

# START UP INDIA STAND UP INDIA: THE CURRENT SCENARIO

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**Abstract:** *This research paper is a review about start up India program to introduce by honorable prime minister Sh. Narendra Modi on 15 August 2015. The main purpose of this paper is to put some light on steps taken by govt. Regarding this program and initiative taken by govt. in this respect. Stand up India is basically an initiative taken by govt. to encourage entrepreneurship and encourage people to generate new ideas with job creation. The main purpose of introducing this scheme is to boost entrepreneurship among the people basically from Non-Farm sectors. On 16 January 2016 Prime Minister Mr. Narendra Modi announced a cluster of benefits about this scheme to promote start up ecosystem in India. The event was called 'Start up India -Stand up India'.*

*It is the most ambitious plan by govt. Future of any country depends upon its manpower. More the number of employed people better be the economy. Through this scheme our prime minister trying to create the youth of country job creator instead of job seeker. Many people dream about starting their own business but due to financial crisis or some other issues can't fulfill their dreams. So Indian govt. has decided to offer a gift as a program named 'Start Up India'*

**Key Words:** 'Start Up India', entrepreneurship, business, unskilled, rural area, innovation.

## 1. INTRODUCTION:

In India people are rarely interested in entrepreneurship as career choice. To encourage people for taking initiative 'Stand up India Stand up India' is organized by Department of Industrial Policy And Promotion. The main aim of starting this scheme is to encourage entrepreneurial spirit and create an atmosphere to promote inventions and start-ups in India. Mr. Narendra Modi said this in 'Mann Ki Bat' "My dear young friends ,in my August 15 address from the Red Fort, I had made preliminary mention about 'Start-up India, Stand-up India'. After that, this spread to all departments of the government. Can India be a start-up capital? Can the youth in states have opportunities in the form of start-ups, with innovations, whether it be manufacturing, service sector or agriculture? In everything, there should be freshness, new ways, new thinking. The world can not move ahead without innovation."

Start Up India Stand Up India is developed according to the need of country, where man power is mostly unskilled in the rural area of India and education level is low. But above all our prime minister said that there is no lack of talent in the country even in rural areas. Further he said that it will be a great opportunity for young generation of India.

Who knows when an idea becomes opportunity and an innovation took place. So hope should always alive and kept it on originating new ideas in spite of being failed.

## 2. REVIEW OF LITERATURE:

Review is an integral part of the research helping the researcher in classification of this problem and avoids duplication. It helps in defining and delimiting the problem. There exists a continuum between the old theories and the new ones. Knowledge is dynamic and it always grows along this continuum. The past is to be discussed to view a problem in a proper perspective so that a researcher may streamline his/her efforts to solve the problem.

The study of related literature provides essential information on the work already available in that field while avoiding unnecessary duplication. It also helps revealing the facts and figures which had earlier remained untouched, unexpected and unexplored in the previews research studies. In simple terms, survey of related literature means to locate, to read and to evaluate the past as well as the current literature of research concerned with the project undertaken. The quote C.V. Hood, Without a critical study of the related literature the investigator will be groping in the dark and perhaps uselessly repeat work already done. Therefore, the study of related literature can never be ignored in any type of research.

The study of related literature is important as it acts as a lighthouse not only with regard to extent of work done but it also enables investigator to perceive the gaps and lacunas in the concerned help of research. The related studies stimulate and encourage. The investigator to go deep into the intricacies of the problems and also enables to derive respective conclusions That investing in human and social capital increase the entrepreneur's performance.

It is helpful to develop general knowledge of researcher in the field of research. In the light of the significance of the related literature, it was indispensable for the investigator to conduct a survey of the related literature.

Caliendo, Kunn, Wiebner and Hogenager(2015) ,finds the difference between subsidized start-ups out of unemployment and non subsidized start-ups out of non employment. It reveals that the initiator of the subsidized start-ups have no lack of conventional education. Although they have less employment and less exposure to the industry.And finally they concluded that the wealth stock restriction among the unemployed in respect to availability of personal equity and out break of loans is the major constraint.

Bosma, Praag, Thurik and Wit (2002) has presented a detailed study of firms investing in the human and social capital for improving the performance. They also explained that one cannot be sure about the favourable aspect is due to investing or somewhat due to the innovative entrepreneurs put more in their human and social capital. They also found that the individual entrepreneur who are more skill full in the industry perform better than the others. And finally, they conclude Sharma, (2013), made a study on women entrepreneurs in India. She concluded that women entrepreneurs face many problems like social barriers, legal aspects, lack of education, family support etc. She also explained the various factors like pull and push factors affecting entrepreneurship. According to her women have the probable and firmness in setting up the enterprise and fighting against the all odds. Goyal,Parkash,(2011), in their research paper concluded that at present the position of entrepreneur is better than before. Economies are taking the efforts to make and enhance the entrepreneurship. Government is providing the awareness and necessary steps are being taken up by them. Start-ups must be configured properly with the business expertise to encounter the latest trends and changes in the environment and capable enough for aspiring the supremacy in the entrepreneurial coliseum

### 3. OBJECTIVES OF THE STUDY:

The main objectives of the study are as follows:

- Studying about the influence of government.
- Studying about the initiatives taken by govt. in this respect.
- Studying about the importance of starting start up.
- Studying about the problems faced by start-up India.

### 4. METHODOLOGY:

**Secondary sources:** where to address the general framework of the study by drawing on sources of secondary data, which is in books, India and foreign-related references, also periodicals, articles, reports, research and previous studies on the subject of study, and reading in the various Internet sites.

### 5. BENEFITS OF SETTING UP A START-UP:

There are some important points which show the benefits of setting up a start-up:-

**Dreams come true**-Setting up a start-ups will not lead to anything more than desk of your own. It is like dreams come true which is possible only in the case of own business.

**Innovation**-If anyone is financially very sound then there are very bright chances of innovations which are very important for the development of any country.

**Own decisions**-Right or wrong, whatever the decision is-one is responsible for that. Right decisions boost up the energy and wrong decisions make people learn the lessons of the life. What the decision is and what's the effect responsibility is own.

**Financial independence**-Everyone wants more and more money. And the best way to get it by having your own business. In the job one gets the fixed amount of salary but in own business one can get monetary gains as per his choice

**Job security**-Job security is one of the basic need of human beings and it is also referred in the Maslow need hierarchy theory. If job is not secured one cannot work with full zeal. And on the other hand when one works in the business with the tag of an owner the zeal and enthusiasm comes automatically and the job is secured.

**Creation of employment**-When any entrepreneurship is started people tend to create jobs for others also. An individual can start a business but cannot run it alone. So the opportunity of jobs being created.

**Self-identity**-It is also a need which comes under the need hierarchy theory.Every single person wants fame and recognition. And business provides the same.

**Standard of living** -Due to the impact of globalization and e-commerce everyone wants to be at ease and desires to the best quality of life. Being as an owner one has the freedom to choose the life accordingly.

**Self-brand**-It always feel good when one tells the other person that the particular brand belongs to him or he is the owner of that developing brand. It gives immense pleasure to introduce you as an entrepreneur.

**Quality of life**-Due to the impact of globalization and e-commerce everyone wants to be at ease and desires to the best quality of life. Being as an owner one has the freedom to choose the life accordingly.

**Economic independence**-Having more money its ones decision where to put that money. One has the more economic independence.

**Own kingdom**- Its good not to have a boss. In the business your are not answerable to anyone accept yourself.

**Proud feeling** -It is a thing of pride when you introduce yourself as the owner of the start-up or an entrepreneurship.

**Changing dreams into reality**-Everyone has a vision but very less people turn it into reality. While owing an entrepreneur you can convert your vision into reality.

**Changing the world**-Every time we talk about changing the world with lots of ideas but we never take the initiative to do so. People who take the initiative can change the world according to them, if not the world till they make a difference.

**Social responsibility**-When you have the economic independence you can always choose where you want t spend your money. And generous people are always socially responsible. If one wants to help the humanity than the socially responsible start-ups come in the play.

**Exposure of talent**-During the jobs we are not able to showcase our talent. But once we are into the business we can show our talent and the creativity to the world.

**Own decisions**-Right or wrong, whatever the decision is-one is responsible for that. Right decisions boost up the energy and wrong decisions make people learn the lessons of the life.

**Legacy**-Nowadays the competition is tough and in the coming future there will be less jobs for the future generation. So its very important to keep the legacy going on.

**Social involvement**-Some people are very much socially involved. They love making friends and networking. This helps in the promotion of any start-up and even can link to start a new business.

## 6. DIFFICULTIES FACED BY THE START-UPS:

In a country like India starting an entrepreneurship is not an easy task. There are many factors which influence the initial stage of the start up. When someone starts a new enterprise or tries to get into entrepreneurship they face many problems like finance, land permissions, environmental clearance, foreign investment proposals, family support, team, marketing strategy, legal aspect, resource allocation, censorship, accurate advice and information, fear of failure.

## 7. INITIATIVES TAKEN BY THE GOVERNMENT:

The role of government is very important in setting up the new enterprises. The plans, policies, initiatives, strategies of the government affect the entrepreneurs. Following are the 19 plans as an initiative for start-ups:

- **Self certification:** The main objective of the govt is to reduce the load on the start ups hence allowing them to concentrate fully on their business and keeping the low cost of adherence. It will include labor laws and environment related laws.
- **Start-up India hub:** A single contact point will be created for the start-ups in India, which will enable them to exchange knowledge and access to funds.
- **Register through app:** An online portal, will be available in the form of a mobile application, which will help entrepreneurs to interact with the govt and other regulatory officials.
- **Patent protection:** A monitoring system for patent inspection at reduced costs is being created by the central government. It will enhance perception and acquisition of the Intellectual Property Rights by the entrepreneurs.
- **Rs 10,000 crore fund:** The government will develop a pool with a starting aggregation of Rs 2,500 crore and a total aggregation of Rs 10,000 crore over four years, to help new entrepreneurs. The important role will be played

by the Life Insurance Corporation of India in blossoming this collection. The fund will be managed by a group of professionals selected from the start-up industry.

- **National Credit Guarantee Trust Company:** A National Credit Guarantee Trust Company will be created with a budget of Rs 500 crore per year for the next four years to help the drift of funds to entrepreneurs **No Capital Gains Tax:** Investments through venture capital funds are exempted from the Capital Gains Tax. The same policy will be executed on start-ups.
- **No Income Tax for three years:** Start-ups would not pay Income Tax for the first three years. .
- **Tax exemption for investments of higher value:** In case of ventures of higher amount than the market price, they will be exempted from paying tax.
- **Building entrepreneurs:** Creative study plans for students will be implemented in over 5,00,000 schools. Apart from this, there will also be an annual businessman grand provocation to develop high class businessmen.
- **Atal Innovation Mission:** This Mission will be propelled to revitalize ideas and motivate creative youngsters. **Setting up incubators:** A private-public partnership model is being considered for 35 new incubators and 31 innovation centre's at national institutes.
- **Research parks:** The government plans to lay seven innovative research parks, including six in the Indian Institute of Technology campuses and one in the Indian Institute of Science campus.
- **Entrepreneurship in biotechnology:** The government plans to construct 5 advanced biotech nests, 50 advanced bio incubators, 150 technology transplant offices and 20 bio-connect offices in the country.
- **Dedicated programs in schools:** The government plans to inculcate transformational programs for scholars in over 5,00,000 schools.
- **Legal reinforce:** A committee of moderators will give legal help and reinforcement in complying patent applications and other papers.
- **Rebate:** An exemption value of 80 percent of the total value will be given to the start ups on filing the patent applications.
- **Easy rules:** Standards of communal acquisition and mandate of switching have been easier for the entrepreneurs.
- **Faster exit:** If an entrepreneur is unsuccessful than the government will help him to get a particular resolution for their completion.

## 8. STORY OF SUCCESSFUL START-UPS IN INDIA:

Story of successful start ups in India is not very old it is only last one-two year's old. India has seen many start-ups, which helped in the growth of the economy. In every sector like retail, hotel industry, medicine, education, transportation etc, start-ups emerged like a boom. Few of the leading start-ups are Flipkart, Chaayos, Ola cabs, Paytm, Redbus, Zomato, Zivame, Justdial ,Pepperfry, LImeroad, Quikr, Cardekho, Practo, Urbane ladder, policybazar, Grofers, Shopclues, Nearby, Voonik, Inmobi, Firstcry, Yepme, Mobikwik, Bigbasket, Nykaa, Hopscotch, Bluestone, Caratlane, Paperboat, Gojavas, Craftsvilla, Roposo, Voylla, Babyoye, Naaptol etc.

## 9. CONCLUSION:

In present time, start ups are growing like a grapevine. Both male and females are getting into it. Even females are coming with more ideas and they are taking the risk to sustain their credibility. Indian start-ups attempt to build the start up environment with important education, talent, innovation and incubators with correspondence to funding agencies. Now the govt is also supporting the Start-ups. According to Nasscom, India ranks third in global start-up ecosystem. More than 65% growth is seen in the year 2015. Start-up is an opportunity for an entrepreneur to educate and inspire others while some are thinking of how to do and what to do. Although, entrepreneurs are facing problems but still they are rising like a sun. They have the determination to setup and divert their energy to plan, support and execute their dreams and contributing to the growth of the economy. This new initiative of start-ups pledge rapid approvals for starting the business, easier exits, tax rebates and faster registration for the patents. This initiative holds the potential of creating the jobs when the manufacturing sector is having a downfall. For any new idea to become successful venture it requires appropriate support and mentoring.

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