

Book chapter: Sustainable Microfinance: The Indian Perspective

COMMUNICATION,
ENTREPRENEURSHIP
AND FINANCE
Renegotiating Diverse
Perspectives

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Sustainable Microfinance The Indian Perspective

Manpreet Arora

Introduction

Going green is the need of the hour to save mother earth. Industry undoubtedly has to play a significant role in not only saving the resources but also adopting sustainable practices which can help to save the globe for future generations. Therefore it becomes pertinent to establish those activities/industries which are environment friendly and are sustainable. This paper tries to analyse one interesting aspect of microfinance which is; how it can be used as a significant tool to give green microfinance in turn which helps to achieve the sustainability objectives. Rural India is a platform where people are still connected with land and natural resources. Microfinance is given to rural masses for starting some small ventures to earn their livelihood. They work towards establishing dairy farms, water conservation plants, agriculture, horticulture, floriculture, establishing gobar gas plant, fruit processing units, units based on agri produce etc. which are in every way helping us to go green.

In a developing nation like India, addressing the needs of the rural poor and women is of prime concern. It becomes imperative to