

STUDENTS' PERCEPTIONS OF SUSTAINABLE ENTREPRENEURSHIP THROUGH ART & DESIGN THEMED PROJECTS: A QUALITATIVE INQUIRY

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ABSTRACT

This research aims to explore the dynamic relationships within sustainable entrepreneurship. This research examines the evolving nature of sustainable entrepreneurship in the presence of three major aspects: social, economic, and environmental. In management literature, the idea of sustainable entrepreneurship is relatively new. Sustainable business practices are frequently referred to as sustainability business practices. The idea was conceived to connect books on entrepreneurship and sustainable development. A qualitative research methodology is adopted for this research. Thirty-nine students from Art & Design sector were included in this study. A total of 39 students were involved in the research process. Students were later given a detailed project to submit entrepreneurial projects, including the sustainability factors. These 39 students were the graduates of the final semester from four different sectors: Fashion Design, Textile Design, Interior Architecture Design, and Graphic Design. It is not easy to progress toward sustainable entrepreneurship policies for all stakeholders involved to maximise their operations and benefits due to the fact that the existing institutional structures prefer the currently operating businesses and systems that are not sustainable over the more recent ones that are sustainable. The research findings in this study provide insights into concepts important to understanding sustainable entrepreneurship in a developing country.

Keywords: Sustainable Entrepreneurship, Pakistan, Sustainability, Case Study, Projects, Art & Design.

INTRODUCTION

Developing and underdeveloped countries consist for more than 80% of the world's population. The majority of the total population in these countries is mostly considered uncertain and informal, living below the poverty line. Currently, national and international organisations are focusing on improving countries' businesses and investment environments for entrepreneurship as a part of their social, environmental, and economic development programs. In the last decade, sustainable entrepreneurship has been widely considered a solution for environmental degradation and economic development instead of a possible cause (Terán-Yépez, Marín-Carrillo, del Pilar Casado-Belmonte, & de las Mercedes Capobianco-Uriarte, 2020). This attracted scholars to develop connections between traditional entrepreneurship, society, environment, and economics to create a new kind of entrepreneurial activity named Sustainable Entrepreneurship (SE) (Urbaniec, 2018). Achieving sustainability is a list of priorities of developing countries, and this could be achieved through the growth of sustainable entrepreneurship in these nations. The sustainability approach also emphasises the need to incorporate social, environmental, economic (also known as the "triple bottom line"), and ethical factors into the decision-making process (Urbaniec, 2018). Engaging in sustainable business will increase businesses' growth and survival

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in emerging economies' competitive and market-oriented environments. Various new terms have appeared under the paradigm of sustainability that would help the economies to scale. These terms are green entrepreneurship, environmental entrepreneurship, eco-entrepreneurship, social entrepreneurship, and corporate social responsibility. Academic research highlighted its various perspectives and related dimensions, but lesser research existed discussing the role of social cognition in the decision-making process within sustainable entrepreneurship (Terán-Yépez et al., 2020). The part of innovation and the challenges entrepreneurs face in making their projects sustainable also play a dominant role in achieving their objectives. Thus, in the existing literature, SE is considered an innovative concept that helps businesses achieve their environmental, societal, and economic goals (Terán-Yépez et al., 2020).

In management literature, the idea of sustainable entrepreneurship is relatively new. Sustainable business practices are frequently referred to as sustainability business practices. The idea was conceived with the intention of connecting books on entrepreneurship and sustainable development (Bawono & Rahmana, 2021). According to this theoretical viewpoint, sustainable entrepreneurship combines traditional and social entrepreneurship. The idea of sustainable entrepreneurship is connected to the capacity to recognise and provide economic, ecological, and social value. To successfully develop a business that could be regarded as conventional entrepreneurship, a person must be personally motivated to seek out and use opportunities to create new added value. This type of entrepreneurship is more focused on meeting the minimal socio-ecological requirements set forth by policy and law. A completely different idea is social entrepreneurship, which is concerned with environmental and social issues, seeks to advance society, and ensures businesses' financial sustainability with social objectives. Between traditional and social entrepreneurship lies the idea of sustainable enterprise (Bawono & Rahmana, 2021). To create a corporate firm with sustainable economic performance, it integrates and balances the two aspects of economic objectives and social-ecological goals. This research aims to describe these students' perspectives on sustainable entrepreneurship and add to the body of knowledge on three crucial aspects of sustainable business.

REVIEW OF LITERATURE

Defining Sustainable Entrepreneurship

In the past, entrepreneurship has been studied, examined, and used to develop a kind of self-employment that may result in financial rewards Schaltegger and Wagner (2011) or as one of the methods for creating workplaces. In other words, the focus has been on entrepreneurship fostering economic growth while ignoring social and environmental issues. However, some academics have argued that entrepreneurship should not be based solely on generating wealth due to the growing attention that governments, non-governmental organisations, researchers, and businesses are giving to environmental issues and the emergence of the concept of sustainable development. According to some academics, entrepreneurship is also a tool that may direct many economic sectors toward sustainable growth.

According to Schaltegger and Wagner (2011), entrepreneurship should concentrate on endeavours that address the needs and demands of the modern economy and have commercial, social, and environmental goals. Shepherd and Patzelt (2011) further contend that entrepreneurs must include sustainability in their business plan and modify it to build a successful company that supports development. As a result, during the last ten years, businesses and entrepreneurs have been more interested in learning about the true effects of their operations on society and the environment. Due to this, the conventional definition of entrepreneurship has been expanded to include non-financial advantages and value creation in terms of economic outcomes. Due to this, some researchers started to focus more on the relationship between sustainable development and entrepreneurship, which gave rise to the concept of sustainable entrepreneurship (SE) (Hall, Daneke, & Lenox, 2010).

The triple bottom line (TBL) is the foundation of SE and links its three components: (1) the environment, which considers long-term protection and the reduction of adverse effects; (2) the social, which emphasises customers, stakeholders, partners, employees, and the community; and (3) the economy, which depends on economic performance (Majid & Koe, 2012). In this sense, modern sustainable business owners are seen as change agents dedicated to balancing economic

viability, social welfare, and environmental preservation.

Sustainable Entrepreneurship (SE) has a significant impact through its objectives of economic, social, and environmental benefits to individuals and society (Urbaniec, 2018). Sustainable entrepreneurship has some common characteristics with social and commercial entrepreneurship, but the most coherent pursuit of economic viability, environmental stability, and social equity distinguishes it from social and commercial entrepreneurship (Urbaniec, 2018). From a theoretical perspective, SE could be seen as a combination of social and conventional entrepreneurship (Raudeliūnienė, Tvaronavičienė, & Dzemyda, 2014). Thus in a broader perspective, the most cited definition considered SE as “the analysis of how opportunities to bring into existence ‘future’ goods and services are discovered, shaped, and exploited, by whom, and with what economic, psychological, social, and environmental results” (Cohen & Winn, 2007; Sarango-Lalangui, Santos, & Hormiga, 2018).

One important component of entrepreneurship is innovation. Therefore, to get the most out of their sustainable initiatives, businesses focused on sustainability must be innovative in how they use their resources. Sustainable entrepreneurship is necessary for regional prosperity since it fosters society's ongoing development through new ideas and solutions. These unique concepts depart from conventional methods and include fresh approaches to marketing, fund-raising, and resource management, among other things. Due to the dynamics that motivated them to use novel solutions to their challenges during the last ten years, the nature of entrepreneurial enterprises has changed (Dwivedi & Weerawardena, 2018). These businesses' primary goal is to provide more community benefits with fewer resources; hence they need to realise sustainable value generation from their sustainable initiatives.

Sustainable entrepreneurship creates a wider impact by exploiting new opportunities with the changing trends of the market but still, limited research exists in exploring the factors of social cognition that encourage sustainable entrepreneurship towards specific social projects and their link with innovative procedures.

SE and Sustainable Economy

Regardless matter whether entrepreneurship is sustainable or not, the economic aspect has a significant effect on its growth. People are inspired to start their businesses and want to be their own bosses in thriving economies, so they take advantage of the economy's strength to expand their endeavours, strengthening entrepreneurship. Previous research has shown that income levels impact entrepreneurial activity since rates of entrepreneurship are favourably impacted by income growth. This is so that new businesses may be started, and existing ventures can be strengthened due to economic growth, which increases the likelihood of entrepreneurship succeeding. Additionally, businesses often struggle to survive and continue operating when the economic situation worsens. Due to its closure, their owners are now employed as salaried servants. Due to this, some researchers started focusing more on the relationship between sustainable development and entrepreneurship, which gave rise to the concept of sustainable entrepreneurship (SE) (Hall et al., 2010).

This is why the economic aspect has been highlighted as a crucial component in improving the longevity of sustainable enterprises. For instance, it is well known that having access to money via regulated public securities markets not only encourages entrepreneurship greatly but also helps keep these businesses viable (Iqbal, Khan, Gill, & Abbas, 2020). The consequences of sustainable entrepreneurship and its longevity and stability throughout time are significantly influenced by the political and economic stability that fosters a favourable, transparent investment environment.

Some Sustainable Development Goals also consider the economic element (SDGs). SDG1 outlines the elimination of poverty, for instance. Nearly 1 billion people live on less than one dollar daily, while half of the world's population earns less than two dollars daily. Sustainable entrepreneurship could create initiatives that provide microcredits and microfinance through microcredit banks. By offering modest loans at low-interest rates to the underprivileged and those with low incomes, particularly women, these microcredits contribute to reducing poverty.

SDG8 emphasises economic development and dignified labour. The labour force is a problem because of increased rates of child labour and unemployment, insecure work, and the dominance of informal enterprises that provide protection. A sustainable enterprise with long-term goals will be a major concern in the socioeconomic future, concentrating on providing respectable

jobs and constructive labour. This is made feasible by a strengthened economy created after exploitation and degrading malpractice practices were put an end to. Sustainable entrepreneurship generates respectable employment via new businesses that provide products and services, stimulating economic growth. It also benefits from economic progress and is thus seen as an economic engine (Iqbal et al., 2020).

SDG9, which is concerned with infrastructure, industry, and innovation, is another objective of the economy. Over time, sustainable entrepreneurship may provide new processes that, for instance, incorporate marketing strategies and supply chain management, as well as clean, sustainable industrial advances and infrastructures. As a project, sustainable entrepreneurship can create sustainable water infrastructures, parks, and industrial locations. Therefore, the degree of the current economic element significantly impacts the durability of sustainable entrepreneurship throughout time.

SE and Sustainable Development

The World Commission for Environment and Development (WCED), which stressed that sustainable development must be carried out without compromise so that future generations were still guaranteed their needs, continued this idea in 1987 after it was first put forth at a conference held by the United Nations (United Nations) in 1972. Sustainable development (Emil Salim, 1990) attempts to improve social stability by addressing human wants and aspirations, and this word is a concern in Pakistan as well. Fundamentally, sustainable development aims to distribute development equally among present-day and future generations. The idea of sustainable development then continues to advance, and many multinational corporations implement it into their operations by utilising Elkington's (1998) study on the triple bottom line, which measures a company's financial, environmental, and social performance. Sustainable development must be balanced in the environment, society, and economics. It was determined from the evolution of the current arguments. According to Harris (2000), the sustainability concept may be understood in three ways. These are:

A. Economic Stability, to maintain government viability and avoid the emergence of sectoral inequities that might harm agriculture and industry, it is defined as the development capacity of constantly creating commodities and services.

B. Environmental sustainability includes the discussion of biodiversity, airspace stability, and other ecosystem functions that are not included in the group of economic resources.

C. Social sustainability is defined as the capacity to promote equality and supply social services like health and education.

It might be claimed that debate has surrounded the creation of the idea of sustainable development. Starting with the disagreement that businesses must succeed regardless of environmental and social considerations. Following that, environmentalists demanded that the firm be required to preserve the area where it operates (Iqbal et al., 2020). After then, carry out the business's commitment to assist the neighbourhood. To achieve a reasonable profit while protecting the environment and considering people's capacity to live productive lives, this notion ultimately has to contain three components: economic, environmental, and social.

SE and Sustainable Environment

The current research acknowledges the environmental component as a system that incorporates the ecosystem. It is similar to the description given, where the environmental component is defined as an environmental system that improves human and environmental well-being and commercial profitability (Del Vecchio, Secundo, Mele, & Passiante, 2021).

As a result, difficulties with water and sanitation, life on land, climate change, and clean energy are all included in the environmental component. SDG6 is connected to access to clean water and sanitation in this context. Due to the fact that one billion people lack access to clean drinking water, this issue affects the whole world. Sustainable entrepreneurship has created solutions to these difficulties throughout time by considering the necessity to address water shortages. Eco-innovations, for instance, have been used to turn polluted water into drinkable water by using affordable technology and by introducing clean technologies by judiciously employing resources that have an effect, such as lowering water and fossil fuel use. Sustainable entrepreneurial solutions have enabled the restoration of depleted fish populations.

Since most people on earth lack access to power, the energy crisis is another issue pertaining to SDG7's environmental component content. The development, organising, funding,

and upkeep of energy-saving and renewable energy projects are examples of sustainable businesses that may succeed over time. Projects including not just wind, solar, hydro, and biomass energies to minimise energy usage but also eco-facilities implementations like efficient buildings or green buildings are other potential solutions that may be implemented through sustainable entrepreneurship (Terán-Yépez et al., 2020).

Another issue about SDG13 is climate change, which has become worse because of greenhouse gas emissions from people. Therefore, a change in climate regulations is required, making it feasible to transition to a low-carbon economy via technical advancements.

Deforestation and biological degradation, detrimental to the terrestrial ecology, are further environmental issues brought on by bad corporate practices. By creating a framework to preserve nature and ecosystems, sustainable entrepreneurship may provide goods and services that safeguard ecosystems (Del Vecchio et al., 2021).

Theoretical Paradigms

Various theories of entrepreneurship have been presented with different concepts to explain complex phenomena. According to theories, scholars have categorised various theoretical concepts in different approaches. One of the significant theories in this regard is the Theory of Planned Behavior (TPB), elaborated by Ajzen (2011). TPB states that entrepreneurial intention evaluates entrepreneurial behaviour and the later actions to carry the plans. TPB evaluates human behaviour and shows that human intention leads to planning and actions. The second theory in this aspect is the Self-determination theory (SDT) by Deci and Ryan (2012), which states that the desire for self-growth and human motivation is inherited. SDT predicts three codes of determination: autonomy, competence, and relatedness that lead to the growth of individuals, emphasising the human need for motivation and the tendency to achieve. Cultural and social contexts support these tendencies. Thus, the theory of human motivation also reflects development and wellness. In the context of this research, Social Cognition Theory (SCT) proposed by Holt (1915) will help to analyse the root causes in decision-making processes that encourage them to opt for a particularly sustainable project. These theories will help to gain deeper insights into understanding the operations of sustainable entrepreneurship.

Research Objectives

The research objectives for the current study are:

1. To explore students' perspectives on building a sustainable economy through vocational Art & Design themed projects.
2. To identify students' perspectives on community development through vocational Art & Design themed projects.
3. To understand students' perspectives for a better environment through vocational Art & Design themed projects.

METHODOLOGY

An inductive, qualitative approach is adopted by considering the exploratory nature of this study. The flexible nature of qualitative research helps the researcher to explore the related concepts of sustainable entrepreneurship more deeply. To develop an in-depth analysis of the multi-dimensional phenomena of sustainable entrepreneurship, it is important to adopt a methodology that gathers the respondents' thoughts and emotions. Twelve workshops related to sustainable entrepreneurship were conducted for the students to understand the concept of sustainable entrepreneurship. A total of 39 students were involved in the research process. Students were later given a detailed project to submit an entrepreneurial project, including the sustainability factors. These 39 students were the graduates of the final semester from four different sectors: Fashion Design, Textile Design, Architecture Design, and Graphic Design.

The top 8 projects were analysed further by their broad sustainability areas. The three broad themes of sustainable entrepreneurship were analysed in each project. Additionally, a case study approach was applied to this research. A case study is a general term for examining a person, a group, or a phenomenon, according to Sturman (1997). A case study, therefore, is a detailed description of a particular occurrence and its analysis; it recounts the case and the events and how these characteristics were found, which is the research process (Mesec, 1998). Mesec describes a case study in the context of social work in the following manner, albeit it might equally be used in education: A

case study is “a description and analysis of a particular issue or case to identify variables, structures, forms, and orders of interaction between the participants in the situation (theoretical purpose), or, to assess the performance of work or progress in development.” The subsequent section discussed the findings from the top 8 projects of the students and the sustainable approaches applied to them.

ANALYSIS

Project 1: Elexy

Elexy by Sb is dedicated to offering consumers fashionable clothing at affordable pricing. Thrift stores provide a wide range of amazing advantages. A quick and simple approach to being green is to do your shopping at a nearby second-hand store. Create a unique outfit and find high-end items at affordable costs.

We do nearly everything in today’s world online. Rent may be paid without spending much, which is the best thing about internet shopping. Some individuals would rather sit in the comfort of their homes and choose and purchase stylish items rather than go to the shop. Without an internet presence, businesses that deal in fashion items risk losing important clients. You must thus have an online presence to attract more clients. Different individuals choose thrifting as a quick fashion option for various reasons. People may cut their spending, locate unique items, and save money by buying used apparel. Local thrift shops are popular places for people and families to get inexpensive apparel. Because it is sustainable, affordable, and creative, people like being frugal. These generations may now get reasonably priced clothing without sacrificing their brand loyalty thanks to thrifting. They now have more environmentally beneficial alternatives than just buying rapid fashion. People seeking great deals on gently worn goods make up a large portion of the target market for thrift shops. However, it also covers those who shop at second-hand stores to support a cause if doing so helps that cause. Many folks go into a second-hand shop since they have no idea what they will discover.

Sustainability

As we all know, buying at second-hand stores is affordable for everyone. Thrift stores have long had a bad reputation, but many advantages exist. Buying at thrift stores is open to everybody. Due to the quality or condition of the clothing, other people have sometimes judged individuals for choosing to purchase and wear used clothing. Place it in the washing machine; that is a simple fix. Going thrift shopping cuts waste tremendously since fewer garments need to be made. If people wear fewer clothes, there will be fewer textiles and fabrics piled up in landfills. Fashion fads may come and go too swiftly for the environment.

A neglected method of pursuing sustainability is thrift shopping. Shopping in this way uses less energy and resources. Thrift shopping offers many stylish options and is another method to protect the environment. There are several brands and fashions available that are not seen at commercial malls. Although it offers so many benefits, there has been a stigma associated with thrift stores and second-hand stores. There are two primary methods for thrift shopping: online and real thrift stores. It might be a genuine joy for you to wear used clothing, and the environment will appreciate it.

Due to its favourable environmental effects, thrift shopping is another ally of the planet. Unwanted clothing may accumulate quickly in dumpsters, ground, or other natural areas. In other words, this clothing winds up in inappropriate places. Therefore, thrift shops or donation centres like Goodwill and The Salvation Army have sprung up all over the country to stop nature from being the next best alternative. By shopping from these places, you help keep unsold clothing—often in good condition—from building up on our planet and being stored in closets where they can be reused. Thrifting has several advantages that outweigh its negative connotations.

In their lifetime, Americans discard 60–80 pounds of worn clothes. Going thrift shopping cuts waste tremendously since fewer garments need to be made. If people wear fewer clothes, there will be fewer textiles and fabrics piled up in landfills. Fashion fads may come and go too swiftly for the environment. Therefore, buying at thrift stores enables us to recycle and reuse clothes rather than dumping them.

Project 2: Smart Glass

With the use of Privacy Solar Smart glass, users may instantaneously stop 99.9% of the light from entering a room via a window. Privacy Solar Smart glass will be used in commercial or residential applications to replace blinds or curtains to rapidly adjust the ambience of a room by suddenly engulfing

the area in darkness. Recent market research suggests a particular and expanding demand for designing consultation.

Sustainability

As is well known, the economic crisis and the effects of global warming are becoming worse daily. Every individual should be aware of their responsibilities for obtaining the warnings that may be useful in overcoming these problems for the world to improve as a place to live. Even our goods employ solar energy as an energy source, and all items are not harmful to the environment. Our goods are safe for the environment, and we never use poisonous or dangerous materials in their creation. We employ high-quality items in our services; the products' costs are now more expensive. Therefore, the elite class is presently our target market. The smart glass panel is expertly crafted by the manufacturing team at Smart glass International using a mix of expertise, technology, and ability. Each Smart glass panel is custom-made to the client's specifications. Even if the materials are pricey, they all meet the highest standards in the world and guarantee that the final product will be of the highest calibre.

Project 3: Art & Design House

Today's artists and designers serve as role models for others by teaching them to think critically on their own and others' work via their knowledge of art, craft, and design. In our contemporary era, their work fosters awareness for and involvement with art and design, which enables you to process your emotions and interpret your environment creatively. It makes you feel alive and lets you see life from a new angle. Since the dawn of humans, art has played a significant role in human existence and has served as a vital instrument for culture, education, and the interchange of ideas in society. I chose the concept of this art and home business because of the value of art that was previously highlighted. Here, the paper will go through the strategies, objectives, and purpose of this company:

The fundamental concept behind this art and design studio is to provide artists and designers, regardless of their socioeconomic situation, a platform to utilise this medium where they can make and sell their unique artwork, such as paintings, sculptures, and other works of art.

Sustainability

Everyone can afford to run this firm, regardless of socioeconomic background, since it is to utilise our abilities to make money. Different projects and other offerings will be beneficial to our artists and designers. In addition, organic pigments will be used in the goods we develop at our art studio. For instance, if we are asked to create a sculpture of a national hero or any other object, we will utilise clay, our organic paints, etc., and will depict it in a manner that will show other art establishments that we can continue our work and operations without endangering our environment.

Project 4: Interior Landscaping

Interior Landscaping provides sustainable hygiene and interior design solutions, which increases our confidence in developing long-lasting relationships with our customers. We will undoubtedly overtake the competition due to our distinctive designs, deep concern for our client's health, and understanding of the value of interior landscaping. Our knowledgeable and skilled staff is always looking for new ways to provide our clients with a healthy, eco-friendly atmosphere that will relieve their emotional depression.

Sustainability

Change is almost always difficult but given the current state of the economy and the need to continue in business, professional landscapers are discovering that they must adapt. Our staff carefully selects organic materials that allow grass, shrubs, and trees to establish and immediately sprout roots quickly. Our firm has cut its profit margins so that our customers can still obtain what they want despite rising expenses for synthetics, petroleum, and mineral commodities, pushing expenditures close to parity. As we use inexpensive natural resources, there may be a minor rise in using a sustainable strategy, particularly when choosing the finest quality materials with assured consistency to create various packages.

Ordinarily, having an environmentally friendly landscape entails having less grass on your property, and less grass means you require less water for landscaping upkeep. Planting flowerbeds and paving stones are two examples of how you might do this. 90% of workers spend their days inside, and the air within buildings may be significantly contaminated with mould, chemicals, and other contaminants. By releasing oxygen into the air and removing hazardous pollutants, carbon dioxide

indoor landscaping enhances air quality. To lessen the danger of air, water, and earth contamination, we utilise specialised environmentally friendly fertilisers with less hazardous and harmful ingredients. To utilise less petroleum, we employ equipment that is electric-driven.

Interior landscapes are vital because they improve our quality of life and welfare by allowing us to live in an aesthetically beautiful, healthy, and fresh environment. The building's interior landscaping adds to its overall beauty. The landscape design uses vegetation, bright colours, and light in a built environment to create naturally pleasing settings. Indoor landscapes provide several health advantages, are efficient at elevating mood, serve as a kind of meditation for those who are sad, aid in mood enhancement, and filter harmful gases and toxins from our surroundings. Interior landscaping aids in maintaining temperature levels, which lowers energy levels and lowers noise levels in open areas.

Project 5: Bride's Entourage

Bride's Entourage is a unique store for wedding clothing. In contrast to most retail bridal stores, our concentration is on everything else. The moms of the bride and groom, bridesmaids, and flower girls will all get service from us. We will also provide all the wedding party's female members with various accessories. Bride's Entourage's new retail establishment will add something special to the region around Portland's current wedding stores. While most bridal boutiques give the woman her wedding dress, Bride's Entourage concentrates on everything else. Our main offerings include dresses for the mothers of the bride and groom, flower girls, bridesmaids, wedding footwear, and bridal accessories, including veils, jewellery, and headpieces. Our mission is to be the one-stop shop for products other than wedding gowns and to provide our clients with a positive shopping experience.

Sustainability

Sustainable fashion is defined as apparel and accessories created, manufactured, and distributed with consideration for the environment. According to Breanna Simmons, founder and creative director of Nordeen, an eco-friendly bridalwear company, "in an environmental sense, [sustainability] implies this planet can offer fresh air, water, and resources—and do it continually and forever." "It denotes that society has equitable and hygienic access to renewable resources for sustaining life. Therefore, ethically manufactured clothing that helps the world maintain itself rather than harms it would be considered sustainable fashion.

Beyond the immediate effects on the environment, purchasing responsibly also has humanitarian benefits. According to Simmons, the clothing you pick to wear both at your wedding and every day is crucial from a holistic standpoint. She clarifies, "Personally, I want to ensure that the clothing I wore on the most significant day of my life would not harm the environment or the people who manufactured it.

Project 6: Touch Screen Animation

The world revolves around technology, and the same is true of our ethical work. Touch Screen Animation provides a fundamental implementation to make interior architecture work simpler. Technology has had 3D animation for a while, but 4D animation is a recent development. Touch screen animation is more than simply an animation that plays on the screen when you touch it; it also guides you through a tour of your work project. For instance, if a customer requests a tour of the office's rooms using a touch screen animation, you may use this technology to bring them inside the room with you.

Sustainability

Touchscreen animation comes with the fundamental factors of sustainability. The final material used for the screens comes from sustainable elements. A strong link is created inside the excess of necessity through touchscreen animation in interior design. Interior designers like to employ animation because it enables them to demonstrate to clients the calibre of their work and how the project will be completed. This is a key area where feasibility decisions are made. When the product is secure, it will expand and make a profit. Being aware of your rivals can help you expand and prosper. Touchscreen animation draws in users and encourages them to spend more money. This will be effective domestically and internationally since there is a growing need for it in regional and global markets. Additionally, this will increase trading possibilities.

To present your interior using touchscreen animation, it is much more sustainable and practical to use a basic and understandable narrative board than a material board, concept board, colour scheme, mood board, and site analysis. You do not need to independently defend our lighting and texture since

touch screen animation demonstrates how it was all done. It creates a welcoming and upbeat atmosphere.

Project 7: Hast e Hayat

The Hast e Hayat is a shawl shop in Pakistan that offers branded, non-customised goods and services at affordable costs. It offers to print and develop original products embellishment and hand painting, Individual and corporate goods and services, among many more.

Obtain and create a range of “one-of-a-kind” hand-painted, distinctive items Hast e Hayat offers specialised goods and services that are “tailor-made” to suit the preferences of each client. Create a “Brand Identity” that personifies high-quality by giving seasonal specials/discounts, sending direct mail postcards, delivering excellent goods at reasonable pricing, and creating a welcoming and pleasant shopping experience.

Sustainability

Economic sustainability refers to actions that promote long-term economic development without damaging the community’s social, environmental, and cultural aspects. Feasibility is the potential for and capacity for action. Sustainability means doing something and keeping it up such that it does not hurt the economy, the environment, or society. Our business concept is feasible and sustainable for the community and the environment. Fabric, paints, thread, and decorative materials are their basis. Because fewer individuals manufacture hand-painted and hand-embellished hijab scarves, our approach is unique and imaginative. Because it requires hard effort and creativity, not everyone can achieve this. It is innovative and successful in the market. Most of those classified as the most original concept are also the most valuable product, whether in the items they develop, the services they provide, or how they position themselves to reach their clients.

Project 8: Fareesa

Pakistan has long been recognised as a nation with a wide range of distinctive cultures, each of which is significant in its own right. Pakistanis are culturally loving and respectful people. Individuals love to represent their cultural norms and values in whatever way they can, and if we look at this from the viewpoint of clothing, we can see that people wear their traditional attire out of respect and a sense of pride in displaying their unique identity. But as society develops, so do fashion trends, and people are becoming more contemporary and interested in western attire just as much as they are in traditional dress. The solution I came up with to close that gap is to launch “Freesia” as a multicultural, traditional clothing brand with a touch of modernity, blending the two to create a hybrid that has elements of both traditional Pakistani clothes and contemporary fashion. The use of contemporary weaving, embroidery, graphic design, dying, and stitching methods, among others, will be used to accomplish this. In addition to these abilities, I plan to guarantee that the quality will be excellent and that a broad selection of apparel will be considered premium in our market. Additionally, “Freesia” will be Pakistan’s first business to conduct most of its activities while making all reasonable efforts to ensure sustainability.

Sustainability

First, most of the company’s production will be done using as much green solar energy as possible. Instead of tossing away rubbish, the organisation will prioritise recycling. Any greenwashing will be discouraged, and the firm will use some of its revenues to help society grow and prosper. The company will take meticulous care of its agreements with its consumers and the wider public. Freesia is a business that will be the only one in Pakistan to care this much about the profit, people, and planet aspects of sustainability. Freesia will concentrate on promoting environmentally friendly textiles like hemp, which will eventually prove advantageous for people and the environment. Freesia will also make a concerted effort to utilise less plastic in all aspects of the business.

Limitations

Due to the philosophical nature of this article, there are few concrete examples of real business endeavours included. As a result, we have examined a variety of business efforts, such as the tangible obstacles that are present in a variety of sectors of TVET. In defence of the SE literature, it should be noted that the field is still in its formative stages; as a result, there is potential for more debates over the many assumptions and principles to which it may or may not conform. The “triple-bottom-line” metaphor is used in a lot of the literature that deals with sustainable development. This metaphor is used to adapt the lofty ideas of sustainable development into the corporate sector. However, in light of

the lofty goals often associated with entrepreneurship as a remedy for fundamental and obligatory change, it is important to establish a more stringent set of guiding principles. Consequently, there is a need for ongoing conceptual work in formulating implications and evaluating them in terms of what they signify for various entrepreneurial endeavours.

CONCLUSION

In summary, the urge to attain sustainability and adopt sustainable business practices to safeguard people, the planet, and profits has been the primary force that has pushed the rise of sustainable entrepreneurship. As was previously said, the depletion of natural resources, a lack of access to adequate clean water, prolonged drought, and the loss of biodiversity have evolved into serious problems that call for sustainable and original solutions.

Implementing strategies and solutions that satisfy the economic, social, and environmental demands and concerns of current and future generations is the goal of sustainable entrepreneurship, which aims to tackle these challenges. Following the World Commission on Environment and Development (WCED) recommendations, efforts to satisfy present needs should not be at the expense of the future of subsequent generations. As a result, sustainable entrepreneurship prioritises striking a balance between maintaining economic health, maintaining environmental resilience, and ensuring social equality to provide prospects for long-term growth and development.

Nevertheless, the findings of recent studies suggest that to achieve the appropriate levels of sustainability, it will be necessary for educational institutes, markets, governments, and companies to work together. It is the government's responsibility to formulate and implement rules and regulations that regulate corporate operations to lower gas emissions, preserve natural resources, and protect the environment, to name just a few of these goals. However, to comply with these requirements, firms must include sustainability objectives in their primary business plans and models. Demanding social and environmental responsibility from businesses and encouraging ethical purchasing are two ways markets, including consumers, may contribute to sustainable development.

However, to gain a better understanding of the sustainable entrepreneurial process, it is necessary to have a solid grasp of the context, which must be defined in terms of the characteristics of the economy, institutions, industries, and markets, as well as the spatial embedding of these factors at the local, regional, national, and supranational levels. It is important to highlight that the shift toward company models geared toward providing a service has materially helped to expand sustainable entrepreneurship. These approaches promote value co-creation by involving all stakeholders throughout the manufacturing process. These stakeholders include consumers, workers, and supply chains, among others. In contrast to traditional forms of entrepreneurship, sustainable entrepreneurship places a greater emphasis on satisfying the requirements of all relevant stakeholders rather than just the shareholders. This change makes it easier to integrate the environmental, social, and economic aspects of our clients' communities and the surrounding communities.

However, despite the advantages realised or promised by these sustainable models, various perceived constraints and hazards hamper the maximal exploitation of sustainable prospects. It is difficult to progress toward sustainable entrepreneurship policies for all stakeholders involved, to maximise their operations and benefits because the existing institutional structures prefer the currently operating businesses and systems that are not sustainable over the more recent ones that are sustainable.

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