Ecopreneurship: An emerging business model for a sustainable and liveable earth
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Abstract: Ecopreneur which is really a redefinition to the word entrepreneur is an emerging trend in the world of commerce in the 21st century. Literally ecopreneur is someone who is driven not only by the possibility of making profit but is also driven by the environmental concerns. Otherwise they are the people who want to make the world a better place to live by improving the environment. Green logic is the essence of ecopreneurship. In future Ecopreneur will be the ambassador of ‘green economics’. Ecopreneur is also very helpful in solving energy crisis and to curb climate change as well as global warming. So ecopreneur, the entrepreneur of the mother earth should be promoted on a large scale. It also helps in enhancing the future technology that is the green technology. The present paper is an attempt to identify best practises in business world for the wellbeing of the present and future generations. Green classification of products allows companies to charge a premium which is one reason green companies have profitable returns.

Keywords: sustainable entrepreneurship, green economics, global warming, green technology.