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Green Innovations in New Product Development: Esprit de Corps amongst stakeholders is the need of the hour

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Abstract: Green innovation is the form of innovation that reduces environmental damage and ensures that natural resources are utilized in the most effective way. Green innovation is essential for enabling environmentally sustainable growth. It's one of those procedures that raise a business's performance in terms of its economy, environment, and competitiveness. In the modern world, green ideas in new product creation are crucial. These innovations focus on developing goods that lessen their negative effects on the environment and support sustainability. For a more sustainable future, green innovations in new product development are crucial. All the environmental factors like environmental protection, resource conservation, climate change mitigation, consumer demand accomplishment, legal compliance, and economic advantage affects green innovations in new product creation. Businesses may contribute to a greener future and have a positive impact on the environment and society at large by prioritizing sustainability in product development. Businesses may support environmental protection and fulfill the rising demand for sustainable products by putting an emphasis on eco-friendly materials, energy efficiency, waste reduction, integration of renewable energy, digital solutions, and sustainable packaging. Embracing green technologies promotes brand reputation, draws eco-aware customers, and leads to long-term business success in addition to being good for the environment. Companies have a tendency to go towards green innovation, which is not just a result of strict legislation or market pressure but also because enacting environmental management strategies offers the companies a wide range of opportunities. Individual efforts are insufficient to ensure the creation of green products and to promote sustainability; instead, businesses, governments, nongovernmental organizations, and consumers must work together. Esprit de corps or the coordination between the government, NGOs, and businesses, is essential for assuring the development of green products. These parties can influence governmental changes, raise public awareness, encourage knowledge sharing, and hasten the shift to sustainable practices and goods by cooperating. In the given chapter the contribution of given stakeholders for achieving green innovations in the development of new product will be emphasized.

Keywords: Green Innovations • New Product Development • Esprit de corps • Green Initiatives • Sustainable product development

Introduction:

In an era marked by the intensifying impacts of climate change and the rapid depletion of natural resources, the urgency for innovative solutions that prioritize environmental sustainability has become undeniable. Against this backdrop, *green innovation* has emerged as a powerful paradigm, representing the integration of environmental responsibility with economic advancement. It underscores the idea that innovation should not only drive competitiveness and growth but also contribute meaningfully to the protection and restoration of the planet's ecological balance. This discussion explores the multifaceted role of green innovation in new product development and examines its influence on corporate competitiveness, environmental performance, and economic viability. Green innovation reshapes the traditional objectives of firms by extending their responsibilities beyond profit maximization to include environmental stewardship and long-term sustainability. Organizations adopting green innovations are increasingly recognized as agents of positive change, capable of aligning business strategies with global sustainability goals.

A critical factor underpinning the success of green product development is collaboration among stakeholders. Effective green innovation requires a collective *esprit de corps* involving individuals, businesses, policymakers, and society at large. Such cooperation fosters shared responsibility, accelerates knowledge exchange, and strengthens commitment toward sustainable development. Only through coordinated efforts can green innovations achieve meaningful and scalable impact.

As Catherine A. Ramus (2002) suggests, green innovations can be categorized into three types based on their implementation methods and observable outcomes. Broadly, green innovation encompasses innovations in processes, products, and services designed to reduce environmental harm, minimize ecological degradation, and enhance resource efficiency. By promoting the optimal utilization of natural resources, green innovation plays a pivotal role in improving human well-being while safeguarding ecological integrity.

Ultimately, the choices and actions taken today will shape the environmental legacy left for future generations. Through collective commitment and sustained innovation, a more resilient, balanced, and sustainable future can be realized.

Review of Literature

In recent years researchers from many different domains have explored the green innovations in new product development such as effective green product innovation plays pivotal role in giving businesses a competitive advantage in addition to improving resource utilization efficiency (Andersen et al. 2021). Green Product innovations are defined as new products whose green performance is significantly better than conventional or competitive products (Peattie et al., 1992). Green innovations have been conceptualized as the orientations that firms have toward green issues as an additional antecedent (Banerjee et al. 2013; Pujari et al. 2014).

Hypothetically,greenness can be a form of relative advantage, if consumers attach importance togreen aspects associated with the product category, andif the innovation outperformsother products on one or more of these aspects (Driessen and Hillebrand et al., 2002). Promoting green service innovation initiatives by the business houses like green services, green design, and clean production gives businesses an advantage (Chuang and Huang et al., 2015).Green Innovation ensures the goal of sustainable development and according to the World Conservation Strategy report, the term “sustainable development” was first used in 1980 by the International Union for Conservation of Nature and Natural Resources.

The report defines sustainable development as “the integration of conservation and development to ensure that modifications to the planet do indeed secure the survival and well-being of all people, The report emphasized the green innovations is the key to sustainable development” (Church Hecox et al., 2008; Dresneret al., 2008). The coordinated efforts by the government, scientific research organizations, and social groups have all given green process innovation widespread recognition (Dugoua and Dumas et al., 2021). Green innovation is the transformation of the way we live and work to reduce our environmental impact (Ellen MacArthur Foundation et al., 2012). Green product innovations are crucial for the environment, financial profitability, and social sustainability of all society; nevertheless, a significant challenge in implementing green innovation is the availability of a skilled workforce and the interaction between academia, government, and industry(Fliaster&Kolloch et al., 2017).

Objectives of the study:

The objective of a chapter titled *“Green Innovations in New Product Development:*

Esprit de Corps among Stakeholders—The Need of the Hour" is multifaceted and context driven. It seeks to educate readers about the importance of environmentally sustainable innovations in new product development and the critical role of collective commitment and teamwork among stakeholders in achieving sustainability goals. The chapter also aims to inform readers about emerging green innovation strategies, practices, and trends across industries, while analytically examining the challenges organizations face in adopting such innovations and the ways collaborative stakeholder engagement can help overcome these barriers. Additionally, it aspires to inspire readers by showcasing successful examples that demonstrate the positive impacts of green technologies and shared purpose on organizations, society, and the environment.

Methodology of the study:

This study's main goal is to throw light on the numerous environmentally friendly developments made by parties involved in the creation of new products with a sustainability focus. The researcher reviewed a wide range of secondary data sources, including websites, blogs, news articles, journals, and other pertinent resources, in order to achieve this purpose. This extensive data analysis was conducted in order to reach significant conclusions and offer insightful information. To further deepen the findings, the researcher additionally looked at official government reports and business periodicals in addition to the sources already listed. The study sought to learn important views and details about the green innovations implemented by various stakeholders through an examination of these papers. The researcher also dug deep into research papers that examined green innovations put forth by these stakeholders and the field's cooperative efforts to produce sustainable green product innovations. This all-encompassing strategy was used to successfully align with the specified study objectives.

The researcher gathered material from respectable journals, including scholarly publications renowned publications, to guarantee the credibility and dependability of the literature evaluated. This methodical approach to data collection and analysis sought to provide a thorough and knowledgeable perspective on the subject of green innovations in the creation of new products.

Observations and Discussion

Analysis of the study: Concern & Contribution

Effective teamwork and stakeholder participation are essential for the creation of green innovations in new products. The development of ecologically friendly and sustainable products is made possible by this collaborative approach, which makes sure that all viewpoints and areas of expertise are taken into account. Representatives from many organizational divisions, including as R&D, engineering, marketing, and sustainability, often make up the team working on green innovation. Suppliers, clients, and regulatory agencies are examples of external stakeholders who are crucial to the process. Establishing a mutual understanding of the environmental goals and objectives for the new product is the first step in the team's collaboration.

Green Innovation in Indian Business

India is the largest democracy in the world and has one of the fastest expanding economies, with a population of more than 1.3 billion. Sadly, it ranks third in the world for pollution, just after Pakistan and Bangladesh. On the plus side, Indian businesses and entrepreneurs are not lagging behind industrialized nations when it comes to green business innovations. India is a nation that takes pride in having the second-highest number of start-ups in the world, and it boasts a wide range of industries that may provide revenue with a promising return on investment.According to the research

"Early-stage Climate-tech Start-ups in India: Investment Landscape Report 2021," 120 climate-tech start-ups raised USD 1.2 billion over the previous five years.

Sustainable mobility, which covered such topics as the production of electric vehicles, clean logistics, and novel components, was followed by energy, which covered such topics as the production of clean energy from new feedstock's, energy access, energy storage, and energy optimization products. Finally, the clean-tech sector was covered, which also included such topics as financial inclusion, healthcare, agriculture, and education. In India companies are doing good in contributing to the sustainable development. They understand the relevance of going green. Let's discuss the basic reasons for going green.

Why to Go Green: Many motivations inspire organizations to invest in and create green innovation. These reasons might be internal (e.g., improving a company's image, seeking new markets) through external (e.g., compliance with regulations or competitive pressure). Many both internal and external elements assist or impede a company's journey towards green innovation. These obstacles and drivers may include:

- Administrative alongside legislative structures (e.g., environmental policy stringency);
- Educational institutions alongside governance (e.g., cooperation culture alongside trust);
- Finance mechanism (e.g., access to green finance);
- The entrepreneurial alongside corporate culture (e.g., sustainability values);
- Human capital and abilities (e.g., new skills);
- Technical and R&D infrastructures (e.g., infrastructure quality and accessibility).

Going green has become so important due to the deteriorating condition of the environment, and this is why. Global warming, deforestation, water pollution and food shortages are all contributing to the world's environmental crisis.

Research Concerns

The researchers have identified various environmental concerned to discuss the problems and their innovative solution for the improvement in the living conditions of the various income groups of the society.

Environmental Concern 1: Stress on the environment and increasing carbon emissions.

Leading Indian corporation WIPRO is a prime example of a business making a big contribution in this area. Through creative and sustainable activities, WIPRO has shown a strong commitment to tackling environmental issues and lowering its carbon footprint.

Eco-Friendly Infrastructure Solutions: WIPRO has made a deliberate effort to create environmentally friendly and sustainable infrastructure solutions. These solutions are created to address both the requirements of the present and the future while also conserving resources. By making investments in environmentally friendly infrastructure, WIPRO helps to lessen the damage that conventional building methods cause to the environment.

Green Building Initiatives: WIPRO's extraordinary accomplishment in being the only lighting company in India to have contributed to more than 55% of the nation's green buildings is evidence of their commitment to sustainability. Green buildings are those that use resources wisely, use less energy, and generate less waste, harmonizing with the objectives of sustainability and environmental protection.

Resource Conservation: WIPRO has aggressively looked for solutions to protect priceless resources through major research and development efforts. This includes utilizing less energy, less water, and following ethical waste management procedures. These initiatives not only lessen the company's

environmental impact but also serve as an inspiration to other businesses.

Reducing Carbon Emissions: Reducing carbon emissions is one of WIPRO's most important sustainability initiatives. They actively support efforts to address climate change by encouraging sustainable building techniques and energy-efficient lighting options. This is in line with more comprehensive efforts to cut greenhouse gas emissions and slow global warming.

Environmental Concern 2:Conserve natural resources and minimize environmental degradation.

Contribution from the stakeholders: Resource Efficiency via upcycling

The goal of green innovations is to maximize the use of resources, energy, and water while placing a heavy emphasis on resource efficiency. They aim to increase production and minimize waste as they work to accomplish more with less resources. This emphasis on resource efficiency contributes to the preservation of natural resources and the reduction of environmental harm.

Environmental Concern 3: Air Pollution

Contribution from the stakeholders: Technological Advancement to overcome the pollution

Technology breakthroughs that enable more environmentally friendly practices are frequently a part of green innovations. These developments make use of cutting-edge technologies to create cleaner, greener solutions. They aim to replace or develop current technologies in order to achieve greater environmental advantages.

Pollution Check

CO_2 capture: Since pollution has such a negative effect on the environment and contributes to climate change, it has gained international attention. Aniruddha Sharma and PrateekBumb, the IIT undergraduates, launched Carbon Clean Solutions, a groundbreaking company, which is the subject of this chapter. Their ground-breaking method of removing CO2 from industrial processes has revolutionized pollution control and created fresh possibilities for the efficient use of resources.

The Birth of Carbon Clean Solutions:

In light of rising industrial emissions, Aniruddha Sharma and PrateekBumb, the young entrepreneurs understood the urgent need for efficient carbon capture technologies. They established Carbon Clean Solutions with the goal of reducing pollution and maximizing the potential of CO2 capture. This chapter examines their inspirations, early difficulties, and the development of their revolutionary invention.

CDR-Max: The Game-Changing Catalyst:

The creation of CDR-Max, a unique chemical catalyst, is one of the key inventions that distinguish Carbon Clean Solutions from its competitors. CDR-Max is a less expensive and more effective alternative to conventional techniques that use mono ethanolamine (MEA), which is highly corrosive and requires a lot of maintenance. The science underlying CDR-Max, its special attributes, and its function in the effective extraction of pure CO2 from industrial effluents are covered in this chapter.

Environmental Concern 4: Lack of collaborations and Integration

Contribution from the stakeholders:Collaboration and Integration for viable agricultural systems

According to the "The New Perspective for Agriculture and Rural Development competence: From Global Ambition to Country-Led Action" report: In accordance to the Global Economic Forum and its Partners' 2010 New Vision for Agriculture, in order to meet the world's needs sustainably, agriculture must deliver food security, environmental sustainability, & economic opportunity all at the same time. The Vision calls for a 20% increase in each area every decade until 2050. To achieve such objectives, a reform of the

agricultural sector is underway, using market-based ideas through an effort to collaborate by all stakeholders, especially farmers, government, civil society, and the commercial sector.

Environmental Concern 5: Fossil fuels and the quantity of carbon dioxide discharged in the environment

Contribution from the stakeholders: Technologies for Renewable Energy

Government contribution-

Based on invest India report(https://www.investindia.gov.in/sector/renewable-energy) the Government of India has ensured to:

Reduce India's total anticipated carbon emissions by 1 billion tonnes by 2030, reduce the nation's carbon intensity by no more than 45 percent by the completion of the decade over that period, and attain net-zero emissions of carbon dioxide by 2070.

Proposed solar cities and parks

Solar city per State-Authorised and approved putting up 59 solar energy parks totaling 40 GW around the country. The nation's government is also encouraging floating PV projects.

National Green Hydrogen Mission

The Union Cabinet authorized a total initial expenditure of INR 19,744 Cr for the National Green Hydrogen Mission, including INR 17,490 Cr for the SIGHT initiative, INR 1,466 Cr for pilot initiatives, INR 400 Cr for R&D, & INR 388 Cr for other Mission components.

Offshore Wind Power

The medium and long-term capacity increase objectives for off-shore wind generation are 5 GW by 2022 & 30 GW by 2030.

Hybrid Wind-Solar Policy

In 2018, a national policy was announced to encourage the deployment of a large electrically linked wind-solar PV hybrid system to maximise the use of transmission infrastructure & land. Combining solar and wind to improve grid stability is one strategy to handle the intermittent nature of one renewable energy source. It allows for flexibility in the proportion of the solar and wind components in the hybrid project; nevertheless, one resource's capacity must be at least 25% of the nominal power capacity of the other resources.

AatmaNirbhar Bharat

PLI scheme in Solar PV manufacturing with financial outlays of twenty four thousand crores introduced under AatmaNirbhar Bharat.

(The given initiative shows government contributions in the field of ensuring green innovations via various schemes.)

Other emerging concern which can be taken into account are:

Environmental Concern 6: Lack of Sustainable housing- Contribution from the stakeholders: Energy-Efficient Green Buildings

Environmental Concern 7: Lack of Sustainable Agriculture Practices- Contribution from the

SAAHAS Zero Waste: Wilma Rodrigues, a writer by trade, established the Bengaluru-based environmental company SAAHAS Zero Waste. It first entered the garbage management business more than 20 years ago. It can handle roughly 16 tonnes of garbage every day. They provide end-to-end waste management services based on the concepts that comprise the circular economy. They offer their services to MNCs, tech parks, housing developments, and other bulk-producing institutions and organizations. They currently serve more than 200 clients across 17 states and two union territories, with SBI as their initial customer.

Brick 2.0: Dr. Binesh Desai's ground-breaking project, Brick 2.0, was inspired by his genuine concern for waste management and India's worsening garbage disposal crisis. He identified a critical problem, the disposal of medical waste, including masks and PPE kits,

which was made worse by the COVID-19 epidemic, driven by a desire to discover sustainable solutions. In response, the revolutionary idea behind Brick 2.0 was created.

Swachch Machine: Entrepreneurs AnuragMeena, SatyendraMeena, and Kunal Dixit created the Swachch Machine as an inventive recycling solution inspired by India's Swachh Bharat Abhiyan. Recycling is promoted by offering a 300 ml glass of water as a reward when recyclables are deposited. The machine's recycling process promotes resource conservation by sorting, cleaning, and processing materials for reuse. It costs INR 50,000 per unit and is strategically placed in public spaces to boost recycling activity.

Results of Green Innovation by the stakeholders:

The result of green innovation practices by companies and the government in India has had significant impacts on various aspects of sustainability and environmental conservation. Following are some key results:

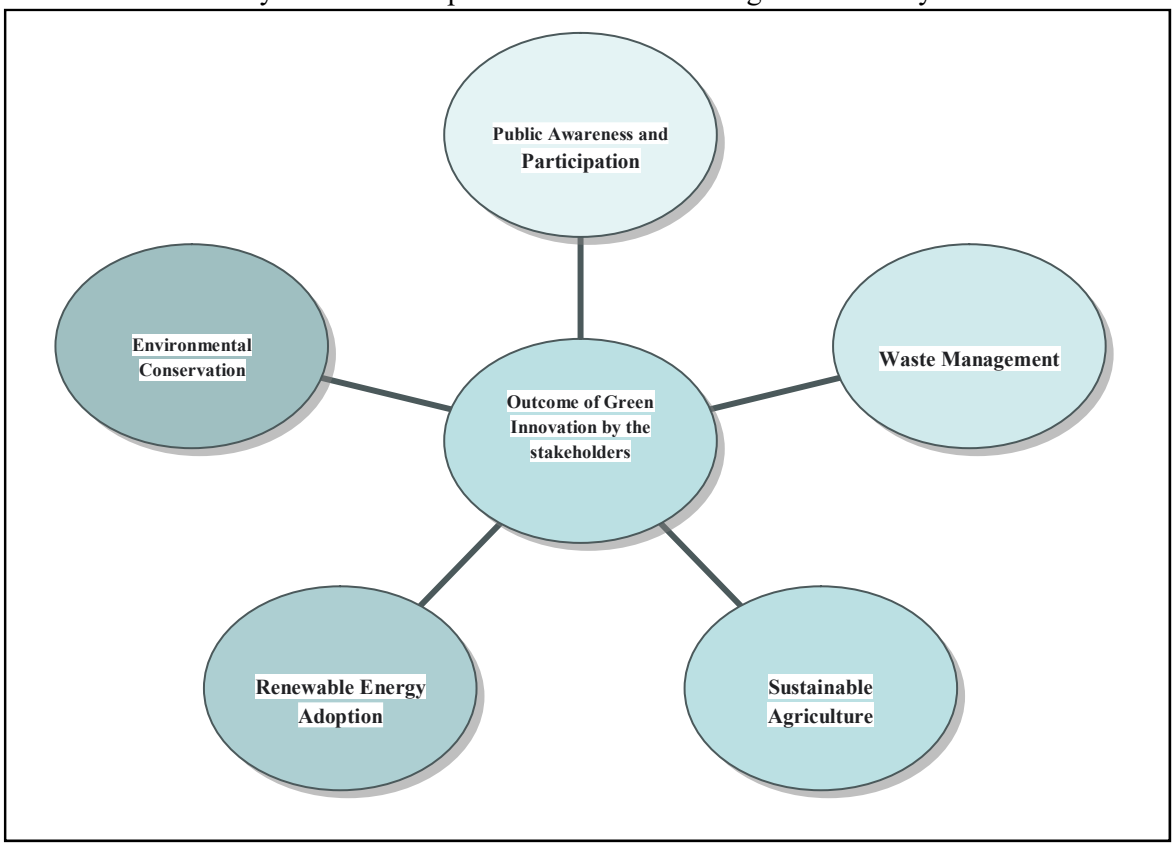

Figure1: Outcome of Green Innovation by the Stakeholders

Source: 'Sharma'Nirmesh' 2023, unpublished'

Green innovation entails process and product innovation through advancements in product design and manufacturing methods. As mentioned in Figure 1, the expected outcome of green innovation is to adopt renewable energy, ensure sustainable agriculture,raise public awareness and participation in green innovations, waste management, conserve energy, and minimize pollution. It emphasizes on lessening a business's negative environmental impact. (Dangelico &Pujari, 2010; Woo et al., 2014).

Renewable Energy Adoption: India has made remarkable progress in the adoption of renewable energy sources, such as solar and wind power. Renewable energy adoption has been considered as one of the important outcomes of green innovation by the firms, government and customers. Green innovation practices have played a crucial role in

facilitating the growth of renewable energy infrastructure and increasing its share in the country's energy mix. As a result, there has been a decrease in greenhouse gas emissions and a switch to cleaner energy sources.

Public Awareness and engagement: Using green innovation techniques has increased public understanding of environmental challenges and prompted engagement in sustainability programs. Campaigns, instructional programs, and initiatives have been established by businesses and the government to encourage eco-aware behavior, sustainable lifestyles, and responsible consumerism. This has motivated people to support a greener future and encouraged a culture of environmental stewardship.

Positive effects from the implementation of green innovation methods by businesses and the government in India include adoption of renewable energy, sustainable agriculture, improved waste management, and raised public awareness. These initiatives help India achieve its aims for sustainable development and pave the way for a more environmentally friendly and long-lasting future.

Management of Waste: The problems with waste management in India have been addressed with the use of green innovation approaches. Businesses and the government have put creative trash segregation, recycling, and waste-to-energy conversion strategies into practice. These methods have lessened the load on landfills, promoted the idea of the circular economy, and reduced the negative effects of garbage disposal on the environment.

Environmental Protection: In India, green innovation methods have helped to safeguard the environment and conserve natural resources. Businesses and the government have put policies into place to lessen pollution, save water, support renewable energy sources, and properly manage garbage. These initiatives have aided in protecting ecosystems and reducing environmental impact.

Implications: Green innovations made by businesses and the Indian government may have far-reaching effects on the nation's economy, society, and environment. Here are some significant ramifications:

1. Job creation and economic growth
2. Energy Security and Independence
3. Environmental Sustainability
4. Public Health and Well-Being

Future Research Directions:

There are a number of potential future study areas for environmentally friendly inventions in India that can support sustainable development and tackle environmental issues. Here are several crucial areas:

Sustainable Agriculture and Food Systems: Research can be focused on creating sustainable agricultural practices that lessen farming's negative environmental effects, support organic farming, enhance soil health, and improve water management. Additionally, experimenting with cutting-edge methods of food processing and preservation can lower food waste and increase food security.

Waste Management and the Circular Economy: Research might concentrate on creating effective waste management programs that encourage resource recovery, trash reduction, and recycling. This entails researching waste-to-energy conversion, composting, and waste-segregation technologies. Studying the viability and application of the circular economy's tenets can also reduce waste production and increase resource use.

Renewable Energy Technologies: To improve the effectiveness, cost, and scalability of renewable energy technologies including hydro, solar, biomass, and wind, research can be focused on these areas. To increase the usage of alternative power sources, this includes investigating cutting-edge storage options, grid integration, and decentralized energy systems.

Water Resource Management: Studies on effective irrigation methods, water

conservation, rainwater collecting, wastewater treatment, and other sustainable water management activities can be done. Additionally, investigating cutting-edge techniques for desalination and water filtration can assist in resolving the problem of water scarcity in some areas.

Green Buildings and Urban Planning: Researchers focused on energy-efficient building techniques, environmentally friendly building materials, and smart technology. More sustainable and habitable urban environments can be produced by investigating sustainable urban design techniques, such as green infrastructure, public transit systems, and waste management in cities.

Conclusion

Green innovation has the power to gradually change our planet, one sustainable concept at a time, much like a seed develops into a strong tree.Green innovation covers a variety of tactics in the field of product creation. These include using biodegradable packaging materials, creating environmentally friendly packaging solutions, developing an eco-conscious brand identity, and reducing supply chain vulnerabilities brought on by environmental difficulties. Together, these initiatives work to actively promote sustainability while minimizing the negative environmental effects connected to goods. Esprit De Corps, or the spirit of crops, must be incorporated into green innovation projects. This necessitates a profound understanding of how sustainable innovation and agricultural practices are intertwined. We may draw on the knowledge of long-standing agricultural practices and harmonize them with contemporary green innovation by fostering the spirit of crops. Similar to how a seed grows into a strong tree, this synergy has the potential to develop a more sustainable future for future generations.

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