

Entrepreneurial Insights from the Arthashastra: Resurrections for Contemporary Indian Start-Ups and Enterprises

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Abstract: This paper explores the founding principles of entrepreneurship, deriving essence from Kautilya's Arthashastra, and contextualizes them within the dual framework of modern Indian start-ups and social enterprises, as well. Moreover, the study pursues to understand the relevance and role of classical wisdom in navigating the present-day entrepreneurial deterrents by drawing parallels between ancient governance strategies and contemporary economic ecosystem. The paper incorporates textual references, shlokas and case-based applications to establish a culturally grounded entrepreneurial model.

Keywords: Arthashastra, Entrepreneurship, Classical Wisdom, Indian Enterprises, Economic Governance

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