



Role of Media in Emerging Trends in Entrepreneurship, Economic Development and Consciousness in India

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Introduction:

In India, the media serves as a activator for emerging trends in entrepreneurship and economic development by democratizing access to information, expanding market reach, and fostering a supportive ecosystem. Driven by high internet penetration and a tech-savvy population, digital media is now the largest and fastest-growing segment of the Indian media and entertainment industry. Social media offers a cost-effective alternative to traditional advertising, enabling startups and small and medium-sized enterprises to reach a broad audience with limited marketing budgets. The Startups can use social media platforms like Facebook, Instagram, and WhatsApp to engage directly with customers, respond to queries, gather real-time feedback and build a loyal brand community. The booming creator economy allows startups to partner with social media influencers for product reviews and promotions, leveraging the influencer's credibility and following to reach potential customers. Media reports and content can alert entrepreneurs to new market trends, consumer demands, and technological changes, helping them identify and exploit new business opportunities. Digital

platforms enable entrepreneurs to connect with peers, mentors, and investors, expanding their social networks to gain access to crucial resources, knowledge, and funding opportunities. Social media serves as a platform for sharing knowledge and innovative ideas, which can help entrepreneurs develop new skills and stay current on industry best practices. Startup-focused magazines, news portals, and events highlight the journeys of successful entrepreneurs, which inspires and motivates aspiring founders. Through media coverage, entrepreneurship is celebrated, shifting cultural norms to view starting a venture as a viable and respected career path rather than just a job.

Keywords: Entrepreneurship, Media, Social Media, Economy, Startups, Industry, Influencers, Costomers, etc.

Objectives:

1. To understand the nature of Emerging Trends in Entrepreneurship and Economic Development in India.
2. To study the role of Media in Emerging Trends in Entrepreneurship, Economic

Development and people consciousness in India.

Research Methods:

Descriptive research methods used for analysis and secondary data collection method used for data collection.

Media and Entrepreneurship Relations:

The relationship between media and entrepreneurship is a reciprocal one: media provides a platform for entrepreneurs to build and promote ventures, while entrepreneurship fuels innovation and content creation within the media industry. Media entrepreneurs launch businesses like digital platforms and streaming services, and in turn, media outlets promote entrepreneurial values, create discourse around entrepreneurship, and influence public perception and societal behavior.

Media is a critical tool for entrepreneurs to market their products and services, reach a wider audience, and build brand loyalty. Media outlets provide entrepreneurs with information about market trends, consumer behavior, and competitor activities, which is crucial for strategic planning. The internet and social media have democratized content creation, allowing entrepreneurs to launch media-related ventures with relative ease. Media can influence the public's perception of entrepreneurship, encouraging a more entrepreneurial spirit in society by highlighting success stories and innovative practices.

Media entrepreneurs create new products, services, and business models that challenge traditional media outlets and drive innovation in the industry. Media

entrepreneurship can act as a driver of economic growth by creating new value, knowledge, and jobs, particularly in the digital sector. Media entrepreneurs often identify and fulfill unmet demands in specific media markets by offering new or improved services. Entrepreneurship encourages risk-taking and competitiveness within the media landscape, pushing for greater efficiency and creativity.

Media and Economic Development in India:

Media and economic development in India are interconnected, with a rapidly growing media sector contributing to economic growth through job creation, digital transformation, and increased consumer spending. The media's role in information dissemination also supports development by improving access to information for better decision-making, fostering national unity, and promoting education and public health initiatives. Key drivers of this growth include a young, tech-savvy population, cheap mobile data, and supportive government policies, though challenges like media capture exist.

The Indian media and entertainment (M&E) sector is one of the fastest-growing in the world, with a projected compound annual growth rate (CAGR) of 8.3% from 2024-2028. The sector is a significant employer, projected to add hundreds of thousands of jobs in the coming years. Digital creators, for example, influence a massive amount of consumer spending, which is expected to grow significantly. The sector has attracted billions in FDI, and government policies encourage further investment. The digital economy, fueled by media platforms, is growing at a much faster

rate than the traditional economy and is expected to contribute a substantial portion of India's GDP in the future.

Mass media, especially through digital channels, provides information that empowers citizens and consumers to make better choices, which is crucial for a knowledge-based economy. Media can play a vital role in fostering national unity and a shared sense of identity. Media is a powerful tool for promoting literacy, distance education, and public health initiatives, which contribute to a healthier and more educated workforce. Media helps empower marginalized groups by providing them with a platform to voice their concerns and participate more actively in the economy.

- i. **Digital Dominance:** For the first time in 2024, digital media surpassed television as the largest segment, accounting for 32% of revenues. This is driven by India's "mobile-first" population, with users spending a significant amount of time on social media, gaming, and video streaming platforms.
- ii. **Advertising Growth:** Advertising revenue is a major driver, particularly in the digital space. Internet advertising is the fastest-growing sub-segment, expected to grow at a CAGR of 15.6% from 2023 to 2028.
- iii. **Job Creation:** The industry is a significant source of employment, directly and indirectly, and is projected to create millions of new jobs in the coming years, especially in high-growth areas like animation, visual effects (VFX), and online gaming.

- iv. **FDI and Government Support:** Favorable government policies, such as increasing the Foreign Direct Investment (FDI) limit in certain sectors and initiatives like "Digital India," have attracted substantial investment and supported the domestic M&E industry's growth.

1. Role of India Print Media in Development:

Print media contributes to India's economic development by disseminating information, popularizing economic concepts, and creating a public discourse around policies, while also being a significant industry with substantial employment and economic turnover. Its role includes educating the public, influencing economic decision-making, and serving as a platform for business growth through advertising and circulation. Despite facing challenges from digital media, the industry remains relevant, especially in reaching diverse populations, and is adapting to new technologies.

Newspapers and magazines explained complex economic concepts and government policies to the public, making them accessible and contributing to a more informed citizenry. The press helped popularize economic terms and debated liberalization policies, moving economic reasoning into the public conversation and fostering greater understanding of national priorities. Print media provides a platform for businesses through advertising, supporting economic activity and growth.

After independence, newspapers chronicled economic and political changes, acting as a bridge between state and society and helping to popularize modernization

efforts. Print media is used by the government and other bodies to communicate developmental messages to a wide audience, particularly in areas with limited digital access.

2. Role of Radio for Development in India:

Radio plays a vital role in India's development by providing information and a platform for communication, especially in rural and remote areas where other media may be inaccessible. It promotes agriculture, education, and health through targeted broadcasts, stimulates the local economy by promoting local businesses, and fosters social and democratic development by giving a voice to communities and encouraging participation.

Radio is a crucial tool for the Green Revolution and subsequent agricultural advancements by disseminating information on new farming techniques, seed varieties, and market prices to farmers in their local languages. It provides educational content for both formal and informal learning, including literacy programs, vocational training, and general awareness, making it a vital resource where formal education is lacking. Radio raises awareness about health, hygiene, and sanitation, family planning, and immunization, connecting communities to healthcare information and even specialists through interactive. It serves as a platform for local entrepreneurs and businesses to showcase products, promote services, and stimulate local tourism and handicrafts, thereby boosting the local economy.

By providing a voice to communities, radio encourages participation in democratic processes, helps address social issues, and acts as a bridge between

citizens and the government to air grievances and find solutions. Radio is a critical medium for delivering timely information during emergencies and natural disasters. It keeps people connected with India's diverse culture through entertainment and by airing programs in local languages.

Its low cost, ease of use, and ability to function without electricity in some cases make it the most accessible medium in rural areas, reaching a large portion of the population irrespective of literacy levels. Broadcasts are often in local languages, ensuring the information is relevant and understandable to the target audience.

3. Role of Television in Development in India:

Television has played a crucial role in India's development, transitioning from an experimental educational tool in the 1950s to a powerful mass medium that drives **social awareness, education, economic growth, and national integration**. From its inception, television in India was intended for educational purposes. Channels like DD Gyandarshan and the SWAYAM Prabha 24x7 educational channels, in coordination with the Ministry of Education, provide curriculum-aligned lessons and teacher training resources to students across the country. The Satellite Instructional Television Experiment (SITE) in the mid-1970s and subsequent programs focused on adult education, agricultural practices, and skill development for rural populations, leveraging television's wide reach to overcome literacy barriers. Television has been instrumental in raising awareness about critical social issues.

Campaigns like "Kalyani" (health and sanitation) and "Jasoos Vijay" (HIV/AIDS awareness) have created significant public awareness and behavioral change. Programs have focused on issues like caste discrimination, female infanticide, the dowry problem, and the importance of girl's education, aiming to cultivate civic consciousness and challenge social norms. Television keeps the public informed about current events, government schemes, and political processes. It helps make the political system more transparent and holds government officials accountable through news, debates, and current affairs programming.

During natural calamities and humanitarian crises, television serves as a vital platform for disseminating information and coordinating relief efforts. The expansion of the television and broadcasting sector itself contributes significantly to the economy, generating revenue and employment. Commercial television has fueled economic activity by providing an effective advertising medium for products and services, fostering business growth. Specific programs, such as Krishi Darshan, have transferred the latest agricultural technology to farmers, directly contributing to productivity.

With regional language channels across diverse states, television strengthens linguistic identity, promotes tolerance, and exposes audiences to different cultures and traditions across the nation, thereby fostering national integration.

While some concerns exist regarding over-commercialization and the potential for a distorted view of reality, government-led initiatives through public broadcasters like Doordarshan have consistently strived to use

the medium as a powerful instrument for social and economic transformation in India.

4. Role of Social Media in Development in India:

Social media plays a multifaceted role in India's development by fostering economic growth through e-commerce and job creation, enhancing civic engagement by empowering citizens and holding institutions accountable, and driving educational and cultural progress by increasing access to information and promoting cultural exchange. It facilitates direct government-to-citizen communication for policy announcements and grievance redressal while also serving as a powerful tool for social movements and citizen journalism. However, its growth is also linked to concerns about mental health and the spread of misinformation, suggesting a need for careful management and digital literacy.

Social media platforms enable small businesses, artisans, and home chefs to reach customers and sell products, contributing to the digital economy. It has created new employment opportunities in the digital economy for influencers, content creators, and digital marketers. Platforms support gig workers and startups by providing a means to connect with clients and promote their services. Politicians and government bodies use social media for direct engagement, policy announcements, and to address public grievances. It provides a platform for public discourse, allows citizens to hold authorities accountable, and helps shape public opinion on government activities.

Social media has amplified marginalized voices and fueled social movements, such as the [*#MeTooIndia*](#) campaign, by providing a space for collective action and

awareness. Social media and associated EdTech platforms have expanded access to educational content, skills training, and remote learning, particularly during crises like the COVID-19 pandemic. It promotes cultural exchange by exposing users to diverse traditions, languages, and lifestyles from across India and the world. It influences social norms and trends, particularly among the youth, affecting everything from fashion to lifestyle choices.

Conclusion:

Media and emerging trends in Indian entrepreneurship and economic development are driven by digital transformation, sustainability, and innovation, supported by a growing digital infrastructure and government initiatives. Key trends include the rise of digital-first businesses in sectors like fintech and edtech, a shift towards social and green entrepreneurship, and the expansion of startups beyond major cities. Media itself is transforming, with digital and new media growing rapidly and providing new avenues for entrepreneurial ventures. Digital media, including online news, social media, and streaming, is a major growth area, representing a significant portion of the media and entertainment sector's overall growth. The expansion of digital infrastructure and smartphone penetration has created a massive user base for media entrepreneurs to tap into. Entrepreneurs are using technology and data analytics to create personalized and engaging content, catering to niche markets and challenging traditional media. Entrepreneurs are leveraging AI, cloud

computing, and digital marketing to optimize operations, gain customer insights, and reach wider audiences. There is a growing focus on creating businesses that have a positive environmental and social impact, moving beyond traditional profit-making motives. Continuous innovation, including the adoption of cutting-edge technology and the development of new business models, is crucial for long-term success. The surge in digital-first startups in sectors like *fintech*, *edtech*, *healthtech*, and *agritech* is a dominant trend.

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