



# 8

Entrepreneurial  
Pathways to Sustainability

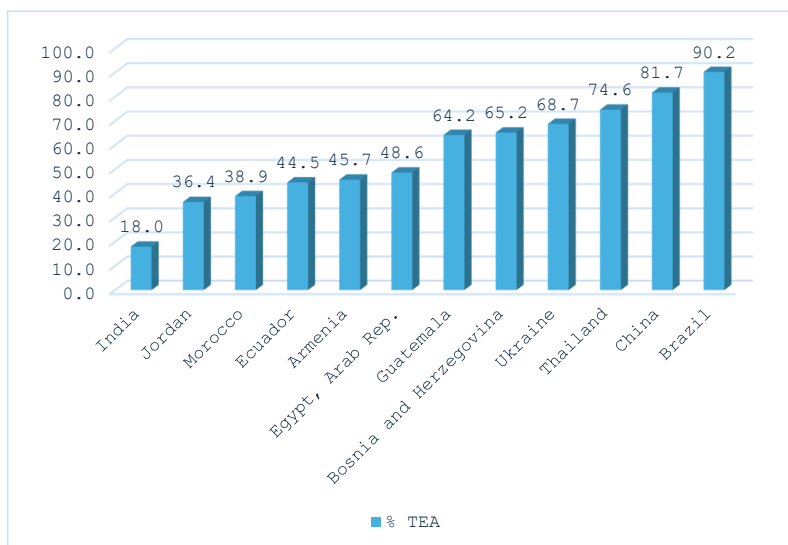
## Chapter 8

### Entrepreneurial Pathways to Sustainability

#### 8.1 Entrepreneurial Commitment to Social and Environmental Impact

As the worldwide economy commenced its recovery from the COVID-19 pandemic, the GEM APS introduced new questions to assess the social and environmental consciousness of early-stage entrepreneurs.

Figure 8.1 highlights the engagement of entrepreneurs in practicing environmentally responsible activities across the low-income level economies. According to the data above, it has been found that in India, 18% of early-stage entrepreneurs are actively implementing environmentally sustainable practices. Likewise, other economies such as Brazil, China and Thailand are found to be more engaged in practicing environmentally sustainable practices with figures of 90.2%, 81.7% and 74.6% respectively. Such trends highlight the increasing role of a conscious approach to the environment and entrepreneurship within these economies.

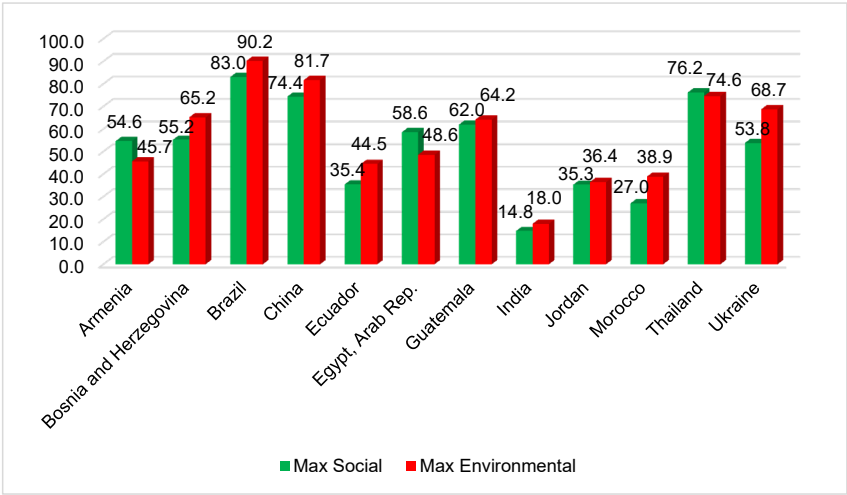


**Figure 8.1** Entrepreneurial Commitment to Social and Environmental Impact: Percentage of early-stage entrepreneurs across the low-income level economies

*Source: GEM India Survey 2024–25*

Figure 8.2 highlights the association between environmental and social impact efforts undertaken across economies. From the data, it has been found that economies with high environmental engagement are also found to have high social engagement. As evident in the graph below, Brazil, Thailand and China indicate the highest scores for engagement in practicing socially responsible activities with scores of 83.0%, 76.2% and

74.4% and 90.2%, 81.7% and 74.6% respectively.



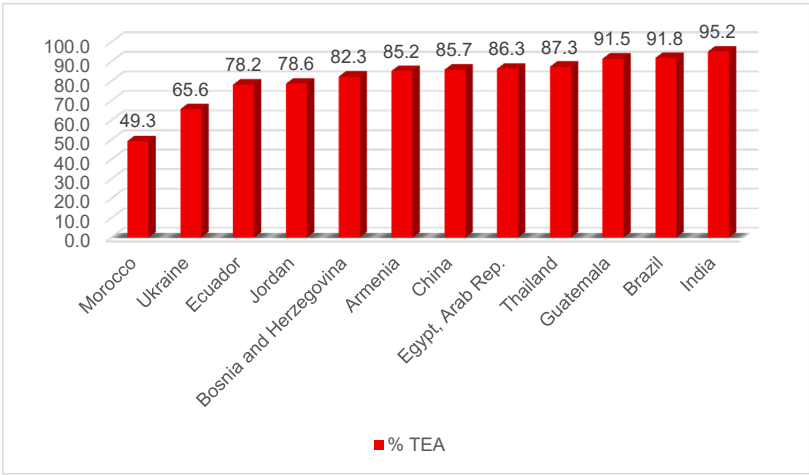
**Figure 8.2** The association between percentage of early-stage entrepreneurs considering initiatives maximizing social impacts and minimizing environmental impacts: A Comparison across the low-income level economies

*Source: GEM India Survey 2024–25*

**8.2 Strategic Consciousness in Entrepreneurship: Social and Environmental Considerations**

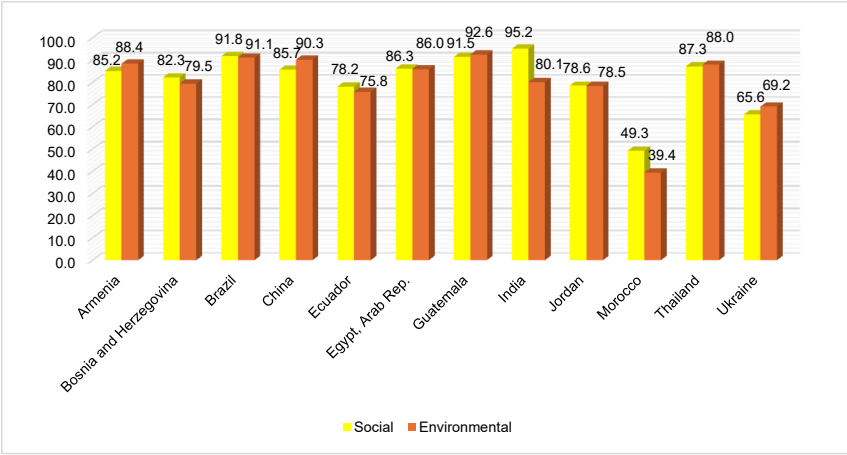
As evident in Figures 8.3 and 8.4, early -stage entrepreneurs across the economies are sensitive enough to take social and environmental factors into consideration. In India, 95.2% of early-stage entrepreneurs are found to be conscious of taking social implications into consideration when planning to start the new ventures with the highest percentage along with Brazil and Guatemala at 91.8% and 91.5% respectively. Similarly, India also accounts for 80.1% of entrepreneurs who consider environmental factors in their business activities. This approach emphasizes the strategic consciousness and awareness of Indian early-stage entrepreneurs in initiating the entrepreneurial activity. Similarly, Brazil, Guatemala, Thailand and Armenia are also found to have high scores for social and environmental considerations with figures of 91.8%, 91.5%, 87.3% and 85.2% for social implications and 91.1%, 92.6%, 88.0% and 88.4% for environmental considerations respectively.

While, Countries like Morocco are found to have lower engagement in considering social and environmental factors in the entrepreneurial activity.



**Figure 8.3** The percentage of early-stage entrepreneurs considering social implications when making decisions about the future of their business

*Source: GEM India Survey 2024–25*

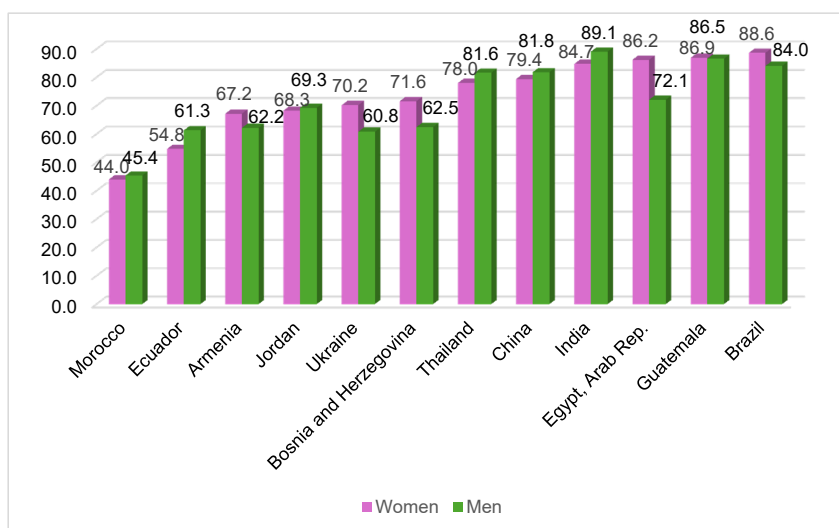


**Figure 8.4** The association between the proportion of early-stage entrepreneurs considering social implications and those considering environmental implications when deciding about the future of their businesses

*Source: GEM India Survey 2024–25*

### 8.3 Gender-based Prioritization of Social and Environmental Implications

Figure 8.5 reveals a deeper dimension of prioritizing sustainability in entrepreneurship, which extends beyond profitability. As shown in figure 8.5, 84.7% of women in India prioritize social and environmental factors over profitability in their business decisions compared to 89.1% of men. In countries such as Guatemala, Jordan and Armenia, women's prioritization of social and environmental factors is similar to that of men with figures of 86.9%, 68.3% and 67.2% compared to 86.5%, 69.3% and 62.2% respectively. Bosnia and Herzegovina, Ukraine and Egypt reveal significant gender gaps where women score higher than men indicating a greater orientation and inclination towards sustainability values with figures of 71.6%, 70.2% and 86.2% compared to 62.5%, 60.8% and 72.1% for men respectively. Morocco is found to have low prioritization rates for social and environmental implications with figures at 44.0% for women and 45.4% for men.



**Figure 8.5** Gender based prioritization of social and environmental implications: Percentage of male and female early-stage entrepreneurs

*Source: GEM India Survey 2024–25*

#### Policy Focus

India needs to strengthen the initiatives aimed at achieving sustainability objectives both to promote social and environmental practices within its businesses. This will align the entrepreneurial priorities with those of global business standards committing the practices of Indian ventures to responsible entrepreneurship. Targeted interventions such as awareness campaigns, sustainability incentives and the integration of Environmental, Social and Governance (ESG) principles into entrepreneurial education and policy frameworks should be prioritized.

**References:**

Global Entrepreneurship Monitor. (2025). GEM India Survey 2024–25. GEM India.

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