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**REGULATING COMPETITION IN INDIA'S GREEN ECONOMY: A
CRITICAL STUDY OF ANTITRUST CONCERNS IN RENEWABLE
ENERGY AND SUSTAINABILITY**

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Abstract

The transition to a green economy is vital for sustainable development and environmental preservation in India. As the renewable energy sector rapidly expands and sustainable business practices become mainstream, the dynamics of market competition are undergoing significant transformation. This paper critically examines the emerging antitrust concerns in India's green economy, particularly focusing on the renewable energy sector and the promotion of eco-friendly initiatives. It explores how dominant players might engage in anti-competitive conduct under the guise of green innovation and how market entry barriers could potentially stifle competition. The study analyzes the adequacy of existing Indian competition laws in addressing these challenges, particularly through the lens of the Competition Act, 2002, and the evolving jurisprudence of the Competition Commission of India (CCI). It also draws comparative insights from international frameworks to suggest robust regulatory mechanisms that ensure fair competition without hindering sustainable progress. Ultimately, the paper advocates for a balanced legal approach that fosters innovation, encourages new market entrants, and ensures that green growth does not come at the cost of consumer welfare and competitive fairness.

Keywords: Green Economy, Competition Commission of India (CCI), Renewable Energy, Sustainable Development.

Introduction

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Global economies are undergoing rapid change in the 21st century with a move away from fossil fuel-based business models towards sustainable and environmentally friendly ones. This shift has been driven by an increasing awareness of environmental problems, global climate treaties, and governmental programs encouraging renewable energies and environmental protection. India, being one of the fastest-growing economies in the world, has been actively pushing towards renewable energy and sustainable practices in order to achieve the Nation's commitments to climate change while meeting the long-term economic development goals. In an expanding green economy, however, it poses a fresh set of regulatory challenges, especially within the field of competition law. The control of competition in India's green economy has become a major concern, as policymakers try to reconcile sustainability goals with the requirement to keep competition fair and open.²

Competition law has an essential function in ensuring that firms act in ways which benefit efficiency, innovation and consumer welfare. Competition law traditionally has been concerned with the prohibition of monopolistic maneuvers, collusion and market distortion. [With] the growth of green markets, however, forms of anti-competitive behavior new to the business world have also appeared. These include dominant firms manipulating the renewable energy sector, collusion among businesses under the pretext of sustainability collaborations, greenwashing (misleading environmental claims), and unfair market concentration driven by state subsidies or preferential policies.³ As a result, competition regulation in India's green economy needs a delicate balance that reconciles environmental sustainability and the principles of equitable competition.

India has come a long way in the area of renewable energy put India in a top rank player in wind and solar energy production. Government policies such as the National Solar Mission, Renewable Energy Certificates (RECs), and Green Energy Open Access Rules have provided strong incentives for businesses to invest in green initiatives. Furthermore, net-zero pledges, energy efficiency standards and Environmental, Social and Governance (ESG) compliance

²Souvik Ghosh and Subhajit Chakraborty, 'Sustainability Goals vs. Competition Law: Global Trends and Challenges' (2024) 11(2) International Journal of Management and Humanities <https://www.ijmh.org/wp-content/uploads/papers/v11i2/B176011021024.pdf> accessed 20 March 2025.

³ Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García, and Luis Antonio Millán-Tudela (eds), *Modern Insights in International Trade and Commerce* (IGI Global 2024) <https://books.google.co.in/books?id=9YUoEQAAQBAJ> accessed 20 March 2025.

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are influencing corporate strategies. Nonetheless, although these measures have promoted sustainable development, they have also evoked doubts regarding market distortions.⁴

One of the key concerns is the emergence of dominant players in the renewable energy sector, who may engage in exclusionary practices such as predatory pricing, exclusive supply agreements, or control over critical infrastructure like transmission grids. Additionally, the partnerships between firms in the name of sustainability alliances may potentially break competition laws those agreements result in unity of prices or loss of market competition. The practice and importance of state subsidies and preferential policies also deserve careful attention, because they can potentially narrow the playing field to the benefit of some companies instead of others.

Intersection of competition law and environmental sustainability

At the core, competition law exists to make sure that markets function smoothly and efficiently by removing all kinds of messy stuff like collusion to fix prices, rig bids, and unfair business practices. But effort tends to flow from deeply into collaboration across companies especially when it comes to renewable energy and getting sustainable practices into agriculture and manufacturing that's green. While such collaboration might hasten the transition to a sustainable economy, it may also raise antitrust issues if it reduces competition or leads to market concentration.

Now one of the big issues is thinking about whether there should be competition for companies to do good stuff like sustainability projects. Because when the companies work together, they can sometimes sort of limit who can take advantage and who can make a profit, and that can stifle competition a bit. For instance, rivals may agree to phase out ecologically hazardous items or set common sustainability criteria, which might hinder market access for smaller enterprises or increase prices for consumers. While these agreements may generate long-term environmental advantages, they also raise worries about potential anti-competitive

⁴ Anuradha Jain and Narender Kumar, 'Emerging Trends in Competition Law and Economics in India: Insights and Implications' (2024) Volume XV, Issue No. 1, CPJ Law Journal, CPJ School of Law, Narela, Delhi, 123 <CPJ College of Higher Studies & School of Law> accessed 20 March 2025.

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activity. Thus, competition law must find a compromise between guaranteeing market fairness and facilitating sustainability-driven cooperation.⁵

One of those big sticking points between competition law and looking out for the environment shows up when big businesses team up to do stuff that's green. Environmental measures often need cooperation across whole industries and that can easily get seen as an unfair headwind for competition. After all, businesses sometimes don't always want to see their peers become cleaner, greener and better. It can suddenly look like strong partnerships on things like sustainability and conservation could end up making a particular business at the center of a critical competition lawsuit. There is that darker side sometimes to collaboration. For example, companies in the energy business can team up to invest in renewable energy, to phase out use of fossil fuels and to push for greener standards across their production processes. While such measures help to climate goals, they may also constrain competition by restricting technical variety or creating impediments for smaller market entrants.

A major illustration of this contradiction may be found in circumstances when sustainability accords lead to increased pricing. If corporations collectively implement sustainable practices that increase production costs, consumers may experience price spikes. Traditional competition law analysis would consider this as a bad conclusion, as higher prices diminish consumer welfare.⁶ However, if the greater expenses result in long-term environmental advantages, authorities must assess if such trade-offs are acceptable. The tricky thing for competition law is figuring out if any rules on competition that are connected to sustainability are reasonable and necessary to accomplish better environmental results.

Enforcement against competition rules comes in many different forms around the world and regulatory agencies there use various ways of integrating sustainability ideas into their work. In the European Union, competition law authorities have adopted a progressive approach by accepting that sustainability agreements might, in certain situations, be excluded from stringent antitrust investigation. For instance, the Dutch Authority for Consumers and Markets has come up with new rules saying that sustainability agreements don't automatically count as anti-competitive just because they do so much good for the environment. The

⁵ Marco Corradi and Julian Nowag, 'ESG Policies at the Intersection between Competition and Corporate Law' (2024) Cambridge University Press <https://doi.org/10.1017/9781108899956.004> accessed 20 March 2025.

⁶ Marco Corradi and Julian Nowag (eds), *Intersections Between Corporate and Antitrust Law* (Cambridge University Press 2024).

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European Commission has also started some talks to change competition rules so that more green stuff gets cheaper and easier to do.

Mergers and acquisitions within the green business world point to a place where both competition laws and environmental sustainability wind up at crossroads. Many companies try to lock in their place at places in the market by buying smaller startups that focus on green tech or sustainable energy.⁷ While M&As can boost economies of scale and speed sustainability measures, they may also lead to market consolidation, diminishing competition and innovation.

Competition regulators must carefully analyse whether such mergers help to sustainability objectives or just serve to eliminate prospective rivals. For instance, a strong fossil fuel business purchasing many renewable energy companies may appear to promote environmental aims but might actually limit competition by managing the shift to green energy. So merger control rules really need to look at both classically what antitrust is all about as well as the big environmental implications and downsides when different companies merge and become one.⁸

The combination between competition law and environmental sustainability creates a challenging regulatory dilemma. While competition law attempts to safeguard market efficiency and consumer welfare, environmental sustainability needs long-term commitments and industry-wide collaboration. Regulators need to fine tune their setup so that they support green projects while not weakening competitiveness in the marketplace. A balanced approach—where sustainability agreements are examined on a case-by-case basis, green innovation is fostered, and mergers are scrutinized for both competition and sustainability impacts—will be vital in ensuring that competition law supports the transition to a greener economy.

Evolution of Green Competition Law Globally

The notion of green competition legislation has gained support as governments and regulators worldwide understand the need to combine market competitiveness with environmental

⁷Nausheen Atta and Ayyoob Sharifi, 'A Review of the Knowledge Structure and Trends in Research on the Interlinkages between the Rule of Law and Environmental Sustainability' (2024) *Sustainable Development* 1–34 <https://doi.org/10.1002/sd.3230> accessed 20 March 2025.

⁸ Ghosh KK, Saha R, and Banerjee A (eds), *Sustainable Development: Challenges and Opportunities* (Springer, Singapore 2024) <https://link.springer.com/book/10.1007/978-981-99-6893-0> accessed 20 March 2025.

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objectives. While competition law usually focuses on avoiding anti-competitive activity and maintaining consumer welfare, incorporating environmental considerations into antitrust frameworks has become a crucial problem. Various countries have chosen varied ways to regulating green markets, with some being more progressive in recognizing sustainability advantages, while others remain stringent in their interpretation of competition law. This section covers the evolution of green competition legislation in important countries, including the European Union (EU), United States (US), United Kingdom (UK), Australia, and Canada, along with growing trends in other global markets.

The EU has really been taking the lead on bringing more sustainable factors into competition laws. They're striding ahead of others really in this area. The EU's dedication to environmental objectives is obvious in the European Green Deal, which seeks to make Europe climate-neutral by 2050. Recognizing that competition law should support—not hinder—sustainability, the European Commission (EC) has launched discussions on how antitrust regulations might be amended to enable green collaboration among enterprises. One of the most important developments in the EU is the Dutch Competition Authority's (ACM) Guidelines on Sustainability Agreements.⁹ The ACM has adopted a progressive approach by noting that certain sustainability cooperation among rivals should not be seen as anti-competitive if they yield considerable environmental benefits. For instance, agreements aimed at decreasing carbon emissions or phasing out ecologically damaging items may be excused from stringent antitrust review if their positive consequences outweigh their restrictive impact on competition.

In 2021, the Commission of the European Union put out a document via consultation about competition laws that support going green. They devised plans that support cooperation that's sustainable without anyone busting into EU competition law. Sounds like they're trying to make it really cool for businesses to work together towards green goals safely and lawfully while using their contest rules.¹⁰ The EC is pointing out again that companies that invest in green projects should get a clear saying on competition rules. This means companies know

⁹JurgitaMalinauskaite, 'Competition Law and Sustainability: EU and National Perspectives' (2022) 13(5) *Journal of European Competition Law & Practice* 336-347 <https://academic.oup.com/jeclap/article/13/5/336/6533512> accessed 20 March 2025.

¹⁰ Clive Noombo and Austin Mwange, 'The Interplay between Competition Law and Commercial Practices: A Review of Global Perspectives and Emerging Trends' (2024) 5(4) *International Journal of Multidisciplinary Research and Growth Evaluation* 1214-1224 <https://doi.org/10.54660/IJMRGE.2024.5.6.1214-1224> accessed 20 March 2025.

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what they can and can't do when they invest in environmentally friendly stuff so they know they're following the law. This really supports and backs companies that really go for green aims. Cases like that of a Greek pool for green electricity have shown competition regulators at the European level how they look into sustainability pacts under EU regulations.

Economic and Legal Justifications for Regulating Green Markets

The regulation of green markets is justified on both economic and legal grounds, given the rising worldwide focus on sustainability, climate change mitigation, and fair competition. Green markets—comprising industries involved in renewable energy, sustainable goods, and environmentally friendly corporate practices—operate in a complex terrain where market forces, government regulations, and legal frameworks overlap. Without effective regulation, green markets risk being skewed by anti-competitive activity, greenwashing, and market failures, eventually undermining sustainability aims. This section discusses the economic and legal grounds for regulating green markets, emphasizing the necessity for a balanced strategy that encourages competition while promoting environmental sustainability.

Overview of the Competition Act, 2002 and Its Applicability to Green Markets

The Competition Act, 2002, is the cornerstone of India's competition law system, aiming at encouraging fair competition, combating anti-competitive acts, and safeguarding consumer interests. It's really important for making the markets super fair and keeping bigger companies from just taking over and acting all mean. As India evolves towards a green economy, the importance of competition law in regulating green markets has become increasingly crucial. Sure, sectors that are super sustainable like stuff like renewable energy sources, electric vehicles and eco manufacturing do really great when there's a good race to compete and lots of cool new ideas. However, these markets also pose regulatory issues that necessitate a balanced approach to competition law enforcement, ensuring that environmental objectives do not come at the cost of anti-competitive actions.

Abuse of dominance in green markets is another significant problem under Section 4 of the Competition Act, 2002. Big companies that make clean energy or electric cars should not play mean tricks and the opposite of fair. They're often trying to do something called predatory pricing. This is when they pretend to sell their stuff very cheaply just so they can knock out the other competitors. But then they would charge high prices later. They should

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always play nice and clean. Similarly, exclusive deals that block other competitors to access rare raw materials, green technologies or market networks can make it hard for new buyers to get in. Another big trouble arises when big companies play all mean tricks on smaller suppliers, retailer friends, and even the people who buy their products. They can squeeze out alternatives and increase prices too high. Right now, a bunch of green markets are still blossoming pretty early. There's the danger that a few of the big players will scoop up huge shares of that market which could limit competition and new cool ideas coming out of it too. The Competition Commission of India has looked into big companies abusing their dominant positions in the energy and infrastructure sectors and such investigation might also be important for helping to grow sustainable companies.

Role of the Competition Commission of India (CCI) in the Green Economy

The Competition Commission of India (CCI) plays a crucial role in ensuring that India's transition to a green economy unfolds within a fair and competitive market environment. As the country progresses towards sustainable growth, the renewable energy industry, green finance, electric transportation, and eco-friendly sectors are quickly developing. But of course, turning this idea into reality is met with significant challenges, like market domination, anti-competitive stuff, and regulatory failings. The CCI, as India's principal competition regulator, must ensure that environmental sustainability does not become an excuse for restricting competition, while also preventing market distortions that might hamper innovation and equitable access to green technology.

Under the Competition Act of 2002, the Competition Commission of India (CCI) has some important jobs. They make sure no companies are agreeing to limit competition among themselves. They look into whether powerful companies are using their position unfairly to make things worse for others. And finally, they take a hard look at big mergers to see that there are not too many big companies controlling things. These functions are critical in green markets, as huge corporations often seek to monopolise resources, limit technical access, or engage in exclusionary behaviours. Making the economy green means pushing the boundaries of innovation and fair economic systems that welcome newcomers who play by the rules side by side with the big players. All of this relies super heavily on having tough competition enforcement to make sure these newcomers can really compete and that things

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stay fair. The CCI must negotiate this balance by supporting pro-competitive sustainable alliances while avoiding cartelization, misuse of dominance, and restrictive trade practices.

A fundamental feature of the CCI's function in the green economy is monitoring anti-competitive agreements, notably in the renewable energy and sustainability sectors. Many businesses enter into collaborative partnerships to achieve sustainability goals, such as cooperative research and development (R&D) for green technology, collective carbon reduction initiatives, and sustainability standards. However, these agreements must not be a way to control prices, restrict supply, or split markets, which would be in violation of Section 3 of the Competition Act, 2002. The CCI must consequently set clear standards to distinguish between legitimate sustainable collaboration and collusive activity, ensuring that corporations do not exploit sustainability aims to decrease competition.¹¹

The misuse of dominant position in green markets is another topic of concern for the CCI. As huge firms grow their position in renewable energy, electric vehicles (EVs), and green financing, there is a danger that they may engage in predatory pricing, exclusionary tactics, or unjust conditions of trade. Take for instance a major company in the solar or wind energy sector. It might use its big advantage to do things like set prices that aren't fair to other people, make sure it can buy and sell a steady supply of parts and materials, and insist only its own partners or suppliers can work on things. That makes it tough for smaller companies to just get into that area. In the electric car world today, big companies can have a chokehold on charging infrastructure and that limits who can expand their reach to customers and compete fairly. Big players really control how much juice people get when they charge. Weak players find themselves increasingly locked out of that market as bigger companies build all those stations. Competition suffers because of that control. Under Section 4 of the Competition Act, 2002, the CCI must guarantee that dominant enterprises do not misuse their market position to limit consumer choice or force out smaller players.

Merger control is another crucial area where the CCI must interfere to promote robust competition in green industries. As corporations consolidate their positions in renewable energy, green finance, and electric mobility, there is a concern that mergers and acquisitions (M&A) might restrict competition, establish monopolies, or lead to higher consumer costs.

¹¹ Competition Commission of India, 'Order under Section 31(1) of the Competition Act, 2002' (2021) Combination Registration No. C-2021/04/832 <https://www.cci.gov.in/sites/default/files/Order832.pdf> accessed 20 March 2025.

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Sections 5 and 6 of the Competition Act, 2002 require pre-approval of M&A transactions that may have a significant detrimental effect on competition. For example, if a major renewable energy business acquires many smaller solar or wind energy enterprises, it may obtain disproportionate market domination, restricting innovation and boosting costs. The Competition Commission of India has to do a really careful job of evaluating deals. They need to make sure those deals don't mess with competition too much. But they also want to support the merge of companies in that industry to increase efficiency and grow big. They have to be a little delicate with this but very strategic.¹²

CONCLUSION AND RECOMMENDATIONS

The regulation of competition in India's green economy is a growing field of law and policy that involves a delicate balance between stimulating innovation, minimising market distortions, and attaining sustainability objectives. As India continues its transition towards a low-carbon and ecologically sustainable economy, the role of competition law becomes vital in ensuring that market structures remain fair, competitive, and conducive to sustainable growth. This dissertation has investigated different facets of green competition regulation, including theoretical underpinnings, worldwide best practices, antitrust difficulties, and policy proposals for upgrading India's regulatory environment.

The connection between competition law and environmental sustainability underlines the need for a paradigm shift in traditional antitrust enforcement. Historically, competition legislation has been aimed to enhance consumer welfare through reduced pricing, more innovation, and the avoidance of monopolistic behavior. With sustainability issues going up the list of importance, there is stronger recognition that competition policy also needs to incorporate environmental goals together. While other countries like the European Union have already integrated environmental issues into their competition law enforcement dealings, India's efforts are still just getting started as it harmonizes antitrust regulations with aspirations for a greener economic future. Moving forward, it is crucial to develop clear legal frameworks that recognize the legitimacy of sustainability agreements, avoid greenwashing, and guarantee that pro-competitive environmental measures do not face excessive regulatory impediments.

¹²AvaantikaKakkar and Vijay Pratap Singh Chauhan, 'Evolving Character of the Indian Merger Control Regime' (2022) 3 *Journal on Competition Law and Policy*, Competition Commission of India, 1-19 <https://doi.org/10.54425/ccijoclp.v3.94> accessed 20 March 2025.

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A fundamental difficulty in regulating green competition resides in overcoming market dominance and monopolistic activities in renewable energy and sustainable sectors. As examined in earlier chapters, major businesses with massive financial resources and technological advantages have the potential to dominate the green market, suppressing competition and impeding the entry of smaller competitors. That dominance can manifest in lots of different ways including exclusive control over really important raw resources, special subsidies from governments on top of that, and also taking over new green tech companies strategically. To combat such risks, India needs to adopt a more proactive strategy by getting merger control processes better and smarter, by putting a stop to predatory pricing strategies, and by promoting competitiveness in green sectors.

And of course, insider dealings and forming cartels within green industries create a whole set of unique problems too. When it comes to working together to protect the environment, like building nicer, cleaner infrastructure or boosting use of green energy, collaboration between companies is important big time. But that collaboration line between legal stuff that's supposed to look good and anti-competitive tricks also exists. It's not uncommon for businesses to try to co-host a price fixing meeting, or collectively restrict production or bid rigging in order to gouge consumers. This can harm consumers and slow down the whole business of going green. Competition regulators must consequently develop their investigative tools and enforcement techniques to discriminate between good sustainable cooperation and destructive collusive conduct. By laying down clear rules about what collaboration is allowed on innovation that is green, India's Competition Commission (CCI) can really encourage us to be greener and stop competition not working properly partner stuff that doesn't match with open fact rules.

Merger control plays a significant role in establishing the competitive environment of green markets. As firms consolidate to increase their influence in the sustainability sector, there is a concern that mergers and acquisitions might lead to excessive market concentration, diminishing incentives for innovation and undermining consumer choice. The notion of "green killer acquisitions"—where dominant businesses purchase smaller, creative competitors to neutralise possible market threats—has become an increasing issue internationally. In India, when the competition folks look at mergers, they need to pay attention to more than just how shaken up the competition will be. They also have to think

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about important long-term stuff about sustainability and innovation. Introducing sustainability effect assessments in merger examinations might assist regulators establish if planned consolidations match with India's environmental and economic aims.

Another developing difficulty in green competition regulation is the growth of greenwashing and deceptive sustainability claims. As environmental consciousness develops among customers, firms are increasingly selling their products and services as "eco-friendly" or "sustainable," often without necessary justification. This super sneaky tactic narrows the view and makes customers confused, and that confusion is because unscrupulous companies can do false green ad campaigns that let them get ahead unfairly. Strengthening consumer protection legislation and developing independent verification procedures for sustainability claims will be vital in reducing greenwashing. Moreover, competition regulators should consider adding environmental misrepresentations into their enforcement objectives, characterising misleading sustainability claims as a kind of unfair trade practice with high penalties for violators.

Comparative research with global best practices indicates useful insights that India may apply to better its green competition regulation. Take for example the European Union Deal for Greening—a serious push to mix sustainability into antitrust policing. It pays close attention to things sustainability can influence. This means banks and companies that agree to follow through with sustainability can be seen as allies. And for certain kinds of cooperation, there can be special breaks and make green practice easier too. Well, the United States has been looking into ways to update their antitrust laws a bit more so business can change to better be green while still avoiding competing unfairly with each other. Looking closely at those overseas experiences India can design some really competitive and at the same time very green regulations. Making sure India's rules for competition align with fresh global standards for sustainability will really help strengthen India's standing when world leaders meet about trade and make India more attractive to foreign companies for investment in things good for the environment.

To enhance competition legislation for a sustainable economy, suggested changes should focus on increasing the role of the Competition Commission of India in encouraging fair green competition. CCI must adopt a more aggressive enforcement strategy, boosting monitoring of anti-competitive conduct in green markets while also lobbying for measures

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that support sustainable corporate practices. Establishing specialised sustainability-focused antitrust sections within CCI might assist expedite investigations and enforcement operations in the green economy. Another really important thing is if the different people who police competition, the people who regulate pollution and the companies that work on making science stuff happen can actually talk to each other and work together well. Lots and lots of really smart people have to start working together to make sensible rules when we're talking about making sure big companies act doing smart things for the environment.

Encouraging innovation while minimising market concentration is another essential feature of future competition policy. Green startups and small firms are really big players in pushing the envelope with new tech when it comes to renewables, sustainability practices called circular economy and technologies aimed at reducing emissions completely, or going carbon neutral. But most of these kinds of businesses just run into a lot of financial and competitive constraints that really limit where they can play in the marketplace. Providing targeted incentives, such as tax advantages, research grants, and reduced regulatory burdens for green entrepreneurs, might help level the playing field and stimulate greater competition in sustainable industries. At the same time, competition regulators really have to keep a vigilant eye out for big companies doing things that put up barriers for new competitors and new players coming up on the market. They're looking to make sure dominant companies are not excluding new competitors and keeping it too cozy for themselves. This is important because these new competitors can bring lots of new fresh excitement and energy to the industry. Competition is actually so healthy.

Looking ahead, digital transformation and AI-driven energy markets are expected to change the competitive dynamics of the green economy. With the increasing use of AI for energy management, pricing for carbon emissions, and management of sustainable supply chains some new problems are emerging especially around issues of monopolizing data and collusion among algorithms. With competition getting tougher nowadays because of tech advantages, Indian regulators need to fine tune their enforcement skills to properly handle these big new challenges and issues. It's really important to come up with new rules for competition that utilize AI as a way to make sure new and free data sharing goes as planned and everyone can see that algorithms make decisions equitably. This is to keep competition fair in the green corner of the digital marketplace.

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In conclusion, the regulation of competition in India's green economy is a complicated but vital undertaking to guarantee that sustainability goals do not come at the price of market fairness and consumer welfare. As India accelerates its green transformation, competition law must develop to confront the particular difficulties provided by monopolistic conduct, collusion, greenwashing, and digital market domination in the sustainability sector. India can take really big leaps if it just embraces best practices from all over the world, makes sure they're really enforcing the rules and make sure that help for innovation is taken care of. That way India can build an economy that is smart and green. That's good for the environment and makes a fortune at the same time. Moving ahead, constant regulatory adaptation and stakeholder involvement will be important in establishing a solid legal framework that promotes both sustainability and fair competition in the years to come.

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