

Original Article

Rewilding Capitalism: Designing Regenerative Entrepreneurial Models for Post-Growth Markets

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ABSTRACT: *This research is rooted in the concept of regenerative business models, post-growth economies and indigenous ecology. To a viable and just economic society, peace and safety to the soul must have a place as well. That's why these are all linked. The emergence of new markets for goods and services. Sustainable alternatives aim to eliminate as many of the adverse impacts on the environment from business operations as they can. New products and services in the marketplace. But regenerative business models function at a level above sustainability, not in simple search of their opposite. They also try to make a difference in society and the environment for the betterment. Post-growth economies are refuting the objectives of maximizing profits by working for human well-being within environmental limits, and conventional ecological models have much to teach us about sustainable land management and ecological restoration over time scales. Post-growth economies depart from a profit-maximising system and are based on human well-being within ecological limits. And we have a lot to learn from indigenous ecological traditions about long-term land stewardship and ecosystem restoration, as well. This paper is a compilation of information found from literature, case studies and news sources in order to illustrate the potential such combined efforts have in terms of long-term regenerative solutions. Trinerogy: Real-world Use Cases Examples, such as Attune food forest in Himachal Pradesh, India, demonstrate how principles of regenerative business models can play a part in the restoration of ecological systems they exist within and enable local communities to thrive. As emphasized in the study, regulatory support, co-construction and defining new recorded indicators for success need to be the minimum conditions if a real transition from Sustainable Changing to regenerative economies and eventually a post-growth economy will ever come. The findings underscore the need for more research, international collaboration and a holistic approach to sustainably secure the future.*

KEYWORDS: *Capitalism, Regenerative Economy, Social-Ecological Resilience, Regenerative Value Creation, Ecological Economics.*

1. INTRODUCTION

1.1. RESEARCH BACKGROUND

However, with the environment reaching a crisis level, biodiversity in decline, and the widespread movement towards unregulated growth capitalism and social security for citizens across the globe, it has become increasingly clear that it is necessary to explore alternatives to orthodox capitalist-style development. In 2023, the total CO₂ emissions reached a record high of 37.4 billion tonnes, surging past what was needed for Paris Agreement goals. The UNEP Emissions Gap Report 2023 warns that the present economic path will risk steering the world far beyond acceptable ecological bounds (UNEP, 2023). On the social front, as well, economic growth means little these days in terms of real progress. In the WWF Living Planet Report 2024, we find that populations of wildlife declined an average 73% since 1970, even though global GDP just about quadrupled over this same period. This reflects a basic imbalance between the growth of an economy and the health of its environment (W.W.F. International, 2024). Land that is so degraded it is unable to support human activity covers nearly 30% of India—an area equivalent to twice the size of Rajasthan. This jeopardizes both food security and people's means of making ends meet (NITI Aayog, 2022).

In recent years, the impasse of economic development has left scholars and policymakers turning to post-growth or degrowth models. Unlike traditional sustainability—which simply seeks to do less harm—the regenerative approach actively heals ecological and community systems. According to Kate Raworth, the world should develop an economy that creates balance between not allowing its inhabitants to fall into a lower circle of “insufficiency” (the inner ring), while still collectively living as far as possible *within* clear planetary limits (the outer ring) (Raworth, 2024). Amsterdam is one of the cities adopting this model in order to reinvigorate local economies. Reports indicate that material consumption has fallen sharply while investment has boomed in social housing and green jobs (The Guardian, 2020). Regenerative entrepreneurship, therefore, offers a new context in which to reconcile economic activity with ecological regeneration. According to Globe News wire, the regenerative agriculture sector is expected to grow at a CAGR of 14.2% from 2022 to 2030 and be worth more than \$23.5 billion by then. With the help of more than 150 Indian farmers who took part in a Regenerative Organic Certification pilot, Patagonia last year launched a line of Regenerative Organic cotton T-shirts. The culinary arm of Patagonia, called Patagonia Provisions, has

teamed up with 650 farmers in Nicaragua to produce organically grown mangoes, which also promote regenerative agriculture (Boardsport SOURCE, 2025).

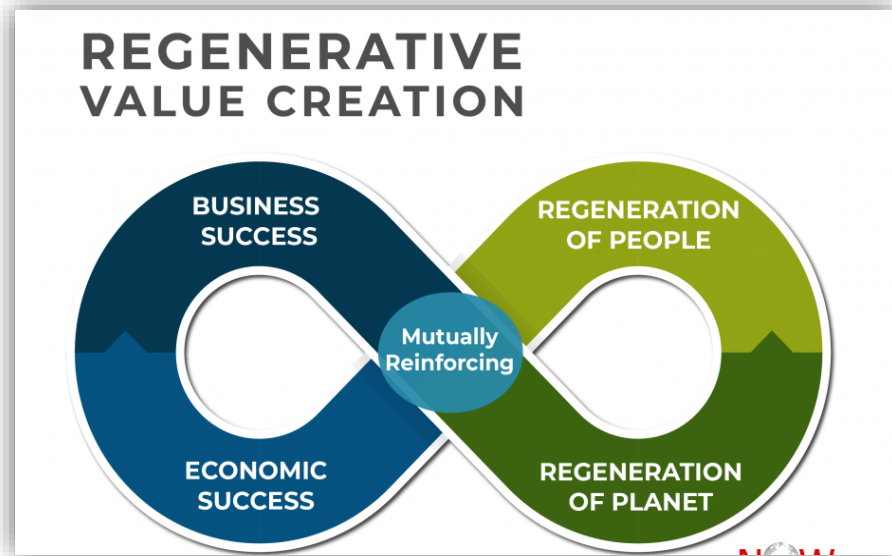


FIGURE 1 Regenerative Value Creation

(Sources: NOW Partners Foundation, 2025)

In Italy, Nativa has developed successful regenerative wool supply chains that draw on indigenous shepherding knowledge together with ecological restoration, helping to create jobs and promote soil health (textile network, 2023). In the Chhattisgarh region of India, Manorama Industries works with over 60,000 tribal women gathering the seeds of native trees that will later be planted out, bringing economic empowerment while helping to regenerate the forest (The Hindu, 2018). Manorama's 2023 impact report also shows its program has improved average household income by 18% and restored thousands of hectares of forest (CareEdge, 2024). Supporting such enterprises requires more than just financial metrics. Regenerative businesses increasingly measure things like the amount of carbon in their soils, biodiversity counts, and local community wellness. According to a World Economic Forum survey, over 68% of CEOs believe that environmental and social metrics should be integrated into business strategy for future competitiveness (W.W.F. International, 2024).

Finally, indigenous ecological practices--such as rotational harvesting and sacred groves-- have shown resistance over the centuries. World-leading scholars suggest that if such approaches could be successfully integrated with modern entrepreneurship, ethically done and shared equitably, then it would amount not merely to economics but also cultural rejuvenation (Enderwick & Buckley, 2023). The move towards regenerative, post-growth nouns is no longer just a theory. It is a movement growing in numbers with evidence-based results on people, profits and planet.

1.2. RESEARCH RATIONALE

Given environmental deterioration and social inequity, which originate from growth-centric capitalism, we have to seek regenerative alternatives. Regenerative business models pursue net-positive incomes: they seek to restore ecosystems, the well-being of local residents, and biodiversity achieving more than sustainable or circular frameworks (Drupsteen & Wakkee 2024). For instance, the One Planet Business for Biodiversity coalition has spent over US\$3.6 billion since 2019, reaching 300,000 farmers and aiming to have 12.5 million hectares under regenerative agriculture by 2030 (Reuters 2024). Coupled with this, involving indigenous ecological practices (agroforestry, cultural burning and traditional land stewardship) has promoted greater ecological resilience and local empowerment (Adefila et al. 2024). This study will use these empirical insights to trace out the principles of regenerative business and its applications in concrete cases.

1.3. AIMS AND OBJECTIVES

1.3.1. AIM

The aim is to explore regenerative entrepreneurial models in post-growth economies, identifying core principles, alternative success metrics beyond profitability, and pathways integrating indigenous ecological practices into contemporary business strategies.

1.3.2. OBJECTIVES

To identify core principles of regenerative business models in post-growth economies.

To explore success metrics used by regenerative entrepreneurs beyond profit and growth.

To examine the integration of indigenous ecological practices into modern entrepreneurship.

1.4. RESEARCH QUESTIONS

What are the core tenets of a regenerative business model in post-growth economies?

How do regenerative entrepreneurs measure success beyond growth or profitability?

Can models from indigenous ecology be meaningfully integrated into modern?

1.5. RESEARCH PROBLEM

Despite growing awareness of capitalism's environmental and social harms, conventional entrepreneurship remains growth-oriented, lacking clarity on regenerative principles and alternative success metrics. There's insufficient research exploring the practical integration of indigenous ecological practices into contemporary entrepreneurial models, posing a significant gap for enterprises seeking sustainability beyond mere profitability (Raworth, 2024).

1.6. RESEARCH SIGNIFICANCE

Environmental and social urgency demand regenerative entrepreneurial solutions. Regenerative models moving beyond sustainability are shown to enhance ecological restoration and firm resilience. Australian SMEs practising restoration saw improved organizational capability and circular innovation (Caldera et al., 2022). Italy's green startups were twice as likely to survive compared to non-green peers between 2009 and 2018 (Serio et al., 2020). The One Planet Business for Biodiversity coalition has committed US\$3.6 billion since 2019, engaging 300,000 farmers across 12.5 million hectares in regenerative agriculture by 2030 (Reuters, 2024). Integrating Indigenous ecological practices enhances biodiversity, carbon sequestration, and community wellbeing (Sustainability Directory, 2024). In this study, these effects are evaluated to address post-growth business strategies.

1.7. CHAPTER SUMMARY

Chapter 1 presents a general study of the compounding environmental crisis and the necessity of alternatives to the capitalism of growth. It establishes regenerative business models that synthesize the ideas of ecosystem restoration and community wellbeing with a focus on highlighting the role of indigenous ecological practices. The chapter provides a background of the investigation of the post-growth economies as regenerative entrepreneurship.

2. LITERATURE REVIEW

2.1. INTRODUCTION

To their service needs to develop a regenerative business model where the industrial unit focuses on an environmental restoration system rather than on growth models of earlier days. When we look at regenerative entrepreneurship itself, one form lies in combining local environmental systems with higher management enterprise; the other form means seeing success as something more than simply making money and passing it around (after all, people have been doing that for a long time). This review both summed up the critical importance of sustainable business procedures in present day commerce, and indicated its essential principle: creating a world where all life is connected, where social needs are covered by the safety web To avoid mishaps from either direction that will result in health. This meant that study for making the switch to a sustainable society centered on environment and health issues was then passed on. Secondly, the full text analyzed these concerns and what role they play in reaching the turning point: innovation, governance, and participation to protect ecology.

2.2. GENERAL OVERVIEW

This article presents an analysis of the business models for renewal. It begins with reflections upon the change in orientation from traditional expansion-type economic development to sustainability and post-growth patterns of development. At present, the Circular Economy (CE) is a focus of hot economic debate. There are those who argue it should grow in circles; others who maintain that, in order to be sustainable rather than cyclical at all, its facet cannot get any bigger Regenerative entrepreneurship is to work anew the natural and social systems from which we all draw life, through fair trading and living-but without plundering all in a single generation that our children will not benefit from having anything left on Earth multiply what is Of Nature into future generations. ESG investing and impact investment approaches are trying to fill this gap by aligning economic growth with social and environmental concerns. Regenerative Capitalism (RG) replaces GDP-based indicators with renewable resources, Capital, social and natural resources. Moreover, Degrowth policies seek to reduce resource consumption in order to create social usefulness and ecological harmony. The integration of native ecological wisdom into these models creates community-based, ecosystem-based solutions.

2.2.1. REGENERATIVE BUSINESS MODELS AND POST-GROWTH ECONOMIES

The debate on the circular economy (CE) abounds with two dominant perspectives arguing about the fact that CE is compatible with economic growth. On the one side, there is a line of reasoning underlining the fact that the economy can grow in circles. Post-growth circularity is the other term that challenges conventional growth models to argue that the economy should be sustainable, not expandable.

Schultz and Pies (2024) discuss the possible ways in which these two approaches may be united with the help of the concept of “practical syllogism” developed in the field of moral philosophy, which allows taking a compromised position regarding circularity. They suggest four key ingredients to a successful transition to CE: acceleration of growth rates, internalization of externalities, positive externalities, and redistribution of profits of innovation to society. In their studies, the new competencies of governance are discussed that could help to change institutions and management in a more regenerative and post-growth economy.

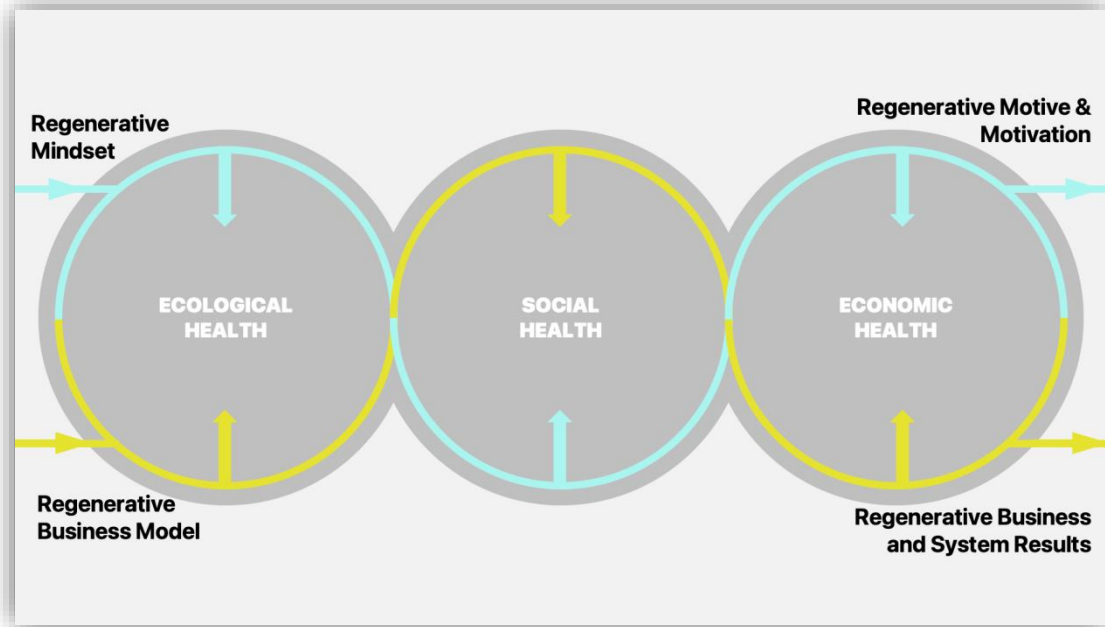


FIGURE 2 Environmental, Social, Economic Health Design Model for Regenerative Systems

(Source: Terrey, 2023)

An increased interest in sustainable finance as its operational driver in moving beyond traditional growth-based economic systems has been established as a result of the move toward post-growth economic systems. As a means of enhancing the concept of ecological sustainability and a healthy society, Mecik (2024) highlights the significance of investment methods such as ESG (Environmental, Social, and Governance) and impact investing. These methods go beyond maximizing profit strategies; these financial schemes will help create a recyclable type of business pattern which stresses ecological integrity and social friendliness. Mecik also looks at the manner in which today's financial institutions may either be the spawning ground for the continuation into another cycle of high lethality growth, or else clear the transition to economies more conducive to regeneration. The adoption of a system of sustainable investment will mean that economic development will be integrated with environmental and social concerns. It is so crucial that it means a shift from the old way, which sought only growth for growth's sake- post-growth sustainability is therefore assured: "This will entail a profound shift in the way we think and live," he says. "It's only by going beyond consumerism that we can avoid environmental disaster..." The mounting pressure on global constraints is leading to a call for new economic models that produce more benefits rather than deficits at such times--such as society tries its best not only to consume natural resources but also to return something in return. Long and Buzzao (2024) point out that this paradigm shift calls for rethinking what entrepreneurship means, because today it's synonymous simply with the pursuit of extractive systems that make money for people at humanity's expense; once successful entrepreneurs no longer need to do anything huge by way of innovating across their portfolio commitments. This is replaced by new models – such as profit sharing – based on sustainability and humane economics theory. Entrepreneurs have, in the past, played a crucial role in spurring innovation and social development in society; although in most cases their activities lead to undesirable consequences on the environment and social relations. The authors promote a post-growth entrepreneurship paradigm where a focus on regenerative processes is prioritized, and innovation is integrated with ecological thresholds and social welfare. Based on this, they suggest a research agenda to guide future entrepreneurship research that incorporates the concepts of post-growth orientation, which can provide a guide towards green transformation.

2.2.2 MEASURING SUCCESS BEYOND PROFIT: ENVIRONMENTAL AND SOCIAL METRICS

Rappel (2021) explains the strong interrelationship between human communities and biodiversity and the influence of such ecological engineering on the maturing of the Earth's ecosystem. Since prehistoric times, the interventions of mankind in the habitats and the emergence of agriculture, the impact of man on biodiversity has been consistent and driven by social activities that seek survival and reproduction.

This constant ecological pressure, which has been labelled as social metabolism, makes humans the keystone species on the Earth. Nevertheless, in contrast to other keystone species, human impact on the environment is not just a set of parameters that are dictated by the laws of Nature but is influenced by cultural and social systems. As Rappel underlines, a proper perspective on the definition and significance of biodiversity in the socio-ecological field, as pursued by human societies and determined by their actions, means that the measurement of success needs the assessment of it in ecological terms, which requires the development of environmental indicators that are not evaluated using the traditional measures of profit.

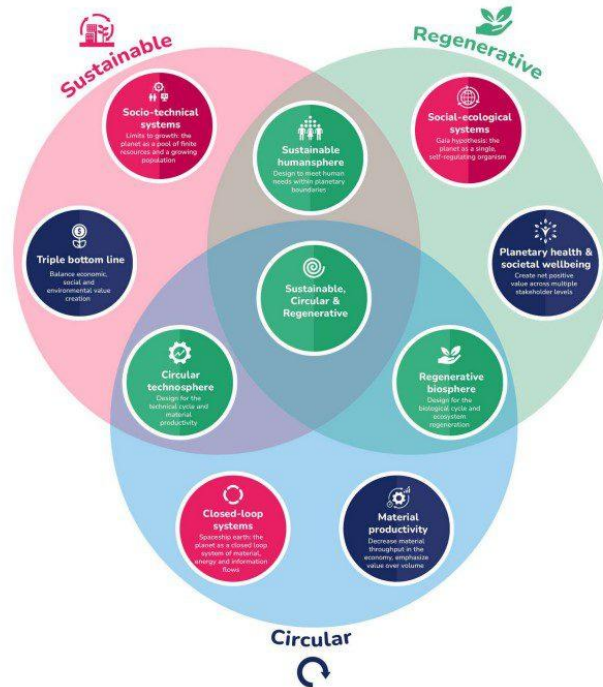


FIGURE 3 Regenerative Business Models

(Source: Konietzko et al., 2023)

It is possible that the model of "Regenerative Good Growth" (RGG) that Pretty et al. (2025) propose could serve as a replacement for the traditional GDP growth model, which has a tendency to drift towards extraction rather than sustainability. RGG focuses on five different types of renewable capital, which are physical resources that are sustainable, natural resources, social resources, human resources, and cultural resources. The strategy places an emphasis on the necessity of developing transitions to low-carbon and nature-positive activities that are fair and just, as well as the involvement of citizens in a manner that would prevent the backlash from occurring. Depending on the presence of these renewable capitals and the reduction of environmental externalities, the authors emphasize that this is not the only factor that should be considered when determining whether or not something is successful financially. There are a number of domains in which RGG has the potential to demonstrate its excellence, including agriculture and energy. It has also demonstrated that large transitions can be undertaken and that social equality can be maintained.

Wilkins (2022) introduces the notion of degrowth as an inevitable transformation in the direction of fulfilling the needs of society with much fewer resources and a reduced level of pollution. It is a shift that seeks to curtail excessive resource extraction and exploitation of the ecosystem, making degrowth a plausible climate mitigation policy. With a greater emphasis on social purpose and environmental sustainability, businesses would move away from profit maximization in favour of developing value within the parameters of ecological limits. These are shifting the business models to a localized nature of business, accepting cooperative ownership, and embracing locally based sustainability. The degrowth model urges the business communities to invest in people, research and development, and the commons, and would evaluate success by means of social wellbeing, ecological restoration, and responsible financial returns, as opposed to sheer growth.

2.2.3 INTEGRATION OF INDIGENOUS ECOLOGICAL PRACTICES IN REGENERATIVE ENTREPRENEURSHIP

Hernandez (2021) proposes something called "Regenerativism," wherein people are introduced to an idea that contradicts the existing productivist ideologies since they propose organizational practices based on ecological regeneration, natural regeneration, and life support system protection. This is the ecocentric practice, which considers the value of ecosystems, noting that they have their own intrinsic values that include the biological or abiotic systems. Regenerativism is based on the idea of the two systems, human and natural, being interconnected with each other, and that there exists a need to shift the way organizations operate in the direction of active restoration and ecological interaction. To enhance the long-term viability of

business, Hernandez emphasizes the need to bridge the gap between indigenous ecology, which includes the ecological interactions between humans and animals, like mutualism and engagement in the community. By advocating such ecological-balance-based practices, regenerative organizations can also transcend traditional sustainability scenarios to ensure ecosystem restorative and biodiversity-preserving mechanisms.

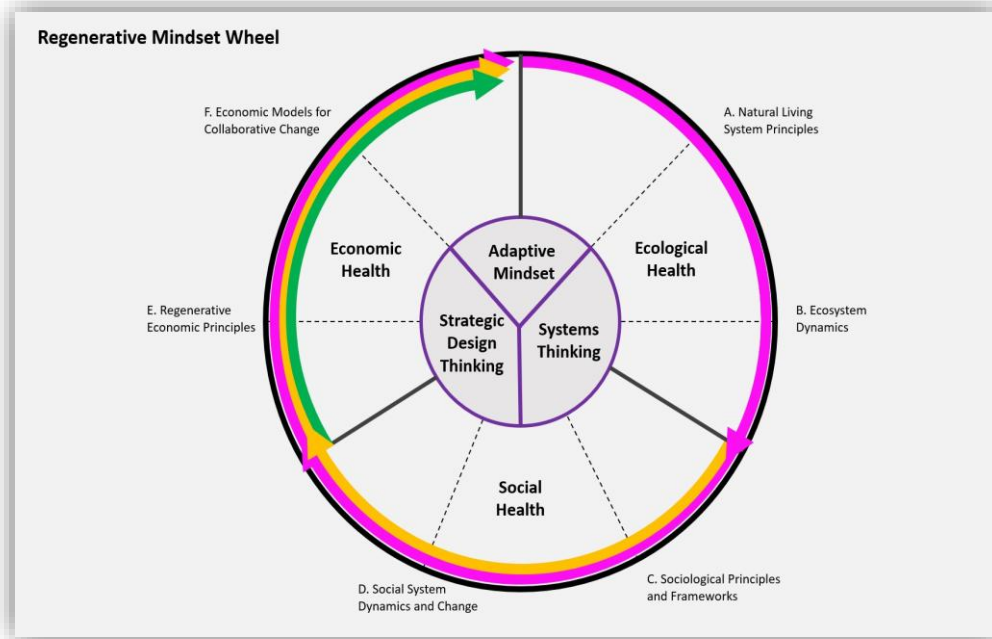


FIGURE 4 Regenerative Wheels

(Source: Terrey, 2023)

Within the context of the Swedish back-to-the-land movement, Vlasov, Heikkurinen, and Bonnedahl (2023) investigate the relationship between psychological distress and sustainable enterprise. Ecopreneurs may be motivated to become more ecologically integrated in their modes of practice by experiencing burnout, deprivation, and ecological anxiety, according to their findings. This shift to regenerative entrepreneurship that integrates the eco-centric value is motivated by this response to the predatory Nature of modern growth capitalism. The authors give an illustration of how suffering can serve as the impetus for deviations in entrepreneurial activity, which poses a danger to traditional capitalist models. They also present a critical eco-psychological lens in their article, which enables and promotes the degree of integration of indigenous ecological practice as their offering in various forms of enterprises. Furthermore, their study offers a critically valuable eco-psychological perspective on a transition to degrowth.

Caldera et al. (2022) focus their attention in this study on the progression of small and medium-sized businesses (SMEs) towards regenerative business operations. The study, which focuses on two small and medium-sized manufacturing companies in Australia that have already implemented such methods, identifies the most important themes that are necessary to achieve the transition. These themes include fostering creativity, building the relationship between the organization and the environment, and putting the long-term vision into action. In order to assist small and medium-sized businesses in adjusting their operations in the direction of ecological restoration, the authors propose a framework for the regenerative business, which incorporates Stewardship Theory and business strategies. However, the case studies do not explicitly adopt the indigenous form of ecological practices, the holistic strategies of environmental stewardship that are prioritized in accordance with the indigenous every-nature approach to sustainable land management and ecosystem restoration, and they do not provide small and medium-sized enterprises with avenues for further incorporating these approaches into regenerative entrepreneurship.

2.3. LITERATURE GAP

TABLE 1 Literature Gap

Themes	Identified Gaps	Potential Areas for Further Research
Regenerative Business Models and Post-Growth Economies	Limited research on practical strategies for transitioning businesses from growth-driven to regenerative models.	Investigating frameworks that enable businesses to adopt regenerative models, including governance and institutional changes.
Measuring Success Beyond Profit: Environmental and	Focus on traditional financial metrics, with insufficient integration of	Developing holistic success metrics that encompass environmental, social, and

Social Metrics	ecological and social impact measurements.	economic outcomes in regenerative businesses.
Integration of Indigenous Ecological Practices in Regenerative Entrepreneurship	Insufficient exploration of how indigenous ecological knowledge can be incorporated into modern business practices.	Researching the systematic integration of indigenous knowledge and practices into contemporary regenerative entrepreneurship.
Sustainability and Governance in SMEs	Case studies on SME transitions to regenerative practices are limited, particularly in non-Western settings.	Conducting in-depth case studies of SMEs from diverse geographies, focusing on their adoption of regenerative business models and integration of indigenous practices.
Psychological Drivers of Regenerative Entrepreneurship	A lack of research on the psychological factors, such as ecological anxiety and burnout, is driving entrepreneurs to adopt regenerative practices.	Investigating the emotional and psychological motivations behind regenerative entrepreneurship, especially in response to environmental degradation.

2.4. THEORETICAL FRAMEWORK

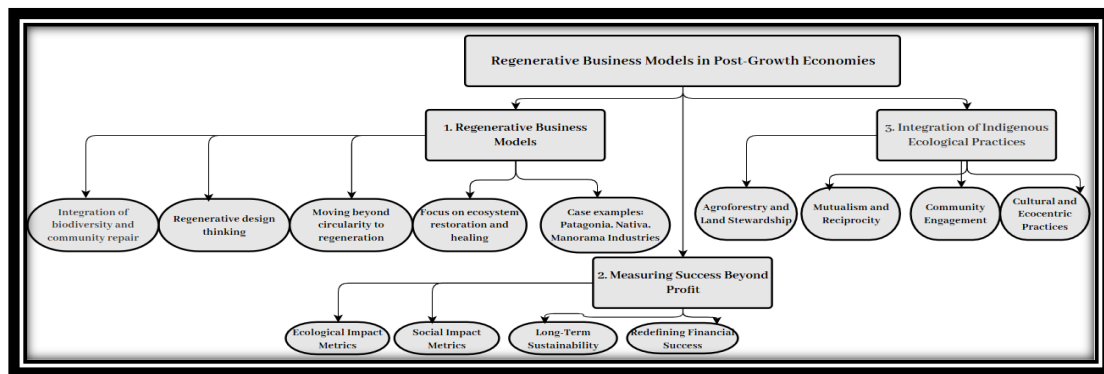


FIGURE 5 Theoretical Framework

3. METHODOLOGY

3.1. INTRODUCTION

This study is concerned with how to achieve a regenerative business model in a post-growth economy, as well as what the ecological and indigenous elements of culture should be incorporated into that prospect. Using secondary data, including academic literature, case studies and news articles, this study will attempt to uncover primary answers as *corporations* can move *beyond* conventional growth and arrive at a regenerative, sustainable business model.

3.2. RESEARCH PARADIGM (PHILOSOPHY, APPROACH & STRATEGY)

Based on the authoritative interpretivist paradigm, this research seeks to explore phenomena through the lens of human experiences and social constructs (Phenomenology *and* realism-interpreted ways of life). The method employed in this study is secondary qualitative research; more explicitly, it draws on published written works, scholarly articles, newspapers, and case studies (Kirongo & Odoyo, 2020). It is desired that this manner of making up one from several should produce richer, deeper comments on regenerative business solutions or post-growth models, as well as the process of taking native ecologies into account in practice. The method will be exclusively thematic, with the aim of pulling together various textual items and embracing what they tell us. In this way, we can draw out generalized patterns or maps helpful for entrepreneurship regeneration amidst settings without growth.

3.3. DATA COLLECTION

Books, journalists, established news websites, scholarly journals, and reports will be the primary sources of data collection in carrying out this mission. Secondary sources will include books on regenerative business models and post-growth economies (Opie, 2019); indigenous ecological solutions and cases of individual firms that belong to the relevant businesses, policy reports, industry reports and impact studies written for organizations leading weed regeneration entrepreneurship. The sources will be such well-known sources of information as Google Scholar, JSTOR, and industry journals. This will ensure both tone and variety. The sources will be examined in detail with the objective of identifying those major themes and patterns that can be attributed to the study.

3.4. QUALITATIVE DATA ANALYSIS

By taking thematic analysis, and utilizing the secondary sources recorded in academic papers, case studies and news reports with qualitative data as its content to interpret these artifacts for us, We will study a number of so-called 'landmark themes' and

patterns that illustrate redeveloping industry, sustainability and different ecological practices from indigenous cultures (Zuiderwijk et al., 2020). All these resources will be fingerprinted for information about post-growth economies and for examples, viable businesses could follow in re-designing the model for their industry. We will view the results as an episode of discussion over ecological recovery and community welfare, viewing success from different perspectives than traditional economic ones. We need not conduct a *painstaking coding* process based on logical protocols to achieve unanimity on what it is saying.

3.5. ETHICAL CONSIDERATION

The study will comply with professional ethics through secondary data with caution. Both secondary literature (scholarly articles, case studies, and news reports) should be fully identified and their use acknowledged to avoid academic dishonesty. It will also be sensitive to cultural sensitivities, especially when representing indigenous ecological practice, as their representation should remain correct and culturally sensitive (Xu et al., 2020). Confidentiality will also be maintained through anonymization in the study of any personal or sensitive information in the case studies or reports. In addition, bias minimization will be considered since multiple sources will be treated in the same way so that the research purpose to be considered is inclusive of different opinions..

3.6. SUMMARY

The manuscript synthesizing secondary qualitative research examines the notion of regenerated entrepreneurship in the post-growth economy. It applies thematic analysis to study how the indigenous knowledge can be implemented, sustainability measurements, and business development, based on the needed ecosystem restoration and community wellness. The research is also a great explanation of how firms can embrace regeneration rather than profit maximization.

4. DATA ANALYSIS AND DISCUSSION

4.1. INTRODUCTION

This essay is concerned with practising regenerative economics, making use of theories about Post Growth as a means, and using information concerning past civilizations. In a practical response to social and environmental cues in real terms - what the scholars call "The Spirit of and means practice for all people," these models show *that* sustainable, fair economics is possible. The approach consists of an entire system. It focuses on making ecological restoration, restoring social justice and welfare beyond mere profit.

4.2. ANALYSIS OF THE DATA

In this part, profiling secondary qualitative data will be achieved through literature sources, case studies and newspaper reports. The aim is to tell stories from a crossroads between regenerative business models, post-growth economy and indigenous ecological practices. By jointly considering these three viewpoints, the analysis will give a clear picture of how businesses can move to practices that are both regenerative for the environment and increase social equity.

4.2.1. REGENERATIVE BUSINESS MODELS: A SHIFT TOWARDS ECOLOGICAL RESTORATION

The regenerative business models do more than sustainability because they actively help to restore the ecology and societies. The models stress the interdependence of human and natural systems and champion business practices that restore and renew social as well as natural systems. A study by Drupsteen & Wakkee (2024) shows that regenerative business models put an emphasis on the health of the planet and that the interests of the people are of paramount concern through the value creation on various levels of stakeholders, such as Nature, philosophies, customers, suppliers, shareholders, and employees. The target of such models is net-positive social, economic, and environmental impact on all levels of stakeholders by instilling the activities of regenerative leadership and co-creative collaboration with Nature and ensuring justice and fairness (Konietzko et al., 2023).

A high-profile example is the project in Dehra, Himachal Pradesh, where the food forest Attune was created on a four-acre plot. In more detail, this project was conducted through the integration of permaculture practices with biodiversity conservation at a local community level, combining regenerative farming with the elements of natural ecosystem restoration on the one hand, and with the provision of sustainable agriculture to meet local demands on the other. The project boasts over 2,000 trees and 350 native plants, using mulching, composting, water conservation and other landscape methods to enhance the quality of the soil and draw in wildlife. Attune will also empower local communities by establishing a self-help group of women to process fruits, and they will present a regenerative business model to include community empowerment and ecological restoration (The Times of India, 2025).

4.2.2. POST-GROWTH ECONOMIES: REDEFINING SUCCESS BEYOND GDP

Post-growth economies question the established emphasis on economic growth, promoting economic systems where humans and Nature are prioritized, rather than profit accretion (James, 2023). The main point of post-growth, as explained by Kallis et al. (2025), is to shift the objective of growing GDP to one of maximizing human wellbeing at planetary limits. This paradigm change requires a repositioning of entrepreneurship to move it to profit-shifting, sustainable, and equitable systems. One of the examples of such a shift is the idea of a "Regenerative Good Growth" (RGG) that concentrates on five different types of

renewable capitals that include physical resources, natural resources, social resources, human resources, and cultural resources. Transitions to low-carbon and nature-positive activities need to be in a respectful manner that is just and relevant to both citizens and businesses to prevent backlash, according to RG. This strategy has shown that big shifts are possible without compromising social equality.

4.2.3. INTEGRATION OF INDIGENOUS ECOLOGICAL PRACTICES: REVIVING TRADITIONAL KNOWLEDGE

Native people also have ecological traditions and practices, which are major sources of sustainable land-use techniques and natural systems for land recovery. The secrets of the ecosystem in which they live are integrated into their life, a symbiotic relationship in which man not only respects Nature but also benefits himself. Eyak, the native inhabitants of Cordova, Alaska, provide yet additional instances. For example, this is home to kelp farming, which was their custom here for many generations, now lost. But the riches of the sea are enhanced by such undertakings, adding food sovereignty and giving opportunities for cultural improvement. The project aims to build sustainable industries that can provide Native leaders with living wage jobs. This will also allow for environmental recovery and contribute to food sovereignty norms around the world, as well as improving production techniques (Vogue, 2021). Another site where indigenous regeneration farming methods protect landscape variety and save land from destruction is Arhuaco, Columbia. The sources of locally produced "magic" land, planting according to the full moon, a license to harvest given by "madre tierra," and sugar production by natural methods. La Sierra de Santa Marta's rich diversity of flora and fauna provides the backdrop for this project, along with opportunities to live and work together with local people. (2021 Food & Wine)

4.2.4. INTERSECTION OF REGENERATIVE BUSINESS MODELS, POST-GROWTH ECONOMIES, AND INDIGENOUS PRACTICES

The notion of sustainable development I now propose includes regenerative business models, post-growth economies and indigenous ecological practices, all seen in relation to sustainability. Developing a Framework for Regenerative Business Installation. The regenerative business installation concept provides a framework through which businesses can adopt practices that renew and regenerate Nature and society. Post-Growth Economics Post-growth economies in themselves provide us with new philosophies to value wellbeing and ecological stability rather than pursue profit maximization. Indigenous Ecological Practices Indigenous ecological practices embody an accumulated storehouse of knowledge on land use and management, which is both sustainable and ecologically friendly. This, in turn, becomes a coherent policy program for the development of sustainable economies that are restorative and just. By bringing together regenerative business models, on the one hand, and post-growth economies along with ecology studies from aboriginal cultures on the other, businesses and communities stand a chance of moving toward a future where there is still room for planetary space as well as social order. It also presents a complexity that, in the literature, case studies directly related to these fields alone have shown our approach as yoking reinforcement with sustainability and development. It is clear that we must press on with further research so that these models can be incorporated fully into the policy toolkit. Only then will the future be secured.

4.3. DISCUSSIONS

The above study of implications shows us some convergence between regenerative business, post-growth economies and traditional ecology. The article dug deeper into that by looking at how these overlaps weave together to make economically sustainable and equitable systems. In this essay, we intend to examine how a harmonious synthesis of these two paradigms evolves into the creation of a regenerative future with the help of theoretical analysis and practical examples.

4.3.1. REGENERATIVE BUSINESS MODELS: BEYOND SUSTAINABILITY

Instead of aiming to set a limit on harm, regenerative strategies focus on building up what is good. Through acting in ways that restore ecological health and bring back social equality. World Economic Forum 2023. This is opposed to traditional sustainable frameworks, which only seek to prevent damage. Regenerative models pay attention to the relationship between human and natural systems; they refer to commercial activities that return or bring more vitality to both natural and social environments. All the format of these four critical elements is given here, **showing** how far they deviate from what capitalism has offered in the past. Drupsteen and Wakkee (2024) raise this question with reference to product life cycle management, which ensures internalization of efficient production methods, promotes positive externalities, and shares the profits from innovation uptick over different phases of the production process with society. That's why businesses that use regenerative methods, rather than just seeking profits alone, can also accomplish ecological recovery and social benefit.

4.3.2. POST-GROWTH ECONOMIES: REDEFINING PROSPERITY

Post-growth economics criticizes the status quo, which takes the view that the only value of the economy lies in expanding volume. It says that this focus should be on people who make economies, and living well must be served first, rather than always seeking additional monies to booze and whore away. Within the context of development that works to transform lifestyles and forms, true sustainability becomes imperative. This new mode demands another look at entrepreneurship. We need to shift uniformly from systems based around revenues rather than stocks to one protesting against them; one where profitable development and non-economically viable economic models are possible together. Kallis et al. (2025) believe (in this fundamental idea) that post-growth is to get rid of growth in GDP and replace it with improving human wellbeing within

the constraints established by planetary boundaries. By contrast, one line of thought concentrates on economic systems which are able to move only within the ecological limits and so also support social justice. In this respect, the Model of Regenerative Good Growth (MRGG) is a typical example. Its operations are based on five renewable forms of capital.

4.3.3 INTEGRATION OF INDIGENOUS ECOLOGICAL PRACTICES: REVIVING TRADITIONAL KNOWLEDGE

The traditional ecological knowledge from Elders on the land can be a beneficial resource for sustainable land practices and ecosystem rehabilitation. They spring from a profound understanding of the surrounding terrain, and they carry with them a sense of oneness with Nature. For example, the Eyak culture in Cordova, Alaska, is finding itself again by relearning traditions that are nearly religious like kelp farming (practiced long before a just-in-time economy) that they still practice today. The project does not just restore marine life, but also promotes food sovereignty and cultural revival. In Colombia, members of the Arhuaco tribe are staying true to their ancestral lands and biodiversity by cultivating rare heirloom varieties of sugarcane with a focus on traditional regenerative agricultural systems. These include planting by the light of a full moon, asking permission from Mother Earth to harvest or how you 'cook' sugar naturally! The project is helping to create biodiversity in the Sierra Nevada de Santa Marta Mountains and provides monetary benefits to Indigenous peoples (Food & Wine, 2021). These cases demonstrate how traditional ecological practices can help in environmental restoration and social justice. By combining traditional knowledge with the modern trend towards regenerative living, communities can create sustainable lifestyles that value the heritage and stewardship of the environment (Ward's World, 2022).

4.3.4. THEORETICAL INTEGRATION: BRIDGING PARADIGMS

The concept of regenerative business models, post-growth economies, and indigenous ecological practices can be conceived under different theoretical thinking. "Regenerative economics" focuses on regenerating natural, social, and human capital in order to secure the long-term prospects (Alves et al., 2022). This would be consistent with regenerative business models, which aim to provide positive effects by engaging in activities that restore environmental health and social equity. Besides, the "post-growth" approach to economics argues against the mainstream model of economic growth and, instead, offers more humanistic and ecologically sustainable ways of organizing economic activities. This view concurs with the objectives of regenerative business models and indigenous ecological practices, which focus on sustainability and equity. Moreover, the aspect of incorporating the indigenous ecological techniques into the regenerative business solutions can be seen through the perspective of "traditional ecological knowledge" (TEK). TEK is all the knowledge, practices, and beliefs that indigenous people have about their connection with Nature (Forbes, 2022). With the inclusion of TEK into regenerative practices, it is possible to generate strategies, ecologically as well as culturally, suitable to businesses.

4.3.5. CHALLENGES AND OPPORTUNITIES

Although the combination of regenerative business models, post-growth economies, and local ecological practices provides hopeful avenues to sustainability, certain issues need to be resolved. These are the demands of policy endorsement, indigenous rights, and formulating proper metrics to measure well-being other than GDP. They are all barriers, but opportunities can also emerge from them. The relationship between businesses and environmentalist communities *is* where business interests are progressively incorporated into such relationships. This process depends upon seeking victory on two fronts--both economic success and ecological well-being--so that there is no deviation from the goal of maintaining a good-human-nature relationship for all peoples. And by adopting a variety of indices for measuring progress, such as the Genuine Progress Indicator (GPI) and Human Development Index (HDI), we may be *better able* to see and be sensitive to the progress of society. The people are even the best part *of* the present economic system, which only looks at growth and on the other end of the sustainability scale, merge that with Earth-based tactics that used to be also just ways of old tribes. By altering our currently pro-profit theories and replacing *them* with models targeting the reproduction or creation of natural/social ecologies, hopefully, we will create an economy that recognises and values healthy ecology and harmonious human society. Beyond that, yet more research, cross-disciplinary partnership and implementation *are* required so that we can all have sustainable futures based on these suggestions.

4.4. SUMMARY

An alternative vision to community living from the perspective of a complete barter society would turn into sustainable development with a regeneration business based on local environmental-oriented solutions and post growth economy. Because will deliver more environmental regeneration and justice within the planet's boundaries. With partnership and research, this vision can become a reality.

5. CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

But it underscores how central to the shaping of real, fit, healing and fair economic systems is a cross-fertilization between regenerative enterprise, post-growth economics and indigeneity ecological practices. Profits based, capitalist enterprise has *led* to mass destruction of ecosystems and human oppression. It is in a regenerative economy that business can come to life as powerful voices for the restoration of ecosystems, social health, and aligning all human economic activity within the limits of our planet. Post-growth roadmaps are a game changer and they defy conventional narrow exposition of it; people, wellbeing

and ecological sustainability with ecosystem restoration Indigenous land management big or small all learn something new (82). Combining these elements into a unified view will be with consequences for the future. There remain however, issues to be faced, e.g. support from policy and recognition of indigenous rights. But business and society can work together to develop a regenerative way to a sustainable future.

5.2. RECOMMENDATION

1. Firms need to embrace regenerative systems that combine ecological healing and social fairness rather than just making money.
2. Those who formulate policy are encouraged to institute promoting policies and frameworks such as underwriting continuing green training schemes, initiating a tax on all 'green business', and developing laws that respect indigenous land.
3. Optimum cooperation between business and government, aboriginal groups, to develop a feasible imitation of aboriginal ecological knowledge combined with contemporary ecological reconstruction knowledge shadow files is needed.
4. Businesses could also take on more comprehensive indicators of success, e.g. the Genuine Progress Indicator (GPI) and the Human Development Index (HDI) to measure their environmental and social impact.
5. People will need to be conscious of sustainable action too: everyone should take steps in their daily routines to help conserve resources and reduce their carbon footprint.

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