

## Complementary Equalities of Environment and Gender:- Green Women Entrepreneurship with Legal Stand

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### Abstract

The pursuit of stability in terms of gender and environment in India necessitates an integrated understanding of gender equality and environmental sustainability as mutually reinforcing legal and socio-economic imperatives. By examining the emphatic role of women-led eco-friendly enterprises in advancing environmental sustainability while simultaneously promoting gender

justice. The Constitution of INDIA mandates both gender equality and the right to have a clean environment. It analyses how women entrepreneurship contributes to resource conservation, and ethical production. The women led economic sphere is not mere economic equity but also accompanied with a social and sustainable approach. It further deals with how policies complement it and what ought to be there. Stepping into a gender inclusive eco-friendly approach is what the global goal of international organisation is.

The study underscores the time for gender equality with environmental sustainability through mechanised legal framework, incentive-based policy measures, and institutional support for women-led green entrepreneurship. It is a holistic study which depicts the watershed in the coming modern era. Amalgamation of these two socio-enviro factors works like a single antidote of two disabilities of the society.

**Keywords:** women-led eco-friendly, environmental sustainability, gender justice, , antidote, holistic,, The Constitution of INDIA

### Introduction

Gender equality is an integral component of Environmental protection. The imprints can be traced in the GRENDNORM. However, despite their shared foundations, environmental law and gender justice have largely developed as distinct legal domains. The contemporary ecological crisis, coupled with persistent gendered economic marginalisation, demands a more integrated legal understanding that addresses their interdependence. Fundamental rights which are

mentioned in part III of the constitution of India provides red carpet for both the components of society:-

**Article 14 “ The State shall not deny to any person equality before the law or the equal protection of the laws within the territory of India.”**

**Article 21” No person shall be deprived of his life or personal liberty except according to procedure established by law.”**The Supreme Court of India has consistently expanded the scope of environmental enjoyment under Article 21.

India is a model of mixed economy where there will be a balanced approach for concerns of society and economy. We can not imbalance the equation, as it impacts brutally. We are diverse in terms of culture, region and religions which puts us in a position of wider acceptance, whereas on the other page we are still managing the protection of women and how nature's brunt can be handled. Developments demand a lot from bare minimum resources and if you want to cover the ladder, you need to make the foundation strong. Women are one of the vulnerable groups of society, it is our responsibility to come with an inclusive approach. Why is it so

odd to accept the interception of gender equality and environmental equality ? Let me phrase for you, the environment is a critical, interconnected system comprising all living (biotic) and non-living (abiotic) elements, which clearly means that women are part of it and as mentioned they are vulnerable so upliftment of both will work as developments of many facets. Here women-led eco-friendly enterprises emerge as game changer of environmental governance and gender performance. These enterprises, often operating at the tribal level, contribute directly into

resource conservation, waste reduction, ethical production, and sustainable supply chains. Unlike conventional entrepreneurs , women entrepreneurs frequently adopt environmentally responsible

practices rooted in traditional ecological knowledge. These green ventures led by women do not just serve the motive of holistic upgrade outerly, in fact they are coming with grounded changes with working composition, providing a stage for voices which are sometimes left unheard. To weave this golden notion there are many policies with specific relaxation to women and many statutory provisions of domestic and international law are pertaining. Especially SDGs 2016 explicitly mention the fusion of gender and environment, it clearly shows you can not fly the plane of a developed nation with one paralysed wing. A gender-inclusive environmental approach, therefore, is not merely a policy choice but a legal obligation arising from constitutional mandates and international commitments. This is just to seek attention to situated green women entrepreneurship at the intersection of environmental law and gender justice, arguing that its legal recognition and support can serve as an effective mechanism for sustainable development. The integration of gender equality with environmental sustainability marked a decisive shift in India's environmental law jurisprudence.

### **Methodology**

Colleen Entrepreneurs along Green Flag

Entrepreneurship which makes you stand in the sphere of independence with the tag of employment generator as well. Here we are specifically dealing with women led green entrepreneurship, it means economic independence targeting social escalators which ultimately serve the green and clean environment standards. An optimum pill for socio-enviro-eco termite. There are numbered brands which satisfies this fire test, they are not just owned by women,

rather they are creating a classified atmosphere of equality through working composition, their expected goals and procedures for achieving it.

#### **1) Beyond The Curve : Virgo**

“At Virgio, we're fashion first and conscious always 🌿🌟 Team Virgio” This is the tag line they used on your very first interaction with the brand. The fashion industry is one of the highly waste producing industries with no proper disposal practices. Here Virgio plays as an eye opener, they produce fashion with sustainability, in a broader sense: count on carbon footprints, the eco-friendly material of the article, even using corn starch bags for packaging and in all use purposes. Making people tilt for a conscious choice with respect to fashion, on going for order you will get all information of carbon footprints, material they used and cost to recycle for every particular article. Above all it is co-owned by Anjali Anand, a brand serving the ideal requirement of being called as a role model of a sustainable environment through promoting gender equality. The other USP is it is also a plus size brand, women's body goes several times with a lot of biological changes which result in lack of confidence by the angle of dressing sense, and hindering social and economic growth, this provides the options for plus sizes to handle all required demands. It is verified by PETA ,FSC and Global Recycled Standard. More than half of the employee's composition is dominated by females which clearly promotes our twin goals.



## 2) Ed-a-mama

A brand owned by actress Alia Bhatt. It is a child care brand primarily focusing on building connection between children and nature, their motive is just to inculcate from very initially that what you are enjoying is all because of nature and you should respect this. All products are made up of biodegradable material and recyclable material being used in production. Their USP is BALANCED between both children and planet.

### Made from nature, made to return to it



**GOTS certified**  
We use certified yarn for our organic range tees.



**FSC certified tags**  
Books and paper sourced responsibly to protect our forests.



**Able seedballs**  
Helping young hearts grow a kinder Earth.



**Non-toxic & AZO-free**  
Child-safe, eco-friendly dyes and trims.



**Certified Paper Packaging**  
Sustainably made to care for the planet.



**Coconut buttons**  
Plastic free buttons that are biodegradable.

## 3) OKHAI

A clothing brand which depicts the organic INDIA, by incorporating local women crafters and their art with green effective practices, owned by Manorath Dhillon. Their USP is empowering rural women to explicitly showcasing their talent and getting world wide recognition. By this they are getting financial independence, betterment of community, exposure to the modern economy and not left behind as unskilled rural population. Women are always treated as a non bread earner sect of the society typically in INDIA, which is not at all the matter of pride, to break this dreadful mentality these opportunities to polish raw talent is boon to them. Okhai has 30000+ artisans, 15+ crafts style covering 20+ state of INDIA.



#### **4) Mama Earth**

A beauty product brand that provides all plant based products with recyclable packaging.” Every time you buy from us, we plant more trees.” By this USP they are targeting nature security along with skin care. As per their official mentioned, 1093966 trees have been planted till now. It is owned by Ghazal Alagh and Varun Alagh. In the modern era of self pampering we are somewhere neglecting the pampering of nature from

where the whole cycle begins, so this initiative shows that this is the high time that we start believing in co-livings and sustainable lifestyle.

These are numbered brands where the primary goal is not all about economic interest rather keeping the all wheels parallel which is gender equality + sustainable way + GDP contributor. It clearly shows that this inter-alia is not something which should be weighed less, it should be dealt with as the only key of the deadlock of socio-enviro termite.

Legal standing

##### **1) In International Law**

- **Sustainable Development Goals: UN (2015):** It provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership which will be fulfilled by 2030. Sustainable development doesn't mean it only encircles the environment, it is the blanket which will make every aspect better for the upcoming generations. Especially Goal 5 talks about Gender Equality, and on the other hand Goal 6, 7, 12, 13, 14, and 15 talks about the attributes of a clean environment. When the UN does not have the capacity to segregate gender and environment so how can we assume that they are not affected by each other? These two disabilities work as root causes of each other.

- **Paris Agreement 2015 :** It is a legally binding treaty for combating climate change, India also signed this along with 194 parties. They work on the cycle of 5 years, after every five years every state needs to submit an NDC report which will be looked after. In its preamble it is clearly mentioned “Acknowledging that climate change is a common concern of humankind, Parties should, when taking action to address climate change, respect, promote and consider their respective obligations on human rights, the right to health, the rights of indigenous peoples, local communities, migrants, children, persons with disabilities and people in vulnerable situations and the right to development, as well as gender equality, empowerment of women and intergenerational equity” which indicates that environment concern is not only about global warming, marine issues and etc but it also consider that every person is getting equal level of enjoyment and duty to cure the mess as well.

- **United Nations Framework Convention on Climate Change (UNFCCC):** As a signatory, India engages with the Lima Work Programme on Gender and its Gender Action Plan (GAP), which aim to advance knowledge and understanding of

gender-responsive climate action and ensure women's equal and meaningful participation in climate policies. Feminist climate justice brings a gender lens to the fight against climate change and pollution, acknowledging how the drivers of environmental harms are also the drivers of gender inequalities, such as the lack of economic opportunities.

- **United Nations Convention to Combat Desertification (UNCCD):** India has ratified this treaty (1996), which explicitly links environment and development to sustainable land management. The UNCCD recognizes the crucial role of women in combating desertification and drought, advocating for their full participation in land management.

## **2) In Municipal Laws**

- **CONSTITUTION of INDIA:** ARTICLE 14 which talks about Right to equality in terms of sex, caste, race, religion and place of birth which clearly prohibits gender discrimination.

Article 21 states "No person shall be deprived of his life or personal liberty except according to procedure established by law" ,here the Supreme Court has interpreted "life" as more than just physical existence; it includes the right to live with human dignity, covering all aspects that make life meaningful, such as health, education, and environment.

Article 48A (DPSP) "The State shall endeavour to protect and improve the environment and to safeguard the forests and wildlife of the country", mentioned in part IV of the constitution , these are not enforceable by law but should be kept in mind while performing any action.

Article 51A(g)(fundamental duties) : mandates that it is the duty of every citizen to protect and improve the natural environment, including forests, lakes, rivers, and wildlife, and to have compassion for living creatures. Rights come along with duties, if there is an

obligation on the state to protect the fundamental rights , then obligation is on citizens as well to make the environment sustainable and means of co-living.

All these provisions look at dealing with either of the issues of gender equality and sustainable environment but ultimately they are targeting both the drawbacks, because you can not clap with one hand. These two components are just like 2 eyes of human beings, vision will be blurry if both don't work in coordination. We are not in the position to bear the cost of an unclear future in this globalised world.

- **G20 New Delhi Declaration (2023):** The G20 summit which is hosted by INDIA, helped adopt a declaration that accepted the disproportionate impact of climate change on women and girls and resolved to accelerate climate action with gender equality at its core. In the preamble of it in section G sub point 3 there is clearly mention about gender driven climate action plan. You can not challenge the gum of interdependence of these two, women are the ones who brought the sense of collectiveness and you are questioning how they can not be savior of our mother nature.

- **Micro Small Medium Enterprises(MSME):** It specially mentioned provisions for women in India include 3% to 5% mandatory procurement by central ministries, up to 90% collateral-free credit guarantee coverage, 10% concession in guarantee fees, higher subsidies under PMEGP (35% rural, 25% urban), and 20% seat reservation in skill training. Women are the pillars of society and when women are empowered, the whole world is empowered. The Ministry of Micro, Small and Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity. 1.38 lakh projects have been set up by women

entrepreneurs. This target that if women grow it doesn't only reflect individual growth rather it will uplift the whole society.

The Ministry of MSE has launched a sub scheme named MSE Green Investment Financing for Transformation (MSE GIFT) Scheme under the RAMP Programme. (RAMP is a World Bank supported Central Sector Scheme aimed at improving access of MSEs to credit, market, and technology.) The overall objective of the MSE GIFT Scheme is to provide support to the MSEs in accessing institutional finance at a concessional rate for adopting clean / green technologies and help them to transform into green and sustainable business operations. It would benefit about 12000 MSEs and will lead to annual energy savings of 1600 GWh and an annual saving of around Rs. 1200 crores to MSEs. It would help 1.5 million tCO<sub>2</sub> annual reductions avoiding an estimated social cost of carbon of Rs. 1100 crores.

- **Precedents:- Rural litigation & Entitlement Kendra & others v State of U.P.(1985):** in this Supreme Court recognized, for the first time, the right to live in a healthy environment as an integral part of Article 21 of the Constitution. This widening the scope of article 21 is providing more enforcement for this cause.

- **M.C. Mehta v. Union of India (1986):** The SC held that the right to live in a pollution-free environment is part of the fundamental right to life under Article 21 of

the Constitution. This was initiated by PIL which in particular environmental law plays a very crucial role.

- **Subhash Kumar v. State of Bihar (1991):** The SC combined Articles 48A and 51A(g) with Article 21, ruling that the state must protect and improve the environment so that every citizen can enjoy pollution-free air and water, essential for a meaningful life.

- **M.K. Ranjitsinh v. Union of India (2024):** Recognised right against adverse effects of climate change under Article 21 (Right to Life) and Article 14 (Right to Equality). This study employs an analytical approach that is based on a desk research based on the doctrinal legal research methodology in analyzing legal, institutional and policy aspects that govern environmental sustainability and gender equity based entrepreneurship in green aspects with main focus being given to women led green entrepreneurship. With the help of well researched questionnaire, we access the primary data to analyse the market trend and their ideologies. The other primary legal texts, judicial rulings, policy documents, institutional reports, and empirical findings, are identified, studied, interpreted, and integrated systematically by the research so as to create a functional analytical context. The methodology relates effectively to the international environmental and gender governance frameworks particularly, United Nations, Paris Agreement, United Nations Convention to Combat Desertification (UNCCD) the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), Sustainable development goals (SDGs), the Ministry of External Affairs (MEAs) and the Gender Action Plan (GAP). Judicial interpretations by the Supreme Court of India on environmental protection, sustainable development and gender justice are one of the primary pillars of the legal analysis, which supplies doctrinal bases of the jurisprudential pathway of complementary equalities. The paper also discusses sustainability-related entrepreneurial behaviors and business patterns embraced by the chosen green businesses whose leadership is held by women and the government efforts

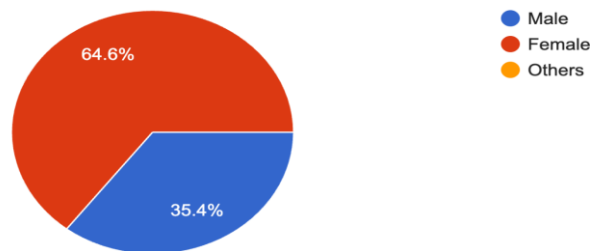
and centrally-sponsored initiatives to promote environmentally-friendly and inclusive entrepreneurship. The contemporary developments and socio-economic issues are put in perspective with the vigorous content interaction with academic literature, policy commentaries, as well as, renowned national and international news and business journals and newspapers. The analysis is aimed at determining the common themes, novel legal principles, regulatory trends as well as gaps in the system that determine the legal position, the capacity to operate or grow among the green women entrepreneurs. This methodology will, by combining doctrinal legal analysis with policy-based and empirical analysis, give a rigorous and holistic insight into the functioning of law and policy as co-dependency vehicles of environmental sustainability and gender equality through entrepreneurship.

Results

Through our collected primary data, we came across with the knowledge of why people are inclined towards women owned eco-friendly brands. 75% of people said both as it meets the demands of both the equalities, this clearly shows that masses are in a sense of this amalgamation which is ultimately our goal. Until our youth doesn't realise the need of women 's participation in environmental safeguards how it will bring the organic touch in this motive. Women are the foundation of society and if the foundation is left uncared for, then how can the tallest tower of a sustainable environment be able to stand. Family maker = women, if the architect is not held in equal way then how will justice be served? By this question we move to our 3rd question which is about integration of gender justice and environmental justice and 91.7% people agree with

this notion which in itself is a golden plate for us to make this plate full of required action to promote and complete the manifestation of it. This notion can not be seen from separate lenses, when their sight is common. Now more keen into market trends that where the conventional brands are taking the lead? We came across with mixed reviews of people by commenting that women's eco-friendly brands are a bit costly. Cost cutting is never easy and still with all available facilities the green technology is like white elephant, it requires lots of research and development and it is in itself a highly funded required field. This high cost component also shows the mentality of the masses by spending huge on luxurious brands. The real sorrow is that people are not realizing that the real luxury belongs in a clean environment where you and your upcoming generation enjoys socially , economically and politically. A dream of a green planet can never be accomplished by ignoring one sect of gender and with the mentality of letting go. If still your conscience is not responding to this eye opener so you are standing on a volcano that can erupt at any moment.

Gender  
144 responses



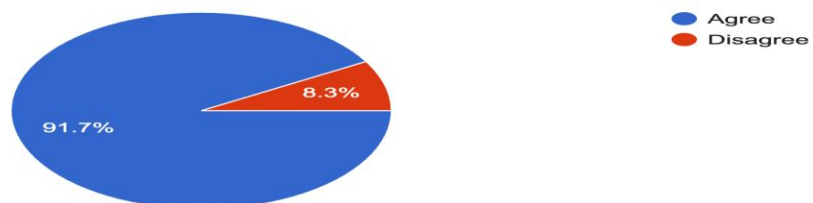
What induces you to choose female owned eco friendly brands

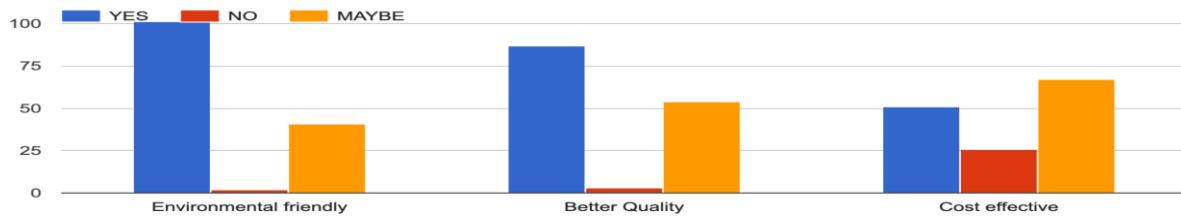
144 responses



Gender equality is an integral part of environmental protection

144 responses





## Discussion:

### The Synthesis of Gender Parity and Ecological Stewardship

The evidence presented in this study highlights a significant change: the links between gender equality and environmental sustainability are now central issues. The findings suggest that women-led green entrepreneurship offers a solution to the problems of gender marginalization and environmental harm. The results show a strong public awareness, with 91.7% of respondents recognizing that gender equality is essential to environmental protection. This matches the "Grendnorm" philosophy, which suggests that the right to a clean environment and gender justice support each other. Brands like Virgio, Ed-a-mamma, and Okhai demonstrate how women entrepreneurs often go beyond profit. They combine traditional ecological knowledge with ethical production and social inclusivity. For example, Okhai's work with over 30,000 rural artisans shows how green businesses can address the historic exclusion of women from the formal job market. In the past, environmental law and gender justice developed separately.

However, this study fits with modern international norms like the Paris Agreement and SDGs, which call for gender-sensitive climate action. The Indian judiciary has helped combine these issues by broadening Article 21 to include the right to a healthy environment. This is seen in the recent M.K. Ranjitsinh (2024) ruling, which connects climate change impacts to the right to equality under Article 14.

**Limitations and Challenges:** Despite this progress, challenges remain. The study finds that eco-friendly products are often seen as "white elephants" because of their high research and

development costs. Additionally, there is a large gap between available MSME policies and their implementation, as many women are not aware of their legal rights or the support available to them.

**Recommendations for Future Research:** To overcome existing social stigma, future research should focus on:

- Mechanized Legal Frameworks: Creating efficient systems for government grants to ensure they reach tribal and rural women.
- Economic Scalability: Finding ways to reduce the perceived luxury of green products to make them affordable for everyone.
- Awareness Campaigns: Measuring the impact of educational programs on women's involvement in environmental governance.

In conclusion, integrating these two issues is not just a policy option but a necessity for the modern era, since a nation cannot succeed with only "one paralyzed wing."

## Conclusion

From vegetable peels to using it as manure in household plantation, this is all on the shoulders of the women and we are still talking about the need of intermixing nature of these two faces of a single coin. Environment is never about nature only it is always inclusive by giving sight on gender equality, education, health care and equality in terms of economics. In INDIA especially in tribal areas there are still practices of their day to day life which are nature centric and performed by women, it shows that they know about the surrounding and how to sink with that provided resources. The climate crisis is not "gender neutral". Females bear the brunt of its impacts, which amplify existing gender inequalities and pose unique threats to their livelihoods, health and safety, so by this their entitlement for working altogether is supreme. Women depend more on, yet have less

access to, natural resources. Women eco-friendly ventures are in their

nascent stage, they still need extra attention and care, present laws definitely possess this notion but difficulty arises in the application of these benefits. Females are not aware about their capacity and legal standing for making the independent green atmosphere. Still there is a high need for campaigns and awareness about the policy framework for nurturing our future. One more thing which needs to be changed is the way the system delivers the grants and facilities. It is not any kind of advantage that we are getting rather we are at such a horrific stage where we are providing support for a gender inclusive environmental framework. Bare minimums can never be seen as an ideal scenario. The destination is still in smog of social stigma.

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