

## GROWTH OF START-UPS IN INDIA

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### **Abstract**

*India is a developing South Asian country, It is the seventh most populous country and region, A large population means that India's big foreground market, to the country's employment to bring greater pressure, In recent years, young people in India have been self-employed, rather than relying on their parents, governments or opportunities, On the contrary, they began to take the initiative to find new challenges, This encourages and promotes the self-employment environment to create an Indian start-up system, In the current decade, India is moving towards a passionate policy and a business-friendly environment, India is a densely populated country with growing demand, which makes the competitive environment forced to create innovative systems, One of these systems is to start the ecosystem, This paper aims to introduce the development and prospects of the Indian start-up system.*

**Key words : Start-ups, Self Employment**

### **What is a startup?**

- The current "start" meaning does not exist in the Indian setting, because it includes subjective and multi-faceted quality, Taking into account the different parameters associated with any business, for example, the stages of their life cycle, the total amount of subsidies to complete and the level of income generated, the measurement of the field of operations, etc., in general, some of the calculation of the definition of space, The Industrial Policy and Promotion Division (DIPP) also works around a clear definition of new business and relies on opening at an appropriate time,
- Entrepreneurial company is a young organization that is beginning to create and develop, at the main operational stage, usually by individuals or a small group of people
- Entr is a young organization that scans a vague action plan, keeping in mind the ultimate goal, disturbing the existing market or new market,
- Entr is a young, dynamic organization based on innovation and progress, in which the authors strive to benefit from the establishment of a project or management that they have benefited from,

## **STARTUP INDIA - EMPOWERING STARTUPS FOR GROWTH**

Startup India is the pioneer of the Indian government's exercises to manufacture begin and keep advance, Through this action, the legislature orchestrated Startup to set out to advance business, money related improvement and work in India,

The administration's activity plan will help quicken the improvement of new businesses through India, in the essential, optional and tertiary urban groups, including semi-urban communities and common, and incorporate the advancement of business in SC/ST and ladies' gatherings, The 19-point action plan, consisting of the Industrial Policy and Promotion Division (DIPP), focuses on the prevention of prevention and the promotion of faster development through:

- Simplification and detention
- Financial support and rewards
- Industry - academic partnerships and incubation

### **Why Startup India?**

Start India is about flourishing in India, Many ambitious individuals who are interested in starting their own business do not have the assets to do so, Thus, their ideas, abilities and abilities remain undetected - the state missed wealth creation, financial development and work.Startup India will help organizations and money related enhancements - by giving affirmation that people who can create and begin their own particular business are approved to give constructive support and inspiration at different levels.

In the statement of our Prime Minister Sh. Narendra Modi,

“Startup India is a dynamic program that has started to help the overall public need to begin their own business, These individuals have thought and capacity, so the organization will give them support to guarantee that they can complete their thoughts and improvement, The fulfillment of this arrangement will in the long run make India an unrivaled economy and a strong nation.”

### **Startup India Action Plan and Policy**

Last year, Indian Prime Minister announced that the Indian government intends to launch an initiative called "Venture India, stand up India" initiative to encourage young people to start a business. As a first step in the initiative, the Prime Minister launched a comprehensive action plan for Indian start-ups in New Delhi on 16 January 2016 (Action Plan), The action plan laid the foundations for a wide range of reforms and is expected to drive India's rapidly growing entrepreneurial culture.

In announcing the Plan of Action, the Prime Minister reiterated that his government intends to "reduce the government's more governance" and try to reduce the regulatory barriers to doing business in India, This announcement will bring great impact to start-up companies and investors, Although the action plan and the subsequent reforms proposed by the government under various legislation have already set a road map for a wide range of reforms to promote India's entrepreneurial culture, the government needs to take steps to really bring about changes in the Indian culture of entrepreneurship,

According to the framework established by the government, "start" is defined as follows: Entities registered in Asia (ie, private limited companies / limited liability partnerships or registered partnerships) should be considered "activated" if:

1. they have been established or registered within last 5 years
- 2, their turnover is less than or equal to Rs 250 million in any financial year
3. they have been established/ manufacturing or using some innovative product , technology or ideas in the business world.

However, rebuilding or splitting of an existing enterprise will not be considered a "start-up company", In addition, for entities that are considered to be start-ups, if the entity's turnover in any financial year exceeds Rs 250,000,000 (US \$ 3,687,810) or has been completed for five years from the date of incorporation, the entity will no longer apply,

The government further clarifies that enterprises will be included in the definition of entrepreneurship only when their purpose is to introduce

- (a) new products or services; or
- (b) Improve the value of creating and adding value to customers or workflows Have a product, service or process,

Therefore, the behavior of the following acts is not within the definition of "business":

- 1,A product or service that has no commercial potential;
- 2, No difference in the earlier goods, products or services
- 3, A product or service or process that has no or less value addition to the customer or workflow,

The government has also established a recognition procedure as a "start-up", Therefore, the recognition should be done by launching an Indian portal or mobile application,

**Start Up India action plan:here are the promises PM Modi has made to entrepreneurs:**

- 1, Taxes on start-up companies are not taxed for 3 years,
- 2, Set up a special Rs 1 trillion rupees to finance start-up in four years,
3. The government plans to keep an initial corpus of will set up a fund with an initial corpus of Rs. 250,00,00,000,
- 4, There is no experience in packaging government procurement contracts and turnover standards,
- 5, Exemption from capital gains tax on the personal property sold by the entrepreneur to its start-up business,
- 6,The option to be withdrawn under the Bankruptcy Code so that the start-up business can withdraw within 90 days,
- 7, 80% of the rate of rebate applied to the applicant,
- 8,The patent system and intellectual property will be simplified,
- 9,A start-up center will be established for knowledge exchange and funding,
- 10, Mobile-oriented application form for start-up companies,
- 11, Investments above fair market value will be tax-free,
- 12, Loan credit guarantee plan,
- 13, Innovative tasks for self-employment and talent use programs, Seed funds potential success and high growth start-ups,
- 14,New policies will be introduced to help women entrepreneurs,
- 15, Establish 14 incubation centers and sector-specific incubators throughout the country,
- 16,Five new biota will be set up to assist the biotechnology sector,
- 17, Provide legal support at a lower cost for quick tracking of patent examinations,
- 18,Seven new research parks will be established,

### **Call for start-up ecosystems in India**

In the current decade, India has embarked on a fundamental move towards the start-up business and business environment, India is a densely populated country, with expanded demands, which is a positive situation limiting the creative framework, These start-up environments range from basic research to the creation of organizational or business dreamers,

In order to verify this procedure, most of the work uses the recorded number of licenses as an intermediary because of the trouble of measuring new projects, management and marketing processes,

### **Structuring of start-ups**

The new company is basically set up by the organizers / facilitators according to their region, without considering different considerations related to the establishment of the business, Taking over is the variable associated with raising the setup boot area:

#### **I, Business areas**

One of the more important considerations depends on where the start-up wants to do business, A start-up company for a nearby customer should be in a perfect world near where it is expected to work, On the other hand, if a start-up is planning to collaborate globally (for example, to promote an application or management, they want not only in India, but outside), entrepreneurship should ensure that their settings are properly organized,

#### **ii, Administrative organization / organizer close**

Another important idea is the proximity of the executive community, For entrepreneurs in the United States, it may not be a special economic wisdom, there is an administrative organization can work in India,

#### **iii, Simply working together**

Find a license to do certain business, simplicity and validity of the registration of protected innovation and the ability to obtain an important license required to establish a business should also be considered while choosing a business area,

#### **iv, Administrative and evaluation considerations**

The same should be considered and to ensure that start-up companies and material management ideas, While the first assessment may not be the basic idea of building a business as it develops and produces salaries, it may need to be rebuilt to extra,

## FINANCING OF START-UPS

Here are some sources of financing:

### 1. Personal Investment

When you get, and contribute your own money for your business, it gives an advantage of guarantee. This gives financier proof of your long-term responsibility for your adventure,

### 2. Love Money

Funds contributed by the spouse, guardian, members of family or companion credit, The agent considers this to be "patient capital", i.e. the money which will be returned when your business will flourish

- When you get the cash of love, you should know
- Family and companion have a lot of capital at once,
- they may need to be valuable partners of your business but be professional don't take one, Personal relations should never be mess up in business

### 3. Venture Capital

The main thing to keep in mind is that this financing source is not really for all businessmen, From the outset it is ideal that you should be aware that financial speculators are looking for innovative drive organizations and organizations with high potential for development in areas such as data innovation, exchange and biotechnology,

Investors are in a valuable position in the organization to help them complete a promising but higher risk extension, This includes the fact that some of your business's sole proprietorship or value is given to an external rally, In addition, financial speculators expect their firms to make a good profit, often when the business began to put shares in the general population, Make sure to search for financial experts who convey relevant experience and learn about your business,

BDC has a venture capital group that supports marginal organizations intentionally located in a promising business sector, Like most other IMFs, it is included in new companies with high potential for development, hoping to focus on real intermediaries when an organization needs a lot of money to build its market,

## **4,Angels**

Heavenly attendants are by and large well off people or resigned organization administrators who put specifically in little firms possessed by others, They are frequently pioneers in their own particular field who not just contribute their experience and system of contacts additionally their specialized or potentially administration learning, Blessed messengers tend to fund the early phases of the business with interests in the request of \$25,000 to \$100,000, Institutional investors incline toward bigger ventures, in the request of \$1,000,000, Thusly to risk their cash, they maintain whatever authority is needed to oversee the organization's administration hones, In solid terms, this regularly includes a seat on the top managerial staff and an affirmation of straightforwardness,

## **5, Business Incubators**

Business hatcheries (or "quickenning agents") for the most part concentrate on the cutting edge area by offering help for new organizations in different phases of improvement, In any case, there are likewise nearby monetary advancement hatcheries, which are centered around territories, for example, work creation, renewal and facilitating and sharing administrations, Regularly, hatcheries will welcome future organizations and other juvenile organizations to share their premises, and in addition their regulatory, strategic, and specialized assets, For instance, a hatchery may share the utilization of its research centers so that another business can create and test its items all the more efficiently before starting generation,

By and large, the brooding stage can last up to 2 years, Once the item is prepared, the business as a rule leaves the hatchery's premises to enter its mechanical creation stage and is all alone,

Organizations that get this sort of bolster frequently work inside cutting edge areas, for example, biotechnology, data innovation, sight and sound, or mechanical innovation, Organizations that were bolstered by a hatchery have a superior achievement rate more than 5 years,

## **6, Gifts and endowments**

It's not generally simple to convey developments to light so government organizations give help to Canadian organizations, You may have admittance to this subsidizing to help cover costs, for example, innovative work, advertising, pay rates, gear and profitability change,

In fact, an allow is a whole of cash restrictively given to your business that you don't need to reimburse, Be that as it may, you're bound legitimately to utilize it under the terms of the give, or else you might be made a request to reimburse it, Also, once you are conceded cash from one government source, it is normal to get further subsidizing from the source on the off chance that you meet program necessities,

### **7, Bank Loans**

Bank credits are the most generally utilized wellspring of financing for little and medium measured organizations, Consider the way that all banks offer diverse favorable circumstances, regardless of whether it's customized benefit or altered reimbursement, It's a smart thought to search around and discover the bank that meets your particular needs,

As a rule, you ought to know brokers are searching for organizations with a sound reputation and that have fabulous credit, A smart thought is insufficient; it must be moved down with a strong strategy for success,

### **8, Speedy Ways To Raise Money For Your Business**

There are couple of more approaches to raise stores for your business:

**Item Pre-deal:** Selling your items before they dispatch is a frequently disregarded and very compelling approach to raise the cash required for financing your business, Keep in mind how Apple and Samsung begin pre-requests of their items well in front of the official dispatch? Its an extraordinary approach to enhance income and set yourself up for the buyer request,

**Offering Assets:** This may seem like an extreme stride to take yet it can help you meet your transient reserve prerequisites, When you beat the emergency circumstance, you can again purchase back the benefits,

**Credit Cards:** Business Mastercards are among the most promptly accessible approaches to fund a startup and can be a speedy approach to get moment cash, In the event that you are another business and don't have a tons of costs, you can utilize a charge card and continue paying the base installment, In any case, remember that the financing costs and expenses on the cards can construct rapidly, and conveying that obligation can be negative to an entrepreneur's credit,

### **LIFE CYCLE VIEW OF YOUNG COMPANIES**

In every business with the opportunity to start thinking, young organizations can expand the scope, Some are unformed, and in any case in the business sense, the owner of the business thinks that he or she thinks it can fill the unsatisfied demand of the buyer, Others climb some extra size and turn ideas into a business project, but with little income or profit, There are some people who have gone far beyond business success and have a business opportunity, their project or management, income and potential, anyway, for several benefits.

**Some famous STARTUPS in India:**

➤ **SachinBansal, Flipkart**

SachinBansalstartedwithFlipkart in the year 2007 in Bangalore alongside his classmate BinnyBansal Store began by offering books on the web and later extended to classes, for example, attire and gadgets,

Presently at over \$17 billion, it is among the main 10 internet business organizations on the web,

➤ **KunalBahl, Snapdeal**

KunalBahlwith his friendRohitBansal tried different things with different organizations through the span of four years before setting up Snapdeal as a markdown coupons and day by day bargains site

Kunal rotated Snapdeal to traditional online business in 2012, and business grabbed from that pt,

➤ **BhavishAggarwal, Ola**

Helped to establish in 2010 by tech graduate BhavishAggarwal ;Ola Cabs is the greatest online taxi and auto aggregator in India today

The transportation startup was established in Mumbai and raised heavenly attendant assets from Snapdeal fellow KunalBahl, Shaadi organizer Anupam Mittal and estimated at over \$5 billion

➤ **Vijay Shekhar Sharma, Paytm**

Vijay Shekhar Sharma launched One97 as a telecoms software company in the early 2000s and later pivoted it to Paytm, an online marketplace in 2009

**Paytm** is now widely used for payments and mobile credit top-ups, The company last year raised about \$700 million in capital from Ant Financial, the affiliate e-payments division of Chinese ecommerce powerhouse Alibaba,

➤ **PranayChulet, Quikr**

PranayChulet worked in consulting firms such as PricewaterhouseCoopers and Booz Allen Hamilton, before starting Quikr,

## **Some un-popular successful businesses in India:**

### **1, Let's Barter India**

How about we Barter India appears to re-present the well established arrangement of trade, which existed much sooner than cash appeared, On the off chance that you have something that you do not require anymore, you can trade it with a thing that is somewhat valuable, How about we Barter India how about we you do precisely the same, It's the brainchild of SahilDhingra and PoojaBhayana and an entirely amazing number of individuals have joined their drive on Facebook,

### **2,Wow! Momo**

This startup was based in Kolkata and is one of the quickest developing fast-food chains in India, From Corn Cheese Momos to Momo Burgers, they offer a wide assortment of staggeringly delectable Momos, the Tibetan dumplings, In a brief timeframe, the organization has extended to urban areas like Delhi, Bengaluru, Chennai, Kochi, Noida and Pune, Try not to stress if Wow! Momo is not in your city,Seeing their development, they may soon reach there!

### **3,Inspirock**

In the event that you suck at arranging your excursions, put stock in Inspirock to arrange it for you in the most marvelous way that is available, Established by PrakashSikchi and AnoopGoyal, Inspirock basically chops down the bother of going to 1000 sites while you're making your schedule and makes an altered outing arrangement for every client in view of their own advantages,

### **4, Batman Delivers**

Pass on one of the coolest new companies that spares the day for individuals like us who decline to rest in the night! For all your midnight fundamentals, from sustenance to prescriptions and condoms, you have Batman conveying stuff at your place,All you must do is download their application and put in a request, Could life be any more basic

### **5,Cleartax**

The record salary assessment table is a dull job that most of us can not do without CA or expert help, All the things that are considered, no longer because Cleartax tried to rearrange everything for your fact, All you have to do is record on their website and take after the instructions, The electronic recording charging station in Delhi is set up by Archit Gupta to provide free management service for every senior local staff!

### **6,PassItOn**

It is for your ability to inhabitants, Sharing is an idea, PassItOn helps you get back to those who are unpopular, So there are plenty of opportunities for you to have anything else, such as books, hardware, clothing, furniture or any other decent target that you are willing to surrender, displayed on their website here,

### **7,Bolts**

Did you get your own low charge during the outing period? The good pressure is not because Bolt is here to save your day,As a motorcycle's 2A universal charger, this clever gadget connects to the handle of the bike and further tracks your development using the extraordinary application,

### **8,EduKart**

For the real efforts of each of us, EduKart will help the school ideal from the time they begin their career guidance, Stanford University graduation class Ishan Gupta and Iim graduate Mayank Gupta set up, EduKart is a huge stage, there are a lot of network and separate learning courses, it is rumors college and organization of the subsidiary, Some of them are outlined by the EduKart Group, Its main point of view is to show greater adaptability in the Indian directive framework, which is that all accounts are doing well,

### **9,Unacademy**

Training has become a business, the guide class is no adulterated cash stamping machine! Unacademy smashed this and gives free excitement to individuals learning online online,They have an online address on YouTube, and the expert may have an answer for each uncertainty answer! It is controlled by a group of vibrant young people, one of which includes Rome Saini, one of the youngest individuals to remove the respected civil service exam!

### **10,NestAway**

It's an incredible whisper to help all the young men and young ladies who face trouble finding a family rental, Sponsored by Ratan Tata, NestAway offers rental housing for families, single young men and single young ladies! You can look at all the fine elements on their website, including photos of the house, leasing and different citizens,

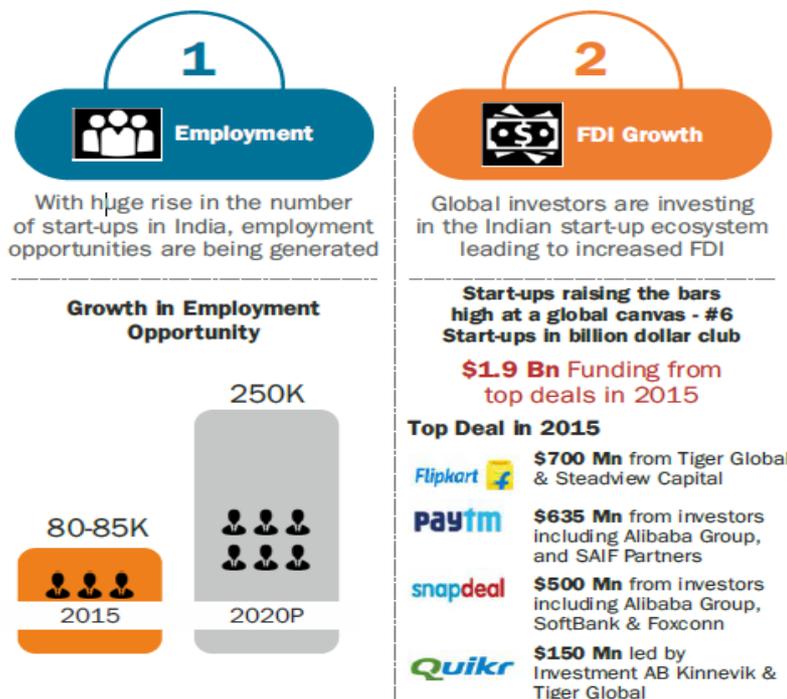
### **VENTURE CAPITAL - MAIN FINANCING RESOURCE OF STARTUPS IN INDIA**

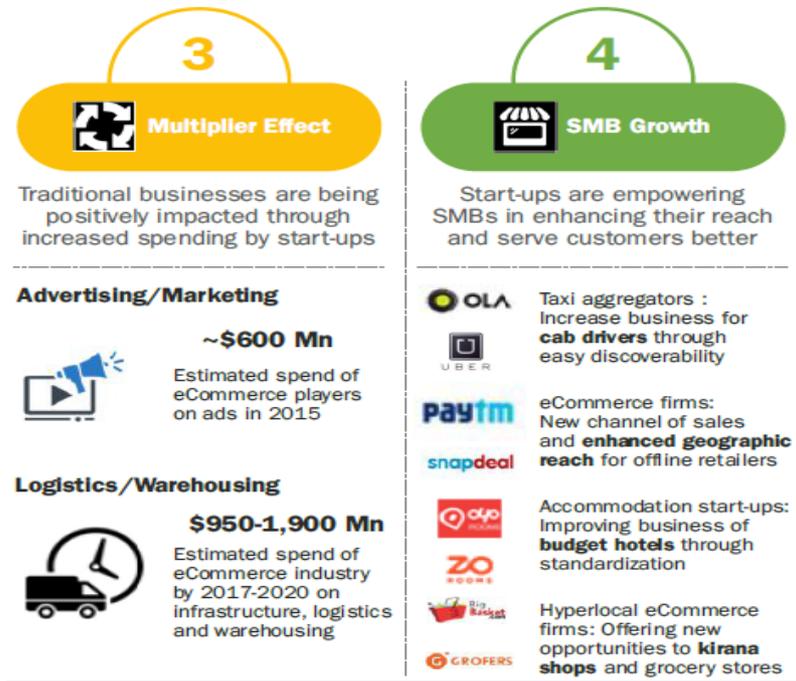
Funds are cash provided by experts who contribute and supervise the young rapid development organization that may form key money donors, According to SEBI's instructions, capital storage means that a reserve is set for an organization or trust, cash is issued through credit, gifts, securities or units and that or proposed to generate benefits based on these controls, So the assets that are collected can be benefited from the high risk of risk that may be very favorable risk, A venture capitalist is an individual or an organization, Investment capital, management expertise, network and advertising support, while

subsidizing and running highly creative and planned areas of project and benefits, In India, venture capital funds can be classified as corresponding parties:

- Promoted by public banks: These venture capitalist assets are advanced by the public bank, SBI Capital Markets Limited and Canbank Venture Capital Fund are several cases of these types of venture capital assets,
- Back to the Foundation by the Central Government Control: This rally includes a venture capital fund, which is promoted by an improved organization controlled by the central government,
- Overseas Venture Capital Fund: This collection contains venture capital assets from outside India, Like: BTS India Private Equity Fund Limited, Walden International Investment Group, SEAF India Investment and Growth Fund,
- Provided by private sector companies: This category includes venture capital assets provided by private sector companies, Like: Infinity Venture India Fund,

## Creating Opportunities of Growth for every stakeholder in the Ecosystem





## What a startup should do to succeed in India

Focus on your project and address your customers - these are part of starting the business dreamer and financial experts to give useful part of the early new business, A fruitful entrepreneurial business and the concept of financial experts in the Indian government to launch India's key foundation should be part of every boot manual,

The lack of talented work continues to be one of India's greatest difficulties, "We have a lot of people, but we have to give the right ability," said Bhavish Aggarwal, Ola Cabs' principal supporter and chief executive officer, "At all levels of competence, talent accessibility is our main test, Legislatures and who need to come from the various parts of the country,

Focusing on customers and supporting their criticism is a key area that can not be ignored, "Individuals show us that they do not have a wide range of options on the Internet and they are available in the vast market in India," says Kunal Bahl, a key supporter of Snapdeal, "Continue to accept and continue to communicate with customers and you will find results,"

Varsha Rao, business dreamer and operations director, Air BnB includes, "100 customers really cherish you are ideal, not a million just like you ,, focus on your project to arrive,

TiE President Venk Shukla said that while the generally effective organization effectively does one thing, but in India, the model is doing everything, Shukla said: "If you are not the best thing, you can not afford to expand the scale,

India now has more than 4,500 new businesses, one of which is based on innovation,

### LITERATURE REVIEW

#### 1. The Imperfect education system and a conservative way of life

Directional structure is one of the barriers to the new organization, At school, most of the practice is to arrange the bleeding edge of the program, but does not show the ability to advance, arrange and manipulate the limits and activities that will be moved and will move,

In a similar way, the direct way of life is further as one of the obstacles, As a family culture of the remains, the family still doubts that changes and support can be given constant remuneration rather than a risky decision, This makes the weight of the growing businessman surrender to the division of the obligatory family, rather than taking some "strange" dreams (O'Shea, 2009),

## **2. maintain the independence of the system and the entrepreneurial ecosystem**

One of the real troubles is that there is a very lack of entrepreneurial support framework and efforts to natural groups, In each of the Western countries, there are good institutions as an incubation center, start a vibrant expert, start business aspirations to consider, let them take exams and basic courses, In India, incubators, start-ups and start-up companies are steadily entering the basic level of urban groups, but there are real shortcomings, Subsequently, the budget owner is also more difficult to find experts, Although business dreamers may find money-related authorities, they will disdain a completely unusual challenge plan, Indian culture naturally does not drive business,

## **3. India needs sufficient to represent the relevant professionals to save the new group**

It is not like the West, India does not have an attractive number of prospective ambassadors budget experts who can promote the country's booming entrepreneurial organic group, Nasscom industry agency improvement, "For a fruitful entrepreneurial organic framework, there is a prerequisite for a sufficient respect for the scheduling of monetary authorities that can strengthen the development of business from an early stage," In any case, this is not happening in India and has real non-attention, Nasscom vice President RajatTandon told PTI, "He said:" High-quality individuals and corporate directors, etc., should be close to and appreciate the story of this progress, " Nasscom's report points out that India ranks third in overall start-up conditions and has more than 4,200 new associations, "This happens in countries such as the United States, where people have to put their assets in an incredible association at the latest, and we should have some impact,"

### **Human Talent**

In contrast to the widely created efforts, the smallest new organization is in the more troublesome pickles of the index, and encounters many real tests in the selection because it can not pay high pay for its agents or provide any calls to change from the nearest The punctual phase begins to build their business, Even more frightening is that in China for a start-up company working far more than in the Western business of fashion, because of cultural contrast, This is an organization of the disaster that needs to be performed in their salesable strategy, negligible errors, simply surviving a month,

### **RESEARCH METHODOLOGY**

The report is mainly based on primary and secondary information, This information is collected from different websites, diaries and daily paper products,

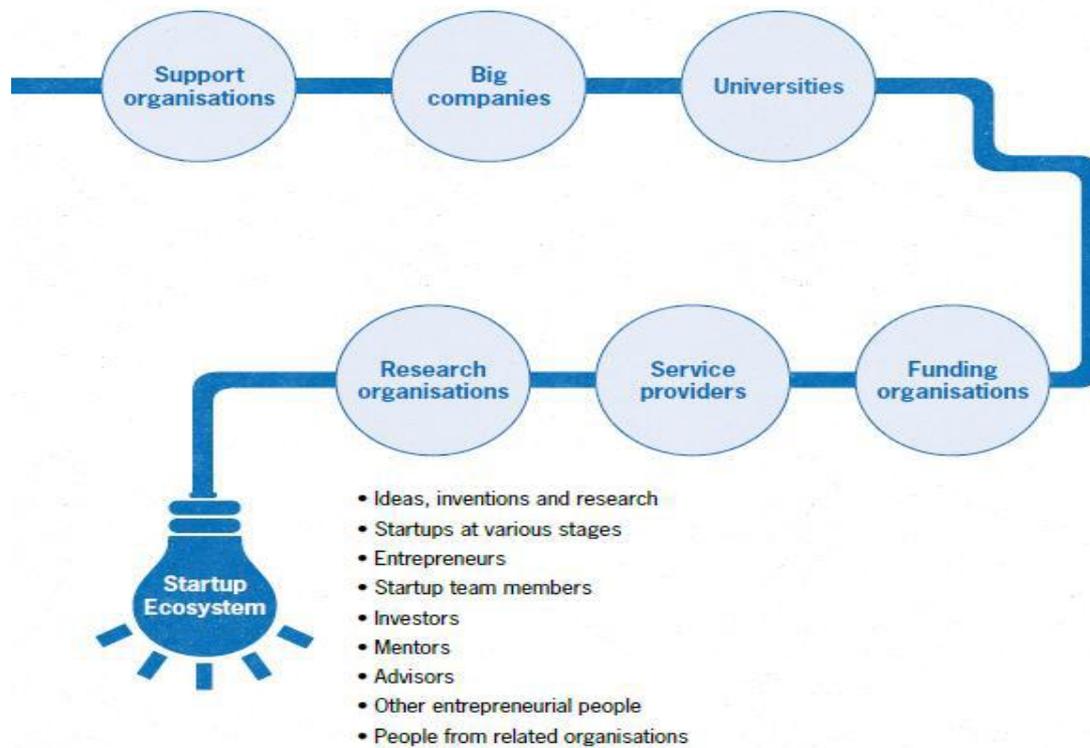
#### **Data Collection Sources:**

- **Primary information:** Collection of data with the help of an organised survey
- **Type of questionnaire:** Structured questionnaire,

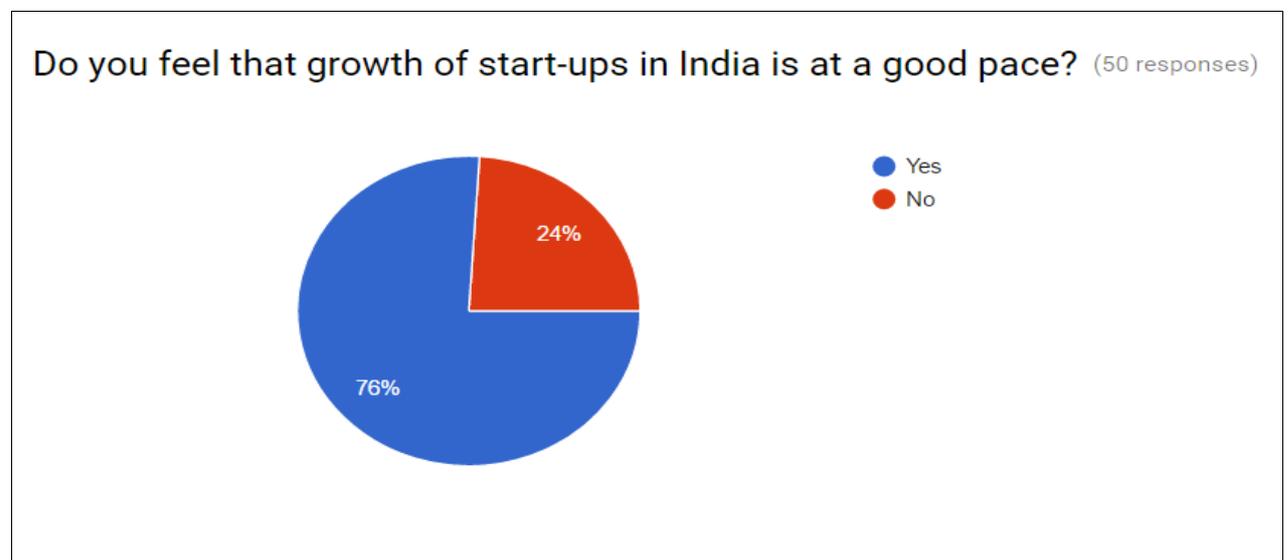
#### **Sampling:**

Test area: Delhi (NCR)





## DATA ANALYSIS AND INTERPRETATION

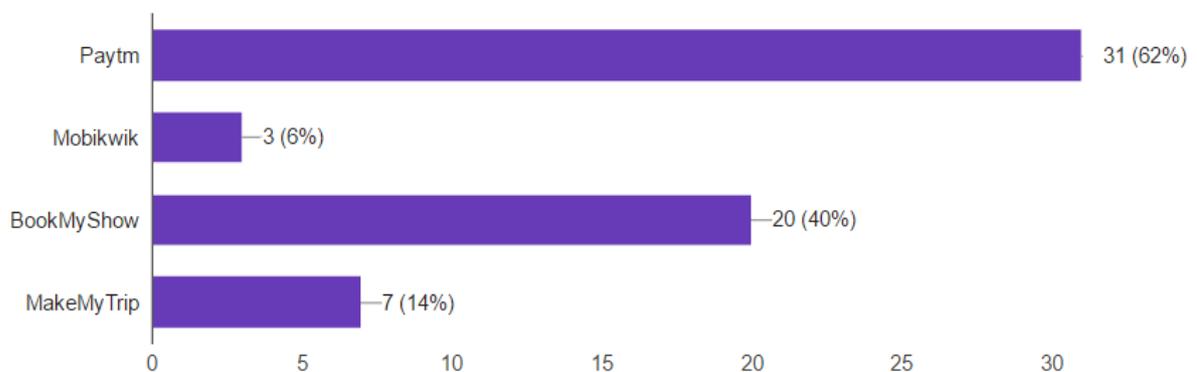


Options	No, of Response	Percentage
Yes	38	76%
No	12	24%

### Interpretation:

"The above data shows that from the total respondents almost 76% people feel that growth of start-ups in India is at a good pace, while other 24% people don't feel so,"

Which startup company do you think is the biggest in India? (50 responses)



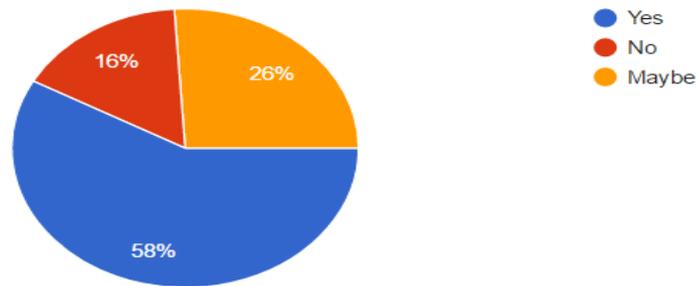
Options	No, of Response	Percentage
Paytm	31	62%
Mobikwik	3	6%
BookMyShow	20	40%
MakeMyTrip	7	14%

### Interpretation:

"From the above Bar graph, it can be seen that maximum respondents, i.e., 62% of them think that the biggest startup is Paytm, 40% of them feel that it is Bookmyshow while 14% of them think its Makemytrip, Least number of respondents feel that MobiKwik is the biggest startup

*i.e, only 6% of them,Hence it can be seen that Paytm is the biggest start-up amongst these four companies,"*

**Do you think the environment is suitable in India for startups? (50 responses)**

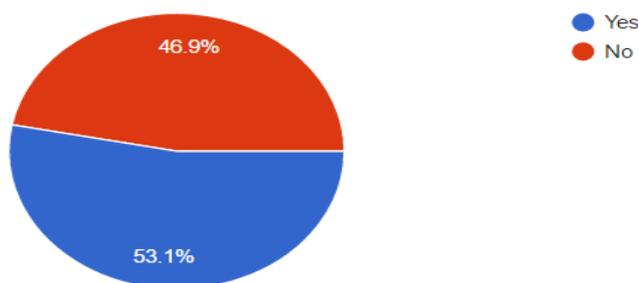


Options	No, of Response	Percentage
Yes	29	58%
No	8	16%
Maybe	13	26%

**Interpretation:**

*"It can be seen from the chart above that 58% people agree that environment in India is suitable for startups, As compared to 16% of respondents who disagree,While 26% respondents feel that it may be suitable i.e, they have neutral opinions*

**Do you think there are enough Tax exemptions to start a business in India? (49 responses)**



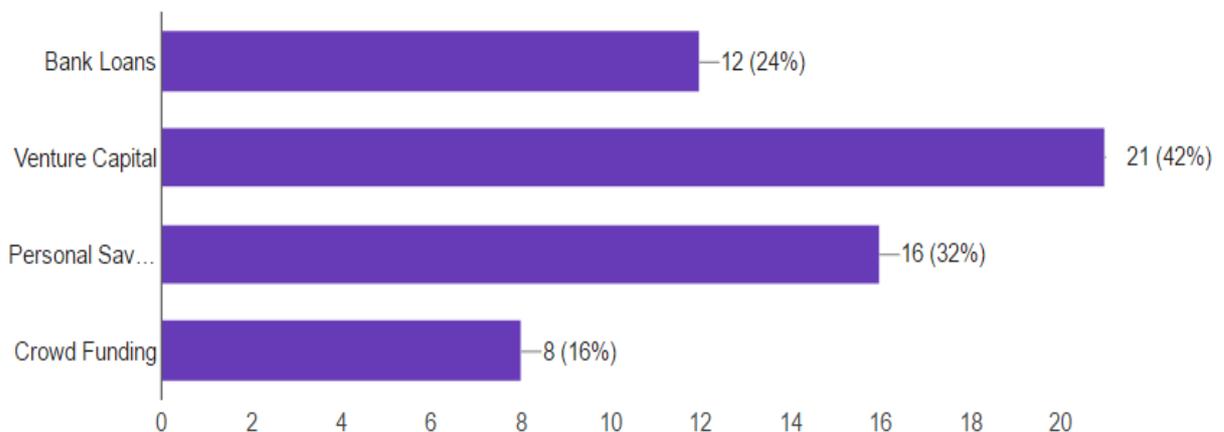
Options	No, of Response	Percentage
Yes	26	53,1%
No	23	46,9%

**Interpretation:**

"According to the data in above table most of the respondents think there are enough Tax exemptions provided by the Indian Government to start a business i.e, 53,1% of them, While 46,9% respondents don't feel so,"

**What do you think is the best source of finance to start a business?**

(50 responses)



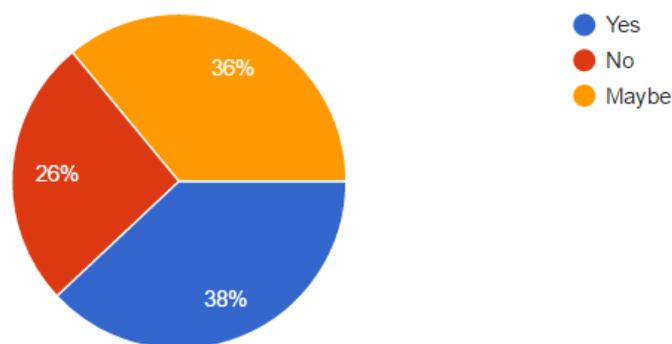
Options	No, of Response	Percentage
Bank Loans	12	24%
Venture Capital	21	42%
Personal Savings	16	32%
Crowd Funding	8	16%

### **Interpretation:**

" It can be seen from the above responses that 42% of the respondents that is 21 of the total respondents are in the favour of Venture Capitalists as a major source of raising Finance, 32% respondents say its personal savings while 24% people are in favour of Bank Loans, Crowd funding have the least response with 16% respondents, "

**Do you think there is enough availability of finance in our country available for startups?**

(50 responses)



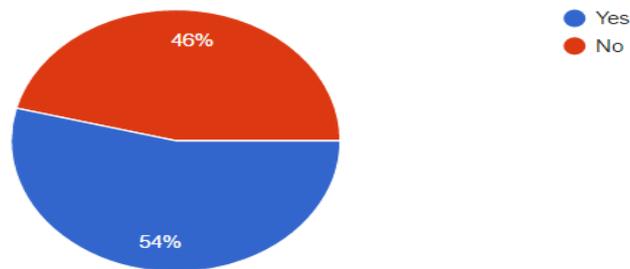
Options	No, of Response	Percentage
Yes	19	38%
No	13	26%
Maybe	18	36%

### **Interpretation:**

"It can be seen from the pie chart above that 38% people feel that there is enough finance available in India for new businesses/startups, As compared to 26% of respondents who don't feel so, Whereas 36% of the respondents aren't sure about this situation, "

Do you think Indian market conditions are favourable for new entrants at this time?

(50 responses)



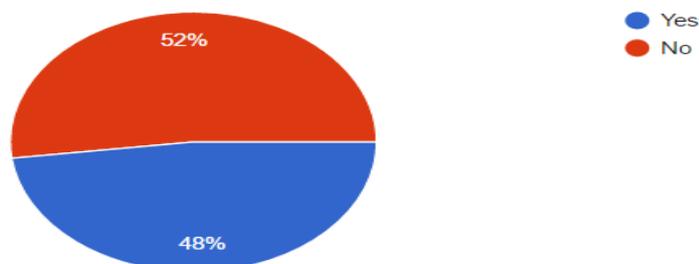
Options	No, of Response	Percentage
Yes	27	54%
No	23	46%

**Interpretation:**

"According to the data in above table,54% of the respondents think that Indian market conditions are favourable for new entrants at this point of time, While 46,% respondents don't feel so,"

Do you think India is the world's fastest growing startup ecosystem?

(50 responses)

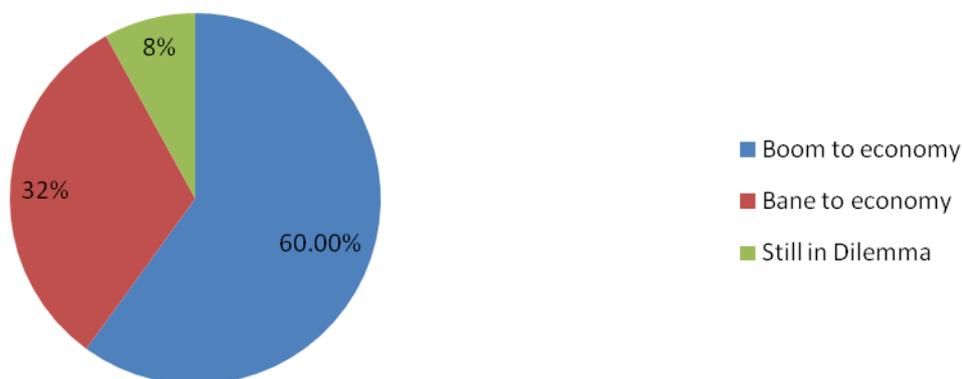


Options	No, of Response	Percentage
Yes	26	52%
No	24	48%

**Interpretation:**

"According to the data in above table,52% of the respondents think that India is amongst the world's fastest growing startup ecosystem, While 48% respondents don't feel so, It can be seen there is almost equal preference among the people for both responses,

**Conclude your views on Startup India initiative (50 responses)**



Options	No, of Response	Percentage
Boom to economy	30	60%
Bane to economy	16	32%
Still in Dilemma	4	8%

**Interpretation:**

*" It can be seen from the above responses that 60% of the respondents that is 30 of the total respondents are in the favour of Startup India initiative, 32% respondents say it may be bane to economy while other 8% are in dilemma,"*

**Advantages of Start Up Business in India**

➤ **The sky is the limit of innovation**

One of the biggest points of interest in your business is that you are energetic and willing to try new things, You are not worried about disappointment or violation of standards because you can consider and perform whatever you like,

This opportunity lacks your chance to work in a standard organization, You can take the development to another level and make the project no one has recently done some time, A bold personality, vitality and passion that you can find in a start, not without a chance, you are working for some other organization,

➤ **To develop your own rules, you are the boss**

This is valid for some other countries, At the start-up company, you do not need to adjust to your customers because you are driving a seat, Often, if you are working for some other organization, then you have a problem, you need to adjust to manage and introduce improvements in a similar way,

However, in a start-up company, you can go out in a limb to make yourself manage, despite the fact that it has its own dangers, Here you are not taking any solution, but you can still be in a start-up company,

➤ **No Lack of Seed Funding if the Start Up is Promising**

If your idea is strong, then you do not need to emphasize the subsidy, Today, there are a variety of seed speculators at home and abroad are willing to subsidize as much as possible,

There is no limit on the capital you can get, However, your new start-up company needs to convince them that this idea is really incredible and it will give them a

contribution to every penny, As of the late Tata put an online automatic entry called CarDekho.com, the correct and is blurry,

➤ **New business better pricing, then the company**

New business can provide customers with real concentration costs, Why so many new businesses are fruitful because the cost of their items is very focused,

Start-up can fully control the planning and setup costs of new projects, It is absolutely impossible if you are working for another organization because they usually follow a recipe,

➤ **Availability of Start Up Eco System**

Ecological framework is imperative, Although in India you do have a new business to create some of the biological communities, If your business is about online shopping or any business with online, then it is very effective,

So you have the right coach, ready to guide you in the case of intense, So these are some points of interest in start-up companies in India and elsewhere, You also need to see the opposite of the photo, given that India's start-up companies may encounter a lot of inconvenience,

**LIMITATIONS of Start Up Business in India:**

➤ **Higher Cost, Tax and Regulations for a Start Up in India**

It is not easy to start in India because the cost is very high compared to the rest of the world, Higher taxes, government regulations, making things more difficult, The upfront cost before you start your business may be as high as \$ 2,000, If you want to turn off your boot and move one, you have to pay a huge amount of money,

➤ **No seed money, unless the startup is very promising**

You can only get a seed fund when your start is very promising, Previously in the article I mentioned how Tata funded CarDekho an online car portal, When Tata provided funds to CarDekho, the company had priced more than \$ 100 million, This is not possible with every other boot, Forget about \$ 100 million, and only a handful of start-up companies can raise \$ 1 million, So how does a mediocre entrepreneur raise money for their business without any seed fund?

➤ **The ecosystem is not yet well developed**

The ecosystem is only developed for a small number of start-ups, such as e-commerce, If you venture into a very technical thing (such as a hardware startup), then you will face the problem, because no one is guiding you, If your business is not about e-commerce (or not an online business), you will not find a mentor in India, That's why most start-up companies moved to Silicon Valley,

➤ **Hiring new employees may be a challenge**

Last but not least, the problem is human resources, Not very interesting people working in a start-up company, Often they find problems working in business, so they avoid it and join a mature company because it's important for their careers, They do not believe in business because they do not know if they will succeed, So hiring employees may be a challenge,

➤ **Should you go for it or not?**

You may be confused by reading the merits and demerits of a startup, Have advantages and disadvantages, But if you really believe that you have a great idea, you can change the market, gain a competitive rival, and then go, You really deserve a shot because it could be the next \$ 100 million company, However, if you are unsure of the product, then you'd better be low You need to develop your product first, and then come up with adventure,

## CONCLUSION

From the perspective of revenue, development and dynamic user groups, business dreamers believe that they have made a reasonable performance, despite being a self-financing / self-subsidy, and in this space with many new businesses to form a contrast, The country's fast-growing projects and start-up biosystems provide a stage to absorb ideas in the project space pioneer, talking about basic interest issues, A person can consider these support competitors have been doing the development, income and dynamic user base is very low, The weight of the financial expert is now increasing the name of a couple who 'all extends to Malaysia, Indonesia'! There is no doubt that they should strive to raise their next round of funding, Now, the new company is quickly and anxious to buy different new business, Effective business people are starting to channel other developing new companies through different channels, Young business people are in control of the initial stage, in the age of less than 36

years old the author has a greater proportion, The ladies' businessmen have begun to make the economy more clear,

Soon after, the release of different new companies was touted as the following huge boondocks, Every day, a lot is written about funded startups, unicorns, fund raising startups, that often, cockroach startups never get the limelight, even for the right reasons, Several companies are preparing for initial share sales, but these will most likely happen in startup heavens and not in India, Today, the number of new companies is the opposite of the number of new companies themselves, In any case, the plot that these minorities are creating can not be destroyed,

## APPENDIX

### QUESTIONNAIRE: Startups in India

NAME:AGE:

1, Do you feel that growth of start-ups in India is at a good pace? YES  NO

2, Which startup company do you think is the biggest in India?(Select one)

Paytm Mobikwik BookMyShow MakeMyTrip

3, Do you think the environment is suitable in India for startups?

Yes  No

4, Do you think Make-In-India is good initiative for startups?

Yes  No

5, Do you think there is enough availability of finance in our country available for startups?

Yes  No

6, Do you think there are enough Tax exemptions to start a business in India?

Yes  No

7,What do you think is the best source of finance to start a business?

\_\_\_\_\_

8,Do you think the Angel Investors are a major source for raising finance by startups?

Yes       No

9,Do you think Indian market conditions are favourable for new entrants at this time?

Yes       No

10,Do you think India is the world's fastest growing startup ecosystem?

Yes       No