

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

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KEYWORDS Businesses. Indigenous People. Institutional Theory. Self-reliant. Tribal Communities

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.

INTRODUCTION

Entrepreneurship is emerging valuable to India's economic growth, as new firms have increased at the rate of twelve percent between 2014 and 2018, making the country rank third in entrepreneurship as per Economic Survey 2019-2020 (Government of India, Ministry of Finance 2020). Promoting the growth of the economy has always been the utmost priority of the Indian government. Key initiatives have been taken, inter-alia, including the 'Make in India' initiative under which thrust sectors have been identified to provide a push to manufacturing in India, the 'Startup India' initiative and the 'Ease of Doing Business'. Reforms in the Indian economy is a continuing process and various ministries and departments are implementing the government's strategic programs and policies to enhance economic growth. For example, the Micro, Small and Medium Enterprises (MSME) sector contributes significantly to the economic and social development of the country by fostering entrepreneurship and generating large employment opportunities at comparatively lower capital cost (Government of India, Ministry of Micro Small and Medium Enterprises 2020) (MSME Report 2019-20).

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Different entrepreneurship is practised in a country, including indigenous entrepreneurship. Indigenous entrepreneurship emerges within urban, rural and remote areas of a country. Indigenous entrepreneurship is defined by Hindle and Lansdowne (2005) as "the creation, management and development of new ventures by indigenous peoples for the benefit of indigenous peoples" (p. 132). According to Croce (2019: 361) indigenous entrepreneurship is "an entrepreneurial business venture adopted by a particular category of people, indigenous people, for the purposes and objectives of indigenous peoples". Unlike mainstream entrepreneurship, which focuses mainly on the achievement, within the bounds of mainstream law and ethics, of a profitable outcome (Hindle and Moroz 2010), indigenous entrepreneurship is characterised by different circumstances, culture, norms, social aspects and structural factors of the context in which they are situated (Croce 2019; OECD 2019, 2020). Furthermore, indigenous entrepreneurship may be required to deal with different stakeholders and a variety of issues especially those related to social impacts rather than just the achievement of economic success by individual or firms (Hindle and Lansdowne 2005; Dana and Anderson 2006).

Indigenous entrepreneurship emerges within urban, rural and remote areas of a country. Urban

indigenous entrepreneurship emerges in urban contexts and is similar to mainstream entrepreneurship, which focuses on formal business creation (Croce 2017). While rural indigenous entrepreneurship functions between urban and remote concerning the traditional and modern way of doing business (Lee-Ross and Mitchell 2007). Moreover, remote indigenous entrepreneurship takes place in remote contexts where entrepreneurship activities undertaken by indigenous entrepreneurs focused on sustainable economic development (Croce 2017). According to Mason et al. (2009), entrepreneurship in remote communities consists of self-employed individuals who rely on local, natural knowledge to traditionally run their businesses. This may be due to low employment prospects, limited infrastructure and services, market opportunities, self-reliance, lack of knowledge on entrepreneurship and social and cultural inclusion.

Indigenous entrepreneurship processes can be profit or non-profit oriented, just as mainstream entrepreneurship may be. According to Dana (2015), indigenous people primarily practice entrepreneurship through traditional exchanges without market transactions. Fuller, Buultjens, and Cummings (2005) opine that entrepreneurial development is possible when consideration is first given to cultural values and traditions within the communities. However, due to the non-availability of primary amenities for the rural entrepreneurs to establish businesses in rural areas, the majority of rural entrepreneurs in India are faced with different challenges such as lack of education, lack of awareness about entrepreneurship, lacking entrepreneurial knowledge and capabilities, limited infrastructure, technical know-how knowledge, and marketing and distribution capability (Sathya 2019; Nandi and Sharma 2018; Ram 2016). These hamper the entrepreneurship development of the tribal area and are necessary ingredients for regional sustainable economic development (Basu 2015). Accordingly, tribal entrepreneurship should be encouraged to meet the challenges of the local market as well as the national market.

Objectives

This study aims to analyse and provide an overview of the different institutional support made available by the Government of India for the entrepreneurial development of indigenous people of

India, to identify gaps in the institutional support and make recommendations to bridge this gap for the advancement of entrepreneurship.

METHODOLOGY

The study is descriptive and based on secondary data (published and unpublished). The data was taken from reports of different government ministries and offices (such as Ministry of Medium and Small Enterprises, Ministry of Skill Development and Entrepreneurship (MSDE), Institute of Entrepreneurship Development U.P., etc.), annual reports of MSMEs 2019-2021, Indigenous Peoples Policy Framework UP 2014, journals and related literature on entrepreneurship development and indigenous entrepreneurship. In addition, the researchers searched Google Scholar and relevant databases such as EBSCO, Scopus, Springer, JSTOR, Emerald, and ERIC to identify relevant studies. The researchers used the keywords 'indigenous entrepreneurship' and 'institutional support' with a combination of tribal people, indigenous people, India, Atmanirbhar, rural, urban and remote areas. The relevant reports, articles and papers were identified and chosen to support the study.

Theories of Entrepreneurship

Different theories in the areas of economics, psychology, sociology, and others have been used by researchers to explain the entrepreneurship field. Economic theories for example explore the economic factors that enhance entrepreneurial behaviour. It includes classical and neo-classical theories. The former describes the role of the entrepreneur in the context of production and distribution of goods in a competitive marketplace, and the latter states that entrepreneurs are not only producers and distributors but also involved in undertaking business risk, identify new opportunities, and reducing costs for a business (Walia and Chetty 2020).

Psychological theories emphasise personal characteristics (traits, motives and incentives), the need for achievement and the locus of control. Developed by McLelland (1961), the personality trait theory focuses on internal factors such as "human values and motives that motivate individuals to take advantage of opportunities available". Rotter (1966) refers to the locus of control as an individual's perception and beliefs about their

capabilities to go through events in one's life. In this context, the entrepreneur's success comes from their abilities and support from outside (Simpeh 2011).

According to Walia and Chetty (2020), theories related to sociology focus on society's values, religious beliefs and customs, which may influence the behaviour of individuals in society. Weber Max has proposed the theory of religious belief, which states that entrepreneurship is a function of religious beliefs and the impact of religion shapes the entrepreneurial culture (Weber 1930). Hagen Everett proposed a theory on social change, which explains the interrelationship among environment, social culture and personality (Hagen 1962).

Although different theories exist concerning entrepreneurship, for this paper the researchers have chosen the institutional theory as a base of this research to look at the different institutional support made available by the Government of India at three levels (urban, rural and remote areas).

Institutional Theory of Entrepreneurship

Entrepreneurial activities have been studied using institutional theory in a variety of context institutional (Abreu et al. 2016; Arabiyat et al. 2019) and explains the dynamics between the individuals or the organisations and the institutions (government, market, culture, religion) (Agrawal and Hockerts 2013). Traditionally, it focuses on how different people and organisations comply with specific rules or standards to be socially acceptable in an environment (Meyer and Rowan 1991). Additionally, institutional theory studies the process by which structures are regarded as authoritative factors that detect social activities (Terjesen and Hessels 2009; Arabiyat et al. 2019) and investigates how the environment influences the organization's structures and processes at a macro level (Scott 2004). According to Baumol (1990), as entrepreneurs seek the most effective approach to produce profits, environmental influences may shape the different forms of entrepreneurial activities. According to Scott (1995), institutions are "social structures with a high degree of resilience," and consist of interrelated pillars, that is, normative, cognitive and regulatory structures and activities that provide stability and meaning to social behaviour. Furthermore, each institutional pillar establishes a distinct ground for compliance as well as the foundation

for legitimacy and rights (Scott 1995). The social structures impact the decision-making process in giving indications of what would be acceptable or not and determining the individual socialisation of norms and behaviours in a given society. Pinho (2017) opined that the institutional variables by Scott's differ according to the economic structure of a country and the relevance of both regulative and cultural-cognitive dimensions.

Other researchers describe institutions as a formal set of rules and agreements, informal interactions and norms that are expected to be complied with (see for example, Bruton 2010 and Meyer and Rowan 1991). Informal institutions inform the culture, customs, and ideals of a country's constraints, whereas formal institutions produce rules, laws, and regulations and enforcement mechanisms (North 1990; Bosma and Schutjens 2011; Arabiyat et al. 2019). Different types of entrepreneurship can arise under different institutional conditions, and thereby, the institutional context offers the models, tools and limitations that mould individual choices and attitudes (Valdez and Richardson 2013). North (1990) alluded that a country's rules, cultural and social norms, and cognitive structures of the institutional environment set the framework for market transactions through the definition of the rules of the game. In the same line, Baumol (1996:3) stated that to understand "how the entrepreneur acts at a given time and place depends heavily on the rules of the game", which is the reward structure prevailing in the economy.

According to Pereira and Temouri (2018), the firms' chances of attaining rapid expansion may increase with continuous improvement of institutional settings. However, the improvement needs to be taken with caution, because sometimes the strengthening of formal institutions, for example, might help opportunity entrepreneurship while harming necessity entrepreneurship in the process (Fuentelsaz et al. 2015) Furthermore, the study by Stenholm et al. (2013) on a country's ability to support high-impact entrepreneurship revealed that variations in institutional arrangements lead to variations in the kind and pace of entrepreneurial activity across the country and that different supportive aspects such as knowledge, skills, and access to capital are the most critical factors in the establishment of high-impact creative enterprises (Arabiyat et al. 2019).

RESULTS

Indigenous Entrepreneurship in Uttar Pradesh

The Indigenous People (IPs) in India are categorised as “tribal who often become vulnerable in development projects because of their cultural autonomy, which is usually undermined and also because this group endures specific disadvantages in terms of social indicators of quality of life, economic status and usually are a subject of social exclusion” (Indigenous Peoples Policy Framework UP 2014). According to the Associated Chambers of Commerce and Industry of India, the tribal population in India consists of a diversity of groups with regards to language, linguistic traits, ecological setting, physical attributes, modes of livelihood, level of development and others, which brings both opportunities and challenges for their overall socio-economic development.

The regions of Uttar Pradesh are home to several tribal communities such as Agaria, Baiga, Bhar, Bhoksa, Bind, Chero, Gond, Kol and Korwa, which makes up less than one percent of the total population. Five of these tribal communities have been recognised by the Government of India as disadvantaged scheduled tribes, namely, Tharus, Boksas, Bhotias, Jaunswaris and Rajis. Districts with substantial tribal population include Sonbhadra, Kheri, Agra, Lucknow, Allahabad, Kanpur, Deoria, and Jaunpur (Indigenous Peoples Policy Framework of UP 2014). The primary business of tribal people is in art, craft, painting, honey, spices, medicines, agricultural products including rice, maize, vegetables, spices, minor forest products and furniture made of bamboo and wood.

Institutional Support for Entrepreneurship in Uttar Pradesh, India

To boost entrepreneurship in the country, the Government of India has created an entire ministry (Ministry of Medium and Small Enterprises and Ministry of Skill Development and Entrepreneurship (MSDE)) dedicated to helping new businesses. Also, the Government has introduced different institutions, programmes, and schemes to promote entrepreneurship and assist emerging start-ups (Table 1). In addition, other several initiatives and policy measures include Start-up India, Make in India,

Atal Innovation Mission, Ease of Doing Business, Stand Up India, MUDRA, Atal Innovation Mission Biotechnology Industry Research Assistance Council (BIRAC) and Digital India and National Skill Development Mission for promoting innovation and entrepreneurship in the country. In addition, different assistances such as financial assistance and mentorship are offered to potential individuals/entrepreneurs and organisations to make the process easy. Some of the schemes were explicitly introduced for a particular industry only. For example, the Institute of Entrepreneurship Development U.P. (IEDUP), Lucknow was developed with the assistance of different local Banks (such as Punjab National Bank (PNB), Industrial Development Bank of India (IDBI), State Bank of India (SBI), Industrial Finance Corporation of India (IFCI) and Industrial Credit and Investment Corporation of India (ICICI)) in 1986 (IEDUP 2019). According to IEDUP (2019), the Institute organises numerous training, research projects, and consulting services throughout Uttar Pradesh and neighbouring states. These events are organized with the financing and active participation of many states, national and international organizations, while other supports are sourced outside the state when such an organisation is not available in the state. In addition, the Institute maintains 29 Skill Development Centres in 9 districts of Uttar Pradesh (IEDUP 2019).

Despite being custodians of unique heritage, skill sets and traditional legacies of indigenous people, their remote location hinders them from entrepreneurial activities.

Although different institutes and programmes are available in different states for entrepreneurs and potential entrepreneurs, their locations are not easily accessible, especially from distant places and regions. This is a situation, which might discourage those who had the potential to start businesses within their communities. Moreover, some of the institutional support available such as the Industrial Motivational Campaign (IMC-Y) for youth or prospective entrepreneurs and Entrepreneurship Awareness Programmes are unable to cater for all. For example, the IMC-Y programme implementing agencies and offices could not support all prospective entrepreneurs due to limited funds. In addition, the Entrepreneurship Development Programmes (EDPs) are generally conducted in Enterprise Facilitation Centres (EFCs), ITIs,

Table 1: Institutional support by the government for entrepreneurship in India – UP State

<i>National Level</i>	<i>State Level: Uttar Pradesh</i>
MSME Development Commissioner (MSME) Department of Science & Technology Department of Personnel & Training (DOPT) Khadi & Village Industry Commission, Coir Board Industrial Development Bank of India Industrial Finance Corporation of India Industrial Credit & Investment Corporation of India Development Commissioner (Handicrafts) Directorate General Resettlement, Ministry of Defence Ministry of Development of North Eastern Region Ministry of Minority Affairs Banks and financial institutions National Minorities Development and Finance Corporation Small Industries Development Bank of India National Bank for Agriculture & Rural Development Bankers Institute of Rural Development National Commission for Women, New Delhi Bank of Baroda, Lucknow State Bank of India, Lucknow <i>Industries and Management Association: UP State</i> Indian Industries Association, Lucknow Confederation of Indian Industries (CII) PhD Chamber of Commerce & Industries, New Delhi/Lucknow Federation of Indian Chamber of Commerce and Industries Lucknow Management Association. Chamber of Industries & Commerce, Gorakhpur Central Coir Research Institute (CCRI), Kalavoor, Alleppey Central Institute of Coir Technology (CICT), Bengalooru <i>International Level Collaborators</i> UNICEF International Labour Organisation Commonwealth Youth Programme UNDO	Directorate of Industries, Government of U.P. State Industrial Development Corporation (SIDC) Council of Science & Technology, U.P. Department of Social Welfare, Government of U.P. Directorate of Soldier Welfare & Rehabilitation Board, U.P. Education for All, U.P. Directorate of Industries, Uttarakhand Land Development Corporation State Urban Development Authority, Skill Development Mission <i>District Level: Uttar Pradesh</i> District Industries Centres (DIC) Skill Development Centres Industry/product associations Government polytechnics and ITIs Teachers, faculty and technical trainers Trained entrepreneurs Non-government organisations <i>Training Institutions and Professional Collaborators</i> IED-UP RSETI-UP Regional Directorate of Skills Development and Entrepreneurship (RDSDE) National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad Indian Institute of Entrepreneurship (IIE) EDII, Ahmedabad NCAER, New Delhi IIM, Lucknow Bankers Institute of Rural Development, Lucknow Indian Council for Research in International Economic Relation, New Delhi.

Source: IEDUP 2019 - <http://www.iedup.in/pdf/CompanyProfile.pdf>

Polytechnics and other technical institutions, colleges/institutes, where skill or knowledge is available, to motivate the students towards self-employment/entrepreneurship.

DISCUSSION

By applying the institutional theory, the researchers look at the Government's institutional support that may influence the development of indigenous entrepreneurship in India. From the

findings, the researchers propose a contextualised institutional support model (Fig. 1) for the growth and development of indigenous entrepreneurship businesses. The researchers argue that the institutional support for the growth and development of indigenous entrepreneurship businesses is possible and that the support should differ concerning urban, rural and remote settings. The institutional support system may be divided into three themes, that is, institutional settings, legitimacy, and institutional entrepreneurs.

Application of Model to Indigenous Entrepreneurship in UP

As outlined in Table 1, the institutional supports provided are universal for the overall entrepreneurship development. However, it does not distinguish which support is for indigenous or non-indigenous entrepreneurs, and if the processes to obtaining this support differ. The model proposes that the supports for indigenous entrepreneurship development should differ depending on whether the beneficiaries are located in urban, rural or remote settings.

According to Ram (2016), what has been considered the necessary amenities for tribal entrepreneurship are the significant challenges to tribal entrepreneurship development in India. While regulatory laws may be similar around the country, the hurdles and cost structures might differ depending on whether it is a rural, remote or urban area. Cognisant of the efforts made by the Government for the growth of indigenous entrepreneurship in the country, different contexts (urban, rural

and remote) may require different supports, have different needs and even experience different challenges and opportunities. Therefore, considerations should be given to the contextual factors, settings and goals when deciding on the different support, initiative, schemes and programs aimed at entrepreneurship development and promotion, even more so for indigenous people who differ in many aspects. For example, rural entrepreneurs face different challenges accessing the different supports available than urban entrepreneurs. In addition, business opportunities for indigenous communities may be shaped by the proximity to markets and natural resources. Hence, indigenous entrepreneurs close to and within the cities may have a greater capacity to diversify in the tradeable sector by leveraging linkages with cities and the demand for rural amenities from urban residents.

In another example, most of the schemes' application process is mostly online, leaving those in areas lacking access to technology and the internet. Online systems, e-platforms and online support services are not accessible to everyone. In

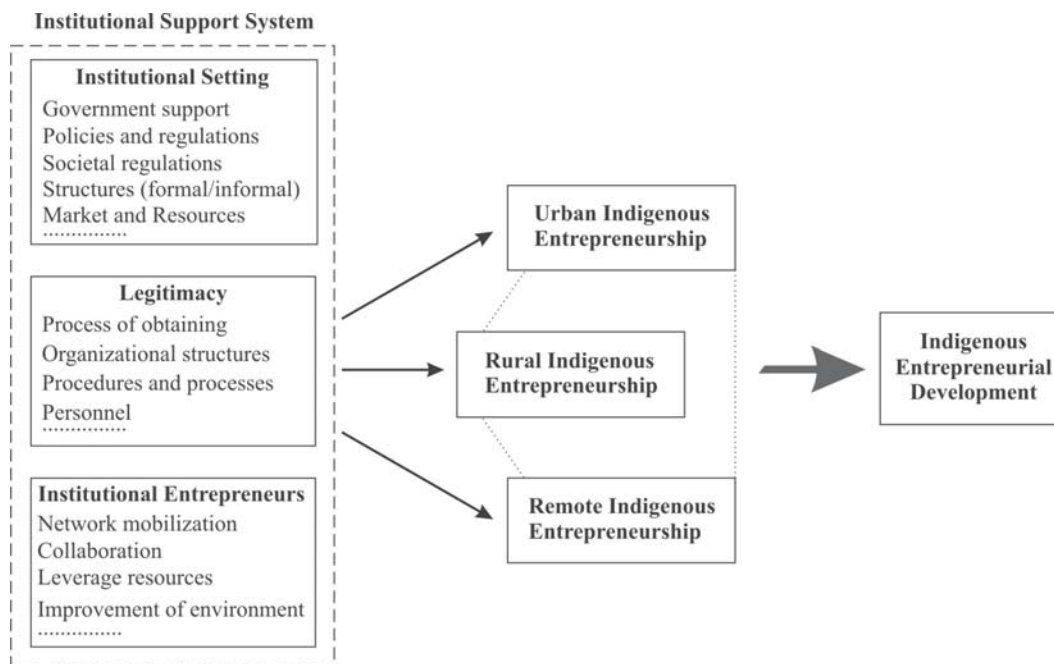


Fig. 1. Contextualised institutional support model for growth and development of indigenous entrepreneurship
 Source: Authors

addition, the application procedures are lengthy and might be difficult for individuals who lack education and or access to technology. In other words, there are various legal formalities in obtaining licenses which can be difficult for rural and remote entrepreneurs due to illiteracy. Above all, the procedures to avail of the different support services are time-consuming. In addition, inadequate infrastructural facilities create a hurdle for rural entrepreneurship development, as most of the available facilities are located in urban or semi-urban areas.

Still, despite the different institutes, centres, offices, and programmes available in different states to develop entrepreneurs and potential entrepreneurs, they are not easily accessible to all, especially those from distant places and regions (deep in rural areas). In this sense, due to geographical proximity, most institutional centres are either in semi-urban or urban areas with access to resources (such as networks, telecommunication, internet, technology). Consequently, this might discourage those entrepreneurs who had the potential to start businesses within their communities. Also, there is a lack of information technology to facilitate the flow of services, goods, ideas and information. This situation necessitates a network and exchange system where tribal entrepreneurs and communities can exchange their services and consultancies. In support, according to Ram (2016), Nandi and Sharma (2018) and Sathya (2019), the majority of rural entrepreneurs in India are faced with different challenges such as lack of education, lack of awareness about entrepreneurship, lacking entrepreneurial knowledge and capabilities, limited infrastructure, technical know-how knowledge, and marketing and distribution capability due to the non-availability of primary amenities for the rural entrepreneurs to establish businesses in rural areas. These hamper the entrepreneurship development of the tribal area and are necessary ingredients for regional sustainable economic development (Bharti and Basu 2016).

Another challenge facing indigenous products is the competition with counterfeit and look-alike products in different sectors. For example, Khadi products are known for their rich heritage and emotional value. However, the sector suffers from competition with the handloom, mill made, branded ethnic segment and counterfeit, look-alike products sold as Khadi all across the country. Similarly, the

coir industry also suffers a similar fate of competition from other natural fibres and synthetic fibres and competition from other coconut growing countries like Sri Lanka, Vietnam, etc. Apart from challenges related to competition and market opportunities, MSMEs, through the Startup Village Entrepreneurship Programme (SVEP), have identified the following factors as impeding the development of entrepreneurship, that is, lack of business skills, herd mentality, poor accounting skills, lack of peer learning from similar entrepreneurs, lack of hand-holding support post-training, and lack of any platform to support enterprise development in rural areas. In addition, knowledge ecosystem (exposure to new ideas, soft skills triggering and lack of domain skills), incubation ecosystem (personalised advisory, feasibility intelligence and common start-up skills), and banking ecosystems (customised need-based finance, financial linkage and ongoing handling) are missing in some parts making it difficult for entrepreneurs to succeed.

The Institutional Environment Settings

According to Croce (2017), different factors such as the availability of infrastructures, technological tools, information networks and business opportunities influence indigenous entrepreneurial activities. According to Bruton and Ahlstrom (2003), entrepreneurs are both constrained and enabled by institutional arrangements in their environment, that is, government support, policies and regulations, market structure, availability of resources, etc. In addition, the rates of entrepreneurship vary depending upon the number of people interested in starting a business (Pinho 2017) and the availability of requisite institutions with a favourable economic, social, and political climate (Van Stel et al. 2005). Furthermore, The institutional settings of a country may determine the kind of businesses that are founded as well as the policies that foster varied entrepreneurial activities (Arabiyat et al. 2019). Thus, different institutional conditions and context, such as models, tools and limitations, influence people's attitudes and choices towards the type of entrepreneurship they engage in and impacts the size of business to be created (Valdez and Richardson 2013; Pinho 2017). Clark and Hartmann (2011) suggest that various political and economic institutions

of a country coordinate and interact with each other to influence an entrepreneurial environment.

The tribal communities' remoteness deprives entrepreneurs of their entrepreneurial activities' necessary tools and support. For example, different fairs/haats are organised around the country, for which at times, tribal entrepreneurs have to travel long distances to showcase their products. Such fairs and events provide a platform for promoting locally developed products, thereby boosting the spirit of a self-reliant India. In these markets, entrepreneurs can advertise their enterprise and effectively introduce new products and increase the customer base. Unfortunately, organising these fairs/haats in rural areas is not very helpful, as it would mostly attract people from rural communities, but probably not much from cities and towns. The researchers argue that the different support provided by the Government is not enough, and more should be done on creating market opportunities for these people. By market opportunities, the researchers mean looking at different ways of getting customers from developed urban towns and cities to attend trade fairs or haat in remote areas rather than having entrepreneurs travel to exhibit their products. The markets in urban, rural and remote areas differ, which necessitates different support for different settings.

Another issue related to institutional settings is access to resources. As per the MSME Annual Report of 2019-2020 by the Government of India, most of the funds allocated for specific schemes, programmes, and projects supporting entrepreneurship and business development were not utilised fully during the allocation period. For example, only a portion of the budgeted funds under a Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship (ASPIRE) in 2019-2020 for entrepreneurial development and MSME in the country, was used leaving a bigger portion unutilised. However, it is unknown why the citizens did not apply for such funds, that is, was it the unfavourable economy, market or just there were not many people willing to start a business or engaged in entrepreneurial activities.

Researchers who examined the effect of institutional development on entrepreneurship argued that an inadequate institutional development could hamper entrepreneurship, while a highly developed institutional environment with overly restrictive regulations can also discourage entrepreneurship

(Soto 2000; Baumol et al. 2009). According to Bruton (2010), factors such as the Government's actions in constructing and maintaining a supportive environment of entrepreneurship and societal norms, regulations and policies toward entrepreneurship impact the entrepreneurial efforts. For example, registering a start-up business in India can be considered both favourable and cumbersome depending on where one wants to start a business. The business registration process might take a longer time for those in rural areas because of lack of infrastructures such as access to computers and/or internet connection, and sometimes even the offices dealing with such work are situated far away from the people who need such service. In addition, the process of business incorporation registration with the respective offices takes a minimum of 10 days to more than 20 days, especially for those in rural areas, followed by online registration with Start-up India. Most of these application and registration processes are now done online, which might not be convenient for those from rural and remote areas where access to technology and the internet is limited or not available. According to Soto (2000) and Bruton (2010), entrepreneurs may be discouraged from starting ventures if there are no formal institutional structures, too many rules and procedural requirements to comply with, reporting to many different institutions, and spending a lot of time and money in adhering to documentation requirements. However, Baumol et al. (2009) opined that a more business-favourable institutional environment would ease such barriers and encourage entrepreneurial potential.

Legitimacy

The organisational structures for indigenous businesses differ from mainstream entrepreneurship, and their personnel's skills, experience and knowledge go beyond what regular business requires.

Legitimacy in institutional theory focuses on understanding the importance of legalising and validating new businesses by entrepreneurs as they enter the market (Ahlstrom and Bruton 2001). The term legitimacy commonly refers to the right to exist and perform an activity in a certain way (Suchman 1995). A venture is considered valuable if it engages in legal activities as approved by the society within which it operates. Institutional theorists explain

the legitimacy-building approaches, stating that organisational procedures, structures, and personnel of a new venture may contribute to its acceptability in the market (Bruton et al. 2010). Accordingly, organisations and entrepreneurs at large have to be legitimate to function in the market and have access to resources and supports available (Agrawal and Hockerts 2013). They can seek legitimacy by associating with the status or reputable actors in the field. Society sometimes judges organisations as appropriate partly because of their past performance. From this point, new ventures need to first operate in the market to gain legitimacy.

Apart from normal regulation, procedures and processes, indigenous entrepreneurs have different societal regulations and cultural values in their quest for legitimacy. For example, in India, for a start-up to be recognised in the industry and benefit from different supports offered by the Government, entrepreneurs must apply for business incorporation with relevant authorities and register with Startup India. Failing to do so, they will not be eligible for the most available support. In particular, the Prime Minister has urged Indian citizens to promote local goods and products and use Indian products comparatively in order to enhance the domestic products, thereby contributing to the economy. However, to succeed, customers need to be assured against the legitimacy of the products and the ventures selling them. In addition, the Government of India has envisioned Make in India and Zero Defect & Zero Effect Manufacturing by introducing certifications on Systematic Functioning (ISO), Quality Manufacturing (BIS) and Energy Efficiency (CEE/ Star Ratings). However, there is no holistic evaluation and certification system to assess MSMEs on quality, productivity, energy efficiency, pollution mitigation, financial status, human resource, design, IPR both in product and process, etc. This absence can be related to legitimacy issues. Therefore, there is an urgent need for a reliable assessment and certification system with sufficient the pull factor for MSMEs. Also, ZED assessment and certification has a free online assessment for enterprises on e-platform and paid assessment for desktop assessment and complete assessment, which is costly/expensive.

Institutional Entrepreneurs

Existing entrepreneurs are expected to play the role of institutional entrepreneurs because of their experience in the market. Institutional entrepreneurs may be used for collaboration, network mobilisation and leveraging resources (skills, knowledge, technology) to assist upcoming entrepreneurs to settle in the market and help to develop structures that improve the business environment within the community. For example, the Uttar Pradesh State offers an Online Start-In-UP integrated web and mobile platform, which is used as a single-window system for start-ups, investors, incubators, mentors and other relevant start-up stakeholders to engage with each other. However, this becomes a challenge for those with no access to the internet, technology, network, etc. In this sense, institutional entrepreneurs (existing entrepreneurs) can be supported and encouraged to leverage support to those upcoming entrepreneurship with limited to no resources to access these services such as start-up portal and Start-In-UP platform. Furthermore, institutional entrepreneurs can serve as the first point of contact for start-ups and potential entrepreneurs in their area to provide them with various support such as providing network connections to grow their business and information of coaching and mentoring services available, legal and corporate services, etc.

The government's attempts in developing and implement policies and programs to foster entrepreneurship initiatives are commendable. However, Arabiyat et al. (2019) opined that policymakers should also establish institutional support systems to provide a favourable climate that encourages indigenous business. In addition, interventions aiming at promoting indigenous entrepreneurship should focus on both individual qualities (level of knowledge, degree of expertise and support) and the geographical setting (rural, urban, and remote).

CONCLUSION

Stimulating entrepreneurship in a country requires support from the government to provide the right environment that motivates and supports entrepreneurship and to implement relevant regulations where entrepreneurs can set up legal entities

in a cost-effective and timely manner. Entrepreneurship depends on the availability of individuals susceptible to initiate a business and on appropriate institutional arrangements in their environment, which gets reflected in a favourable economic, social, and political climate. The support for entrepreneurial activities or business developments are acceptable provided they do not go against the cultural values and traditions of indigenous people and the land. Accordingly, a thriving entrepreneurial intervention must first identify community-specific needs and income-generating opportunities in different sectors. Then, entrepreneurial activities that address the community-based needs of indigenous people and are linked to their socio-economic and cultural life should be encouraged while respecting their socio-cultural distinctiveness. While regulatory laws may be similar around the country, variations in institutional arrangements and supportive aspects influence entrepreneurial activity differently depending on whether it is rural, remote or urban. Hence, targeted support for entrepreneurial promotion and development of indigenous communities would optimise their contribution to the country's growing economy and support India's vision of becoming self-reliant (*Atamnirbhar*).

RECOMMENDATIONS

The paper proposes that a contextualised institutional support model (Fig. 1) 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 peoples that may lead to a self-reliant India.

There is a need to develop centres close to rural people that offer access to technology, such as computer centres where rural people can have access to online registration of incubators/start-ups and can use the platform to submit their respective incentive claims to the nodal agency for evaluation and approval like everyone else. The absence of such service to these people will hinder the entrepreneurial development in these communities. Furthermore, provision should be made for special programs (such as entrepreneurship development and

awareness programmes) to be organised in rural areas based on the local strength and potential for indigenous communities. In this sense, these programmes need to be tailored to the needs of trade or specific activity and the target group of trainees covered under the specific training programme.

The researchers further recommend that separate markets/haats/bazaars/fairs be organised for indigenous products only so that they are not being outshined when mixed with others (handmade, branded ethnic segment on the one hand and from counterfeit, spurious, look-alike products on the other). Furthermore, other support such as transportation, accommodation, exhibition fees, etc. should be provided to all indigenous entrepreneurs to attend such events and showcase their products. In addition, fairs and exhibitions should not only be organised in urban areas but also in rural and remote areas for entrepreneurs to showcase their products and community awareness of the product in the market within their communities and potential investors.

So far, the different institutions and programmes, as seen in Table 1, are mainly universal to the overall business environment and entrepreneurship development and not specific to indigenous entrepreneurs and people. Hence, the researchers recommend the Government to have targeted support for different indigenous group in the future. Moreover, for the existing support, amendments should be made to specify and outline how the support is being demarcated amongst the different entrepreneurship sectors. In addition, these supports should differ as per rural, urban and remote areas in terms of contextual factors, processes, procedures, rules and policies.

The researchers also recommend the Government to develop a marketing body to help with branding, packaging and selling of products, and facilitate the promotion of indigenous products within the country and in the international market.

FUTURE RESEARCH

Regarding future research avenues, an exploratory study could be considered that broadens the current scholarship on indigenous people to incorporate institutional elements. While this article focused on the different institutional support available for entrepreneurial development, further research could explore the contextual factors of

entrepreneurial businesses and the institutional support that may influence the development of indigenous entrepreneurship in India. The applicability of the proposed model was not examined, and hence further study could test the model on the various institutional support, schemes and programmes available by the Government and other stakeholders at three levels (urban, rural and remote areas). In addition, empirical research could be conducted to find out experiences of entrepreneurs who have benefited from the available institutional support.

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Paper received for publication in May, 2021
Paper accepted for publication in September, 2021