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# Green Entrepreneurship –“ Dad and Dude”, A Company in Bengaluru City.

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## **ABSTRACT**

*IT companies are one of the largest creators of carbon footprints and there is an intense competition in the market for these companies to survive and to create desired products and services customized to the core needs of the consumers. In this race, green environment and sustainability agendas are the last on the list of these entrepreneurs.*

*In current market scenario the studies shows that consumers are now health and environment conscious. Perhaps this is the reason, that the concept of green product and green marketing are taking place slowly and steadily in the market. It can be also as an opportunity for those companies who believe in innovation and redesigning their products and services in ecological manner.*

*It is a perfect time for those entrepreneurs who want to come and be a part of this emerging green market. In response to problems with climate changes and scarcity of natural resources we are trying to convert traditional economic to sustainable one with different kind of green initiatives. But one of the solutions and may be the more effective one, will be the development of green entrepreneurship. Green entrepreneurship emerges from as a mutual product of environment and entrepreneurship.*

*Dad and Dude Company aims towards this generation and next generation taking care of this planet by reducing carbon foot print using refurbished IT assets.*

**Keywords : Green Entrepreneurship, Carbon Footprint, IT assets.**

## **1. INTRODUCTION**

“Green entrepreneurship is the activity of consciously addressing an environmental/social problem/need through the realization of entrepreneurial ideas with a high level of risk, which has a net positive effect on the natural environment and at the same time is financially sustainable.

Any green business to start up holds a high risk and sustainability in this competitive world. Many factors are to be found for this competitive world. Many factors are to be focused for the success of the business such as qualification, knowledge, experience, financial support, family support, spouse support and client acquisition. The Green entrepreneur that we are discussing in the case concentrates on "Carbon foot print reduction through used computers“.

## **2. LITERATURE REVIEW**

Sharma and Kushwaha (2015) states that the various opportunities for the green entrepreneurs due to emergence of green market. Changing consumer behaviour towards green market is another significant and positive indicator for the green entrepreneur. Gevrenova (2015) concluded that “green entrepreneurship” could be defined as a new type of commerce which is equally profit and nature oriented and might possibly solve ecological problems throughout its business activity.

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Purushottam and Honagamavar (2017) concluded that regional development agencies and incubators play a vital role for green entrepreneurship in order to increase the awareness of society that is related to green entrepreneurship, social responsibility projects can be prepared together with role models. Owing to collaboration between universities and industry, environmental technology should be improved and in addition green entrepreneur must gain this technology with low cost. Ali and Ralf (2015) concluded that main important roles in sustainable development: first as an innovative community to change the structure of economy through the sustainability and second as a community who create and change the norms in a society for maintaining the achieved sustainable development. The green social entrepreneur's community could be created in micro and macro scale.

### **3. OBJECTIVES AND METHODOLOGY**

The main objective of the case study is to study an entrepreneur, his journey in the IT sector and what were the challenges he faced while working to ensure that there are less carbon footprints and can view himself as Green Entrepreneur. The main source of data was primary data which was collected through the personal interview from the entrepreneur himself in the company premises at Bangalore. The secondary source of data was collected from various other sources such as the newspaper, journals, articles, company website, internet etc.

### **4. GREEN ENTREPRENEURSHIP OF DAD AND DUDE COMPANY.**

#### **Case Introduction**

Green Entrepreneurship are known as being the innovators and job creators of the current paradigm because this is the era of boom in environmental sustainability and innovation in business.

This case study was written to focus on how the journey of an entrepreneur and his startup company- "Dad and Dude", grew with time and was successful in establishing itself as a IT service sector company in Bengaluru.

The Motto of Dad and Dude is that this generation and next generation should take care of planet earth by reducing carbon footprint using refurbished IT asset.

#### **Who is a Green Entrepreneur?**

Any business as a start up holds high risk and sustainability in this competitive world. Many factors are to be focused for the success of the business such as qualifications, knowledge, experience, financial support, family support, spouse support and client. Though young and budding entrepreneurs are fast

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joining the race of app making IT companies attracting millions of dollars , there are less entrepreneurs who stop and give a thought to create a business which also supports environmental issues and sustainability. These entrepreneurs direct their efforts to reduce carbon prints and also raise green awareness. One such person and entrepreneur is owner of Dad and Dude company which is also a successful green It startup.

### **Initial Challenges**

Since entrepreneur is having 23 years of corporate experience in a journey towards "Carbon foot print reduction through used computers“, he did not face much problem for his own start-up. Because of his previous official network, he had a fairly good idea about prior planning for effective market penetration and a targeted segment to sell product and to sustain in the market.

### **Dealing with employees**

IT Human Resource is abundant in India .The campuses are churning good quality young software minds who are enthusiastic for new ideas and eager to learn and earn. Dad and dude hired skilled employees and trained them well as per the nature of Job. Since the professional and technical experts had experience in the IT field, they did not had to spend much time for training of employees.

### **Marketing**

Dad and Dude supplied affordable computer systems to Govt School at Peenya; Bangalore adopted by Rotary South Parade and maintains the same.They serviced & refurbished 35 desktops at Anjana School at Sarajapura, Bangalore. All these computers are donated by the corporates.

The marketing for a company is very important that helps to reach the target clients but for this company, there are no separate marketing departments nor separate funds for marketing. As it was green initiation, his way of marketing was by providing the best services to clients and also targeting schools, college, educational institution, hospital to create awareness about the product The positive world of mouth is where the satisfied client would spread good information about a company.

## **5. ENTREPRENEURIAL CHALLENGES AND RESPONSES:**

The below table shows the Conceptual framework based on challenges faced by one Green entrepreneur and his responses which were based on his 23 year of corporate experience that made him comfortable and helped him in overcoming challenges as a green entrepreneur.

<b>Factors</b>	<b>As Perceived by Entrepreneur</b>
Mobility Difficult	Not really because the Office was located near the residence and mail and Video call were used in communicating to clients.
Self Confidence was good	Yes – Client acquisition was difficult in the beginning
Availability of Information	Good – to a great extent Reason – IT hub Bengaluru
Problems in Marketing	Yes – to an extent Reason –No separate Marketing department and funds
Infrastructure was good	Yes - Reason – At the starting stage of company
Financial Constraints	Not much difficult to access venture capitalist
	Reason – Middle Class and more family responsibility
Family support	Family encouragement towards company's growth.
Fear of Social backlash	No fear because of experience and faced no bias
Family – Work Life Balance	Yes – Great Extent Family encouragement and commitment towards the company

**Table 1: Conceptual framework based on challenges faced by one Green entrepreneur**

## 6. SUCCESS STORIES

### Uniqness in Servicing

The company was selling used and refurbished IT assets like Laptops and Desktops and Servers with Warranty of 6 months on the used IT assets. The company also provided the complete component list and the health of the same for all the IT assets. The Serviced IT assets come with the PC Doctor Test report and resulted in reduction of carbon foot print. Buyback of used IT assets by making fair value based on the health of the used IT assets aimed at affordable computing to the common masses who were unable to or are unmilling to purchase a new IT asset. This also helped in reduction of E Waste.

Servicing of Laptops, Desktops and Servers with standard tools.

They also provide refurbished servers with complete server stack software based on open source. The company buyback used and unused IT assets like Laptops & Desktops From Corporates, Institutions and end-users with fair market value and also Selling refurbished Laptops, Desktops & Servers at affordable price with warranty. These Refurbished Laptops and Desktops gives better performance and with Annual Maintenance Contract – AMC, authorized onsite warranty was provided by the service provider for major all its major clients.

### Affordable Computers to Rotary & Schools

Dad n Dude supplied affordable computer systems to Govt School at Peenya, Bangalore and was adopted by Rotary South Parade and to maintain the same. They also serviced & refurbished 35 desktops at Anjana School at Sarajapura, Bangalore which were are all donated by corporates. The company dad n Dude also rent laptops along with maintenance to SME.

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## 7. CONCLUSION

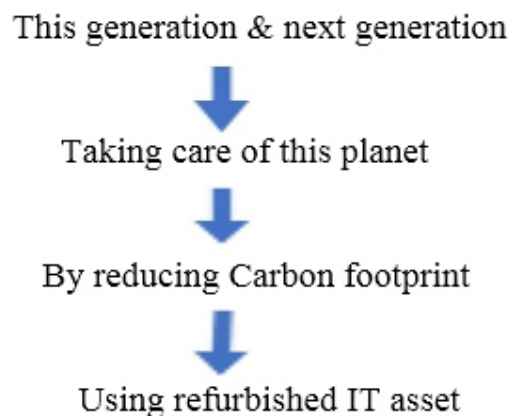
Green Entrepreneurs are now playing a major role to contribute for environmental sustainability in many ways. In this case it is through "Carbon foot print reduction through used computers". Though it is difficult to start a business which focusses on used IT assets, it is remarkable to see the company growing and flourishing. The managerial implications from this case study would be that the Green Entrepreneurs play a vital role to protect environment and to address environmental impact. So it's a Normative Approach for the betterment of society and to protect planet earth to reduce environmental impact on Earth. The case raises an important question to all the budding managers and entrepreneurs about the green movement and to reduce new IT products usage or may be start by using already used IT assets.

## Appendix A

### Case Background of a Person

24 months of entrepreneurial experience with 23 years of corporate experience in a journey towards "Carbon foot print reduction through used computers"

### His Objective



### Company Overview

- Name : Dad and Dude ( [www.dadndude.com](http://www.dadndude.com) )
- Founder : Mahendran Kathiresan
- Company Strength : 6 employees
- Years in Business : 14 Months
- Location : Attibele, Bangalore
- Category : Sales, Buyback of refurbished IT assets.

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## **Technological Skills Required**

- Mahendran Kathiresan, Founder / Sales and Marketing 22 years of Technical Sales experience.
- Technical Team – Microsoft Certified Professional (MCP) along with DELL and Lenovo Certifications.
- Expert Engineers trained on Workstation and Services.

## **Why Dad and Dude**

- Standard testing tools
- Data wiping & Data recovery
- Final testing done using PC Doctor software
- Test reports published for every IT asset
- Tracking systems for customer service calls
- warranty provided for 6 months
- In the process of reducing carbon footprint through used IT assets

## **Business Opportunities**

Cerri – a new initiative on basic computing

## **Basic Computing**

- Minimum power consumption
- LCD screen from used computer
- No Fan
- Runs on microSD /No HDD
- Runs on Linux OS
- Broadcom processor/1GB RAM
- 4 USB ports/HDMI/VGA
- Elegant look
- Affordable price

## **Applications:**

- Front office
- Students
- Elderly Parents
- Schools
- Children

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## Customers

- Accolet, Bangalore (www.accoletadvisors.com)
- Sujay Industries, Bangalore Hebsur Associates, Bangalore
- Contactechnics, Bangalore
- U-Solar, Bangalore (www.usolar.in)
- Athena IT, Bangalore (www.athenaitsol.com)
- Flowedge, Bangalore (www.flowedge.in)
- Anjana Vidya Niketan, Sarjapura (www.brahmi.org)
- Rotary South Parade, Bangalore
- Systemantics, Bangalore (www.systemantics.com)
- Prakash Seating, Bangalore (www.prakashseating.com)
- Easyfunds, Bangalore (www.easyfunds.in)
- Roverside Apps pvt ltd (www.roverside.com)

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