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Social Dynamics of Entrepreneurial Practice

Chapter - 4

Social Dynamics of Entrepreneurial Practice

4.1 Introduction

Social attributes of entrepreneurship are the cultural and societal factors that affect how people in a community or economy perceive, support and pursue entrepreneurship. These traits affect not only why people want to start businesses, but also how socially acceptable and visible entrepreneurial activity is. The current chapter discusses the importance of four social attributes of entrepreneurship in starting new businesses. These social attributes of entrepreneurship include "everyone had a similar standard of living", "starting a new business is a desirable career choice", "respect for entrepreneurship" and "media attention about successful businesses". This chapter also examines regional and gender-based variations in social indicators of entrepreneurship within the Indian context.

4.2 Entrepreneurial Momentum: Mapping Social Attributes of Entrepreneurship in Early-stage Business Activity in India

As evident in the Figure 4.1 below, 93.5% of adults choose entrepreneurial activities due to their high visibility, the contribution they make to the country's economic development and the impact they create on one's own status. Likewise, 90.9% of adults consider starting a new business as a desirable career choice and 89.2% engage in entrepreneurial activities due to media attention which includes witnessing success stories about successful ventures that enhances their entrepreneurial momentum and engagement. Additionally, 83.6% of adults engage in entrepreneurial roles because of the perception of their standard of living with that of other entrepreneurs which encourages them to take risks and start new enterprises.

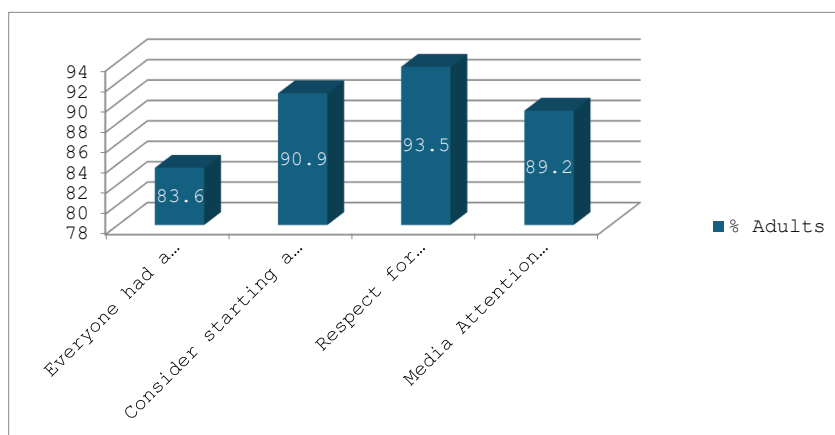


Fig 4.1 Social Attributes of Entrepreneurship as a %TEA

Source: GEM India Survey 2024–25

4.3 Gender Distribution of Social Attributes of Entrepreneurship

Figure 4.2 below illustrates the gender distribution of the social attributes for entrepreneurship reflecting a gender-inclusive approach to entrepreneurship. It has been found that 93.8% of females and 93.2% of males perceive entrepreneurship as a respected domain that contributes to the country's innovation and economic development. While, 91.5% of females and 90.4% of males consider starting a business as a desirable career choice; 88.7% of females and 89.6% of males consider entrepreneurship as an achievable and impactful domain influenced by media attention and coverage. While, 84.4% of females and 82.9% of males find everyone having a similar standard of living indicating that females perceive more equitable opportunities for themselves compared to their male counterparts, this reflects the inclusive entrepreneurship in the country.

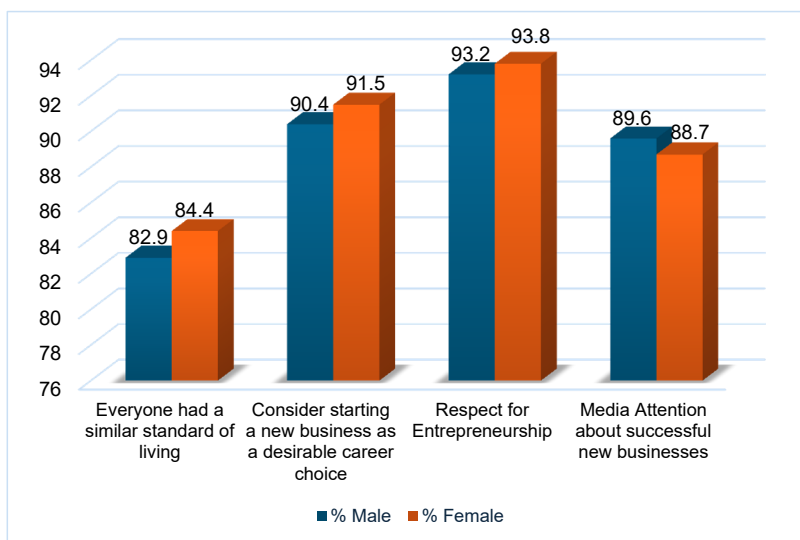


Fig 4.2 Gender Distribution of Social Attributes of Entrepreneurship

Source: GEM India Survey 2024–25

4.4 Social Drivers of Entrepreneurship in Rural and Urban India

Figure 4.3 below illustrates the rural-urban distribution of the four social attributes among the respondents in the country. 92.2% of rural adults compared to 88.4% of urban adults find starting a new business as a desirable career choice suggesting limited employment opportunities and growing exposure to local enterprise models in the rural areas. Likewise, 91.5% of rural adults and 84.4% of urban respondents view entrepreneurship as an active career choice resonating with success stories and inspiration that are more deeply embedded in rural settings. Around 93.2% of rural respondents and 94% of urban respondents consider entrepreneurship as a domain of respect, dignity and prominence. Rural respondents score high in the social attribute of

sharing a perception of a similar standard of living compared to their urban counterparts. The figures are 83.1% for rural adults and 84.6% for urban adults respectively, reflecting a shared belief in equal opportunities and ambitions.

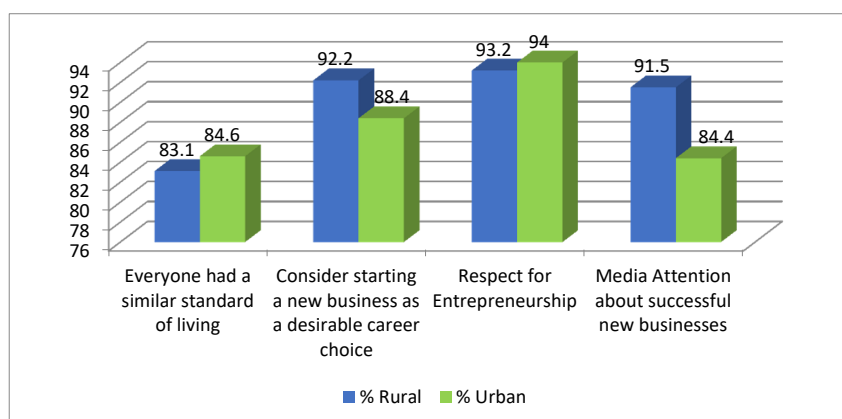


Figure 4.3 Rural-Urban distribution of social attributes of entrepreneurship

Source: GEM India Survey 2024-25

4.5 Regional Variations in Social Drivers of Entrepreneurship Across India

Figure 4.4 below provides the region distribution of Indian regions – North, South, East and West for the four social attributes. As evident in the graph below, 96.8% of respondents view respect for entrepreneurship as the primary social driving factor for engaging in entrepreneurial activities. 93.7% of respondents view engaging in entrepreneurial activities as a desirable career choice; 92.2% find encouragement from media attention while 92% find it a standard of living similar to that of other individuals around them. Figure 4.4 below provides the region distribution of Indian regions – North, South, East and West for the four social attributes. As evident in the graph below, 96.8% of respondents view respect for entrepreneurship as the primary social driving factor for engaging in entrepreneurial activities. 93.7% of respondents view engaging in entrepreneurial activities as a desirable career choice; 92.2% find encouragement from media attention while 92% find it a standard of living similar to that of other individuals around them. While the South region is found to have the highest figures for media attention at 94.2%, it also shows a respectful attitude towards entrepreneurship at 91.9%, perceives entrepreneurship as a desirable career choice at 90.7% and an equal standard of living at 76%. The East Indian region is found to have the highest scores for a respectful attitude towards entrepreneurship followed by a career as a desirable choice, media attention and an equal standard of living, with figures of 95.4%, 91.8%, 90.1%, and 81.2%, respectively. The Western region of India has the highest scores for expressing respect for entrepreneurship followed by career desirability, a similar standard of living, and media attention with scores of 89.8%, 87.7%, 86.4% and 79.8%, respectively.

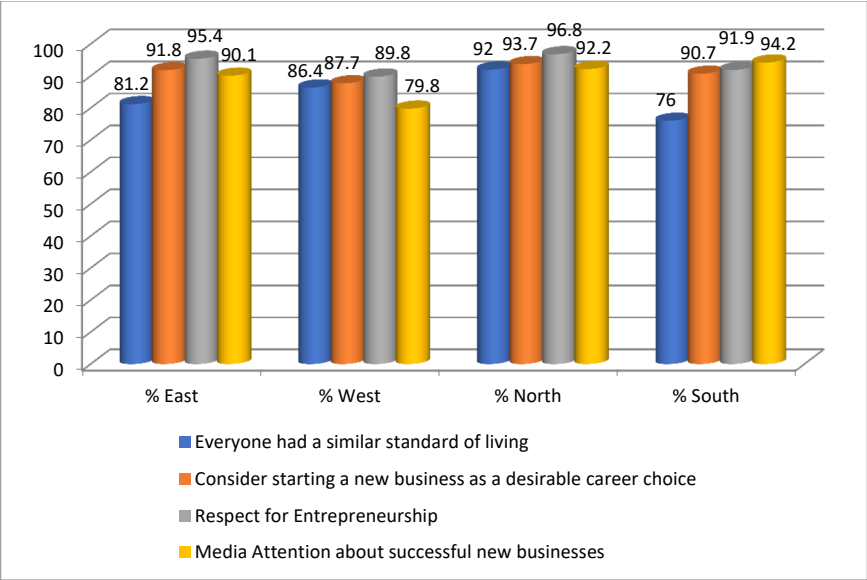


Figure 4.4 Regional Variation of Social Attributes of Entrepreneurship

Source: GEM India Survey 2024–25

Policy Focus

Social attributes that stimulate entrepreneurship through media, success stories, education systems and cultural factors driving innovation which form the social fabric should be taken into focus to shape the development of entrepreneurial resilience in social settings. This will encourage more participation from individuals from different social backgrounds in the country. Interventions such as rural incubation, utilizing media pathways and increasing visibility of entrepreneurship as a career choice should be fostered among individuals to create a more entrepreneurial landscape in the country.

References:

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

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