

Growth and Development of Indigenous Entrepreneurship in India: A Contextualised Institutional Support Model

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ABSTRACT Stimulating entrepreneurship in a country requires the right environment with a favourable economic, social and political climate that motivates and supports entrepreneurship development. By applying the institutional theory, the study examines the different institutional support made available by the government for the entrepreneurial development and growth of the indigenous people of India. The findings indicate that several initiatives, institutional support, and policy measures are available to promote innovation, entrepreneurship and assist emerging start-ups in the country. However, despite this the settings offer different opportunities and challenges requiring different support sets. The paper proposes that a contextualised institutional support model for the growth and development of indigenous entrepreneurship businesses is possible and that the support should differ concerning urban, rural and remote settings. The model may act as a practical guide to practitioners and policymakers to accelerate initiatives for the entrepreneurial expansion of indigenous people, leading to a self-reliant India.

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