

Startup India Campaign: A Study of Road Map of Growth

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ABSTRACT

‘When learning is purposeful, creativity blossoms. When creativity blossoms, thinking emanates. When thinking emanates, knowledge is fully lit. When knowledge is lit, economy flourishes.’
A.P.J. Abdul Kalam, Indomitable Spirit.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative, aims to empower Startups to grow through innovation and design.

This paper aims is to examine the current state of Startup India program, and to identify the challenges and problems acting as obstacles to the same. For this purpose, secondary data is collected from various reports, newspapers and journals. The data has been analyzed and summarized in the form of tables and graphs, highlighting the present status of startup program in India.

Startup India is an initiative is to encourage the young entrepreneurs to greatly involve in the entrepreneurship for better future. This campaign will create new jobs for the people in India. This initiative will prove to be a new dimension to the entrepreneurship and help new comers in setting up their businesses as well as make a live network of start-ups through connection. Highly skilled and multi talented youths of the country will be completely benefitted through this campaign and able to generate new jobs. There is no lack of talented and skilled youth with innovative plans in India, however, they need some effective support to be encouraged and go ahead without fear of getting failed. All the IITs, Central Universities, IIMs, NITs and other institutions of India are connected to each other for the successful launch of this campaign.

There is an urgent need to clear all the hurdles in the way of growth of this sector before getting assured of the targets. India is still ranked at 142 out of 189 economies of the world for its ease of doing business (World Bank Report, 2015). There is a lot of work to be done in providing the ease to the investors in areas like starting a business, dealing with construction permits, payment of taxes, enforcing contracts, etc. A business-friendly environment is a base for the growth of an economy. So the Government of India is required to address the various issues that create hurdles in the way of the growth of the manufacturing sector for making “Startup India” a success.

KEY WORD: IPR, Business 2 Business, Business 2 Customer, Risk Factors
