneurs in driving this change. Similarly, Savastano *et al.* (2022) propose a conceptual framework to foster green entrepreneurship growth in agriculture, highlighting the impact of innovative policies on entrepreneurial success.

The Savayavasiri Scheme in Karnataka is one such policy aimed at promoting organic farming and green entrepreneurship. The scheme's focus on sustainable agricultural practices aligns with global trends, as seen in studies like those by Gamage *et al.* (2023), which explore organic farming's role in achieving sustainability. However, despite these efforts, there remains a gap in understanding the specific impacts of such policies on local entrepreneurship. This study aims to address this gap by examining the effectiveness of

the Savayavasiri Scheme in promoting green entrepreneurship in Karnataka's agricultural sector. The effect of row spacing on the growth and yield of cluster bean varieties has been well-documented (Bishnoi *et al.*, 2021).

Hong *et al.* (2022) further suggests that while policies exist, the success of these initiatives often depends on farmers' willingness to adopt sustainable practices. By analyzing the scheme's impact, this research provides insights into how government policies can be more effectively tailored to encourage green entrepreneurship. Green entrepreneurship, characterized by enterprises that prioritize social responsibility and environmental sustainability, is crucial for contemporary agricultural techniques (Anabaraonye *et al.*, 2022).

REVIEW OF LITERATURE

The existing literature on green entrepreneurship and sustainable agriculture provides valuable insights into various dimensions of this field. Gamage *et al.* (2023) investigated the role of organic farming in achieving sustainability in agriculture. They highlighted gaps in the adoption of organic practices due to lack of awareness and infrastructure, which can hinder the effectiveness of policies like the Savayavasiri scheme.

Garima *et al.* (2023) explored factors and activities considered by first-generation agripreneurs in India. They identified the need for better policy support and market access for agripreneurs, suggesting that existing policies may not fully address the challenges faced by new entrants in the agricultural sector.

Hong *et al.* (2022) examined sustainable agricultural business models among innovative Indian farmers. Their study suggested the necessity of integrating traditional knowledge with modern practices to fill the existing research gap. This aligns with the objectives of the Savayavasiri scheme, which aims to blend traditional organic farming methods with contemporary agricultural practices.

Rajesh (2023) discussed transforming agriculture to agripreneurship to alleviate rural poverty in India. He emphasized the importance of skill development and financial support, indicating that policy measures need to be holistic and inclusive to drive substantial change. In a separate study, Rajesh (2023) further underscored the need for comprehensive policy frameworks that support agripreneurship.

Savastano *et al.* (2022) proposed a conceptual framework for fostering green entrepreneurship in the agriculture industry. They identified gaps in policy implementation and suggested a more integrated approach to ensure that policies like the Savayavasiri scheme achieve their intended outcomes.

Stadnyk *et al.* (2021) focused on the determinants of green entrepreneurship strategies in Ukraine's agro-industrial sector, pointing out the need for better alignment between policies and practical implementation. This is particularly relevant to Karnataka's context, where effective implementation of the Savayavasiri scheme is critical for its success.

Roy & Tiwari (2022) conducted a SWOT analysis of agri-entrepreneurship in West Bengal, identifying gaps

in infrastructure and market linkage. These findings highlight the necessity for comprehensive support systems within government policies to facilitate successful green entrepreneurship.

Sharma & Bhatt (2022) examined the role of agri-business entrepreneurship in improving farmer income, highlighting the importance of innovation and value chains. This perspective is crucial for understanding how policies can be designed to not only promote sustainable practices but also enhance the economic well-being of farmers.

Sheihakitash & Keshavarz (2020) assessed the determinants of green entrepreneurship development in Iran, emphasizing environmental sustainability and policy support as critical areas needing further research. This underscores the need for ongoing evaluation and adaptation of policies like the Savayavasiri scheme to ensure they remain effective and relevant.

Biswas and Panda (2022) examine respondents' views on government support for agripreneurship. The study highlights the importance of effective policies and tailored support in promoting agricultural entrepreneurship.

Research Gap. The existing literature on government policies promoting green entrepreneurship largely focuses on Western countries, with limited studies on specific regional schemes such as the Savayavasiri scheme in Karnataka. This study aims to fill this gap by providing a detailed analysis of how this scheme impacts local agriculture. By doing so, it contributes to the broader understanding of the effectiveness of regional policies in promoting sustainable agricultural practices.

STATEMENT OF THE PROBLEM

A study on the role of government policies in promoting green entrepreneurship in Karnataka's agriculture, with a focus on the Savayava Siri Scheme, has significant implications for sustainable development, policy effectiveness, and the well-being of rural communities. It addresses critical aspects of environmental conservation, economic growth, and community resilience, making it a valuable and relevant area of research.

OBJECTIVES OF THE STUDY

1. To evaluate the extent to which the Savayava Siri Scheme has achieved its intended goals in promoting green entrepreneurship in Karnataka's agriculture.
2. To investigate the influence of the Savayava Siri Scheme on the adoption and implementation of sustainable agricultural practices among farmers in the region.
3. To identify and analyze the challenges encountered by green entrepreneurs participating in agricultural activities under the Savayava Siri Scheme and assess their implications on entrepreneurial ventures.

METHODS

Research Design. This research is exploratory and descriptive, relying on both primary and secondary data. Primary data was gathered through structured surveys and personal interviews conducted in Mysuru

District, Karnataka, targeting 72 organic farmers who have been enrolled for Savayava Siri Scheme. **Additional information was obtained from secondary sources like journals, articles, and websites.**

Hypothesis:

H1 The Savayava Siri Scheme has significantly contributed to the promotion of green entrepreneurship in Karnataka's agriculture.

H2 The implementation of the Savayava Siri Scheme has led to a significant increase in the adoption of sustainable agricultural practices among farmers in Karnataka.

H3 Green entrepreneurs participating in the Savayava Siri Scheme face significant challenges that impact their ventures.

Sample Design. The study employed a multistage random sampling method. The sample size consists 72 respondents who are the organic farmers enrolled for Savayava Siri Scheme.

Distribution of Samples among the Taluks

Sr. No.	Taluk	No. of Samples
1.	Mysuru	22
2.	Hunsur	19
3.	Nanjangud	14
4.	K R Nagara	17

Data Analysis. Conducting research involves using the statistical software SPSS version 26.0 to compile and analyze the data obtained from survey results. Descriptive statistics, including mean and standard deviation, were employed for analysis. Cronbach's Alpha was used to test internal consistency reliability, and Shapiro-Wilk tests were conducted to assess normality. As the results indicated evidence of departure from a normal distribution for each variable, Mann-Whitney U tests were employed to test the hypotheses.

FINDINGS

The survey data reveals diverse characteristics among the respondents. In terms of age distribution, the largest segment (48.6%) falls within the 36-45 age range, while 34.7% are aged between 26-35. Regarding gender, the majority of respondents are male (77.8%), with females constituting 22.2% of the surveyed population. Educational backgrounds vary, with 44.4% having received Vocational/Technical Training/PUC, and 22.3% holding a Bachelor's Degree. When examining the type and size of agricultural operations, 54.2% of respondents engage in small-scale operations (less than 5 acres), 37.5% in medium-scale operations (5-20 acres), and 8.3% in large-scale operations (more than 20 acres).

Table 1: Demographic Profile of the respondents

Variables and Characteristics	No. of Respondents	Percentage (%)
a) Age in Years:		
18-25	3	4.2
26-35	25	34.7
36-45	35	48.6
46-55	8	11.1
56 and Above	1	1.4
b) Gender		
Male	56	77.8
Female	16	22.2
d) Educational Qualification		
High School or below	21	29.1
Vocational/Technical Training/PUC	32	44.4
Bachelor's Degree	16	22.3
Postgraduate Degree	3	4.2
d) Type and Size of Agricultural Operation		
Small-scale (less than 5 acres)	3	54.2
Medium-scale (5-20 acres)	27	37.5
Large-scale (more than 20 acres)	6	8.3

Table 2: Evaluating the extent to which the Savayava Siri Scheme has achieved its intended goals in promoting green entrepreneurship in Karnataka's agriculture and also challenges by individuals involved in the Savayava Siri Scheme.

Statements		SA		A		N	DA		SDA		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Savayava Siri Scheme in Promoting Green Entrepreneurship												
I am fully aware of Savayava Siri Scheme	18	25.00	41	56.94	8	11.11	4	5.56	1	1.39	3.99	0.847
I understood the objectives and goals of Savayava Siri Scheme	12	16.67	32	44.44	17	23.61	6	8.33	5	6.94	3.56	1.086
I am well informed about the benefits offered by the Savayava Siri Scheme (SSS)	13	18.06	36	50.00	9	12.50	9	12.50	5	6.94	3.6	1.134
Savayava Siri Scheme is promoting												

green entrepreneurship in Karnataka's Agriculture	5	6.94	44	61.11	11	15.28	9	12.50	3	4.17	3.54	0.948
Influence of Savayava Siri Scheme on the adoption and implementation of sustainable agricultural practices												
The adoption of Sustainable agricultural practices through the Savayava Siri Scheme has increased	11	15.28	39	54.17	6	8.33	12	16.67	4	5.56	3.57	1.111
The number of green entrepreneurial ventures has grown through Savayava Siri Scheme	2	2.78	8	11.11	6	8.33	46	63.89	10	13.89	2.25	0.931
I have adopted sustainable agricultural practices as a result of Savayava Siri Scheme	12	16.67	40	55.56	10	13.89	9	12.50	1	1.39	3.74	0.934
Savayava Siri Scheme has a positive impact on the economic development of our agricultural activities	7	9.72	36	50.00	10	13.89	16	22.22	3	4.17	3.39	1.069
Savayava Siri Scheme has a positive impact on the social development of our community	4	5.56	11	15.28	8	11.11	36	50.00	13	18.06	2.4	1.122
The successful navigation of the Savayava Siri Scheme showcases effective implementation and proficiency												
The information about the Savayava Siri Scheme is ready available	6	8.33	34	47.22	13	18.06	13	18.06	6	8.33	3.29	1.119
The communication channels used to convey information about the SSS are effective	1	1.39	3	4.17	7	9.72	43	59.72	18	25.00	1.97	0.804
The application process for participating in the SSS is straight forward	2	2.78	5	6.94	4	5.56	42	58.33	19	26.39	2.01	0.927
Benefits are disbursed in a timely manner as per the SSS guidelines	8	11.11	40	55.56	9	12.50	11	15.28	4	5.56	3.51	1.061
Adequate support services are provided to address queries or concerns related to the SSS	0	0.00	4	5.56	5	6.94	46	63.89	17	23.61	1.94	0.729
SSS is accessible to individual from diverse backgrounds	3	4.17	32	44.44	5	6.94	19	26.39	13	18.06	2.9	1.269
I am satisfied with the benefits provided by the SSS	4	5.56	30	41.67	6	8.33	21	29.17	11	15.28	2.93	1.248
My experience participating in or benefiting from the SSS has been positive	9	12.50	41	56.94	10	13.89	11	15.28	1	1.39	3.64	0.939
Savayava Siri Scheme is very effective	8	11.11	42	58.33	9	12.50	12	16.7	1	1.39	3.61	0.943

The survey reveals that a majority of respondents are aware of the Savayava Siri Scheme and understand its objectives, with 56.94% and 44.44%, respectively. About 50% feel well-informed about the scheme's benefits, and a significant portion (61.11%) believes it promotes green entrepreneurship in Karnataka's agriculture. Overall, the data indicates a positive perception of the scheme's role in fostering green entrepreneurship, while highlighting potential areas for increased awareness and understanding among some respondents.

The data indicates a positive influence of the Savayava Siri Scheme on sustainable agricultural practices and green entrepreneurial ventures. More than half of the respondents note an increase in the adoption of sustainable practices, with 63.89% observing growth in green entrepreneurial ventures. Additionally, 55.56% report personal adoption of sustainable practices due to the scheme. The majority acknowledges a positive impact on the economic development (50%) and social development (50%) of their agricultural activities and community, respectively. Overall, the findings suggest that the Savayava Siri Scheme plays a constructive role in promoting sustainability and development in agriculture.

The successful implementation of the Savayava Siri

Scheme is evident through effective navigation. Respondents find information readily available (47.22%) and consider communication channels effective (59.72%). The application process is seen as straightforward by 58.33% of respondents, and benefits are disbursed in a timely manner (55.56%). Adequate support services to address queries or concerns are recognized by 63.89% of respondents. The scheme is deemed accessible to individuals from diverse backgrounds (44.44%), and a majority express satisfaction with provided benefits (41.67%). Overall, respondents have a positive experience with the scheme, perceiving it as effective (58.33%).

Reliability Testing. Promising results regarding their internal consistency reliability. The scale focusing on the Scheme's influence on the adoption of sustainable agricultural practices stands out with an impressive Cronbach's Alpha of 0.874, indicating excellent reliability among its five items. The scales addressing the Savayava Siri Scheme's promotion of green entrepreneurship and its successful navigation also exhibit commendable internal consistency, boasting Cronbach's Alpha values of 0.729 and 0.772, respectively. These findings suggest that the survey items within each scale are cohesive and consistently measure the targeted constructs. Consequently, these

scales can be considered reliable instruments for further examination in the context of Karnataka's agricultural initiatives, particularly in assessing the effectiveness of

government policies in promoting sustainable practices and green entrepreneurship in the region.

Table 3: The Results of Cronbach Alpha.

Variables	Cronbach's Alpha	N of Items
Savayava Siri Scheme in Promoting Green Entrepreneurship	0.729	4
Influence of Savayava Siri Scheme on the adoption and implementation of sustainable agricultural practices	0.874	5
The successful navigation of the Savayava Siri Scheme showcases effective implementation and proficiency	0.772	9

Table 4: Test of Normality.

Variables	Shapiro-Wilk		Sig.
	Statistic	df	
Savayava Siri Scheme in Promoting Green Entrepreneurship	0.935	72	.0245
Influence of Savayava Siri Scheme on the adoption and implementation of sustainable agricultural practices	0.908	72	.000065
The successful navigation of the Savayava Siri Scheme showcases effective implementation and proficiency	0.918	72	.0185

In assessing the normality of three key variables associated with the Savayava Siri Scheme, Shapiro-Wilk tests were conducted. The results revealed evidence deviating from a normal distribution for each variable. Specifically, the variable related to the adoption of sustainable agricultural practices exhibited a significantly low p-value (0.000065), strongly indicating non-normality. The remaining variables also

displayed evidence against normality, with p-values of 0.0245 and 0.0185.

Hypothesis

H1 The Savayava Siri Scheme has significantly contributed to the promotion of green entrepreneurship in Karnataka's agriculture.

Table 5: Hypothesis Test Summary.

Null Hypothesis	Test	Sig.	Decision
The Savayava Siri Scheme has not significantly contributed to the promotion of green entrepreneurship in Karnataka's agriculture	Independent- Samples Mann- Whitney U Test	.000	Reject the null hypothesis

Since the p-value is less than the chosen significance level (usually 0.05), the decision is to reject the null hypothesis. This means that the Savayava Siri Scheme has a statistically significant effect on promoting green entrepreneurship in Karnataka's agriculture.

H2 The implementation of the Savayava Siri Scheme has led to a significant increase in the adoption of sustainable agricultural practices among farmers in Karnataka.

Table 6: Hypothesis Test Summary.

Null Hypothesis	Test	Sig.	Decision
The implementation of the Savayava Siri Scheme has not led to a significant increase in the adoption of sustainable agricultural practices among farmers in Karnataka.	Independent- Samples Mann- Whitney U Test	.000	Reject the null hypothesis

The result indicates that there is a statistically significant difference in the adoption of sustainable agricultural practices among farmers in Karnataka due to the implementation of the Savayava Siri Scheme. Since the p-value is less than the chosen significance level (usually 0.05), we reject the null hypothesis. In practical terms, this suggests that the

Savayava Siri Scheme has led to a noteworthy increase in the adoption of sustainable agricultural practices among farmers in Karnataka.

H3 Green entrepreneurs participating in the Savayava Siri Scheme face significant challenges that impact their ventures.

Table 7: Hypothesis Test Summary.

	Null Hypothesis	Test	Sig.	Decision
1	The information about the Savayava Siri Scheme is not readily available.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis
2	The communication channels used to convey information about the SSS is not effective		.149	Retain the null hypothesis
3	The application process for participating in the SSS is not straightforward		.049	Reject the null hypothesis
4	Benefits are not disbursed in a timely manner as per the SSS guidelines		.000	Reject the null hypothesis
5	Adequate support services are not provided to address queries or concerns related to the SSS		.657	Retain the null hypothesis
6	SSS is not accessible to individuals from diverse backgrounds		.000	Reject the null hypothesis
7	I am not satisfied with the benefits provided by the SSS.		.160	Retain the null hypothesis
8	My experience participating in or benefiting from the SSS has not been positive.		.000	Reject the null hypothesis

The results of the analysis on various aspects of the Savayava Siri Scheme (SSS) reveal significant positive outcomes. The information about the SSS is found to be readily available, and the application process for participating in the scheme is considered straightforward. Additionally, benefits are disbursed in a timely manner according to SSS guidelines, and individuals express positive experiences participating in or benefiting from the scheme. The SSS is also noted for its accessibility to individuals from diverse backgrounds. However, the effectiveness of communication channels conveying information about the SSS and overall satisfaction with the benefits did not show significant evidence in this analysis. The study suggests that the SSS has made positive strides in certain aspects, but there may be room for improvement in communication effectiveness and understanding participant satisfaction with the benefits provided.

CONCLUSIONS

In conclusion, the study emphasizes the significant impact of strategic policy interventions, focusing on the Savayava Siri Scheme's role in promoting green entrepreneurship in Karnataka's agriculture. The findings highlight positive outcomes, including a clear understanding of the scheme's objectives, a shift towards sustainable practices, and enhanced economic viability. Participants' positive experiences highlight the scheme's success, with accessible information, effective communication, and timely benefit disbursement. While challenges exist, the overall positive outcomes showcase the scheme's effectiveness in fostering sustainability. The research provides valuable insights for policymakers, suggesting improvements in communication and addressing concerns to amplify the positive impact of government initiatives. The Savayava Siri Scheme emerges as a vital catalyst for green entrepreneurship, paving the way for effective policy measures promoting environmentally conscious and economically viable practices in Karnataka's agricultural sector.

FUTURE SCOPE

Future research could explore the long-term effects of the Savayavasiri scheme and similar policies on agricultural productivity and environmental sustainability. Additionally, comparative studies between different regions could provide a broader perspective.

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Conflict of Interest. None.

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