

# STARTUPS IN INDIA: PROBLEMS AND PROSPECTS



Dr.N.Jyothi

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# **STARTUPS IN INDIA: PROBLEMS AND PROSPECTS**

By:

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## PREFACE

In the present global scenario startups are going to play a crucial role as it brings innovations, new jobs and competitive dynamics into the business environment. Startups will not only make the lives of the people easier through their affordable and convenient services but will also act as a major booster for the development and the progress of the Indian Economy. Most importantly, educational institutions have a role to play. Starting entrepreneur incubation Hubs, making the students to participate in entrepreneurial activities which create employment opportunities on large scale. As India's public and private sector focuses on adopting next generation technologies, there is a demand for advanced technology. These require focused attention and mentorship from the industry, academia and the Government.

Our state, Telangana, has created a unique model in the country for developing a robust startup ecosystem. The T-Hub model is accepted as one of the best practices in the country and it is the India's largest incubator. In this respect we are ahead of other states and are in lead position in the country.

Keeping this in view, the editor has taken care to publish the research done by various authors on the recent trends and developments in Startups sector. I, hope, this book will be of great help and provide insights to students, research scholars, academicians and corporate thereby making them well versed with the new trends that are making waves in this sector.

## **ACKNOWLEDGEMENT**

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**Dr. N. Jyothi**

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**PERFORMANCE OF AAROgyASRI HEALTH CARE SCHEME IN TELANGANA STATE - A STUDY ON KHAMMAM DISTRICT**

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**ABSTRACT**

*The Rajiv Aarogyasri Community Health Insurance (RACHI) playing a vital role in state of Telangana. Aarogyasri is one of the major health insurance scheme involving both private as well as government hospitals providing health care services at free of cost. Aarogyasri scheme is encouraging a private public partnership model to satisfy the public needs. A brief analysis of the Aarogyasri scheme based on data available on the official government websites and the media reports has been undertaken from a public health perspective. The study is undertaken to understand the nature of the scheme, major problem incurred, quality of treatment and satisfaction of people towards the services provided under the scheme.*

*Keywords: Aarogyasri scheme, Quality of treatment, Health care services*

**INTRODUCTION**

Health protection can give money related security to family units in case of health shock and can lessen catastrophic out-of-pocket consumption on health care (Joglekar, 2009). With the goal that it protect families from impoverishment and enable the patient to look for human services as a right (Gilson, 1998). Financing human services of people living under poverty line, particularly for the treatment of genuine alignments, for example heart ailments, kidney disappointment, tumor, is one of the key determinants that influence the under poverty levels in Andhra Pradesh. Obligation due to hospital expenses is one of the fundamental purposes behind individuals falling into poverty in the state. Accessible system of government doctor's facilities doesn't have the imperative equipment's or the resources or the authority pool of specialists to meet the state wide necessity for the treatment of such diseases. Huge extents of individuals, particularly underneath poverty line acquire cash or sell assets to pay for hospitalization.

At present many individuals experiencing such diseases are moving toward the Government to provide financial assistance to meet hospitalization costs for surgeries. Subsequently, there is a felt require in the state to give therapeutic help to families living under poverty line for the treatment of serious alignment, for, case neurosurgical maladies, disease, heart, kidney disappointment and so forth., requires hospitalization and medical procedure/treatment. Amid the period from 14.05.2004 to 26.06.2007, money related help to a tune of Rs. 168.52 crores has been given from Chief Minister's Relief Fund in 55361 cases to meet hospitalization costs for such people. From the experience picked up, it is felt that the help could be regulated so it is a advantage to poor people over the State effortlessly and in an trouble situation free way. In this way, Government of Andhra Pradesh has launched Rajiv Aarogyasri Health Insurance Scheme on 01.04.2007 to enhance access of poor to quality restorative administrators to giving monetary assurance against high medicinal costs. With a specific end goal to work the plan professionally in a financially easy way, public private organization is advanced between the insurance agency, the private division hospitals and the state offices. Aarogyasri Health Care Trust as of late set up by the State Government for the implementation of the plan helping the insurance agency/Beneficiaries and co-ordinate with Medical and Health Department, District Collectors, Civil Supplies Department and so on.

**BACKGROUND**

The Rajiv Aarogyasri Scheme, a unique community health insurance scheme being implemented in Andhra Pradesh from April 1, 2007, today covers over 65 million below poverty line (BPL) people in the state. Initially implemented in 13 districts, the scheme has been extended to all 23 districts, including Hyderabad, since July 2008. The Rajiv Aarogyasri is the flagship of all health initiatives of the State Government with a mission to provide quality healthcare to the poor and needy rural families. In order to facilitate the effective implementation

of the scheme, the State Government has set up the Aarogyasri Health Care Trust under the chairmanship of the Chief Minister.

There is a felt need in the State to provide medical support to the families living below poverty

Line for the major ailments. Government hospitals lack the requisite facility and the specialist pool of doctors to meet the statewide requirement for the treatment of the health problems. Large proportions of people, especially below poverty line borrow money or sell assets to pay for the treatment in private hospitals. Rajiv Aarogyasri scheme is a boon for the below poverty line (BPL) families particularly SCs and STs living in rural areas by removing the financial barriers and improving access of poor to quality medical care of providing financial protection against high medical expenses; and negotiating with the providers for better quality health care. A total of

887 diseases are being covered under this scheme, with all beneficiaries given a white card that

Entitles them to undergo any surgery and treatment costing up to Rs 200,000 in any empanelled super specialty hospital. Treatment is cashless. 98% families are utilizing the scheme for Cardiac, cancer, and neurological interventions of all treatments administered by the scheme. 90% people who are living in rural packets are getting benefit from the scheme. 85% of people opinion that they getting treatment on par with corporate hospitals in the metro towns.

**BENEFIT COVERAGE**

The scheme covers 932 therapies in 29 specialties such as cancer, cardiology, poly trauma etc. There are 380 network hospitals serving the patients. The benefit coverage under the scheme increased from 166 procedures to 884 procedures. As indicated by the World Health Organization, greater than 80 per cent of total expenditure on health in India is private (figure for 1999-2001 [World Health Organization 2004] and a large portion of these streams straightforwardly from family units to the private-profit health care sector. Most investigations of human services spending have discovered that out-of-pocket spending in India is really dynamic, or value unbiased; as an extent of non-nourishment use, more extravagant Indians spend barely more than poorer Indians on medicinal services. However, due to the lack of resources to pay for health care, they are not going for proper care, or to become indebted or impoverished trying to pay for it. .

**Key Success Factors**

Some key innovations and success factors in Aarogyasri were:

- ❖ **Not Collecting a Premium** - the cost of the premium would have prevented many of the Poorest from enrolling even if the amount were nominal.
- ❖ **A Collaborative Private Sector** – The private sector in Andhra Pradesh agreed to low reimbursement rates for services provided and agreed to conduct compulsory health camps where thousands of rural people would be screened every day
- ❖ **“White Cards”** – White Cards, or ration cards, were an existing targeting mechanism utilized by the state to identify the poorest.

❖ **The Use of Technology** – The technology utilized by Aarogyasri facilitates end-to-end cashless claims processing, from pre-authorization to provider payment; the technology also facilitates a robust monitoring mechanism

❖ **Health Camps** – All empaneled hospitals are required to conduct free health camps in rural areas to screen patients, identify undetected illness, and refer patients to in-network hospitals as needed

❖ **Community Representation** – Aarogya Mithras are patient advocates employed by Aarogyasri to oversee each in-network hospital and serve as representatives of the insured to help them navigate the system of care, receive quality care, prevent fraud, and conduct reviews and evaluations of service provision.

## REVIEW OF LITERATURE

**Gupta (2007):** - The study revealed that, India being a well-developed administrative system, has a poor health outcome, good technical skills in many fields and an extensive network of public health institutions for research and training. This suggested that the health system was misdirecting its efforts, or was poorly designed. To explore this, the author used instruments developed to assess the performance of public health systems. The author concluded that with better management practices, health outcomes can be substantially improved.

**Nirupam Bajpai, Ravindra H. Dholakia and Jeffrey D. Sachs (January 2008 )** -The study has detailed Rajiv Aarogyasri scheme which was incorporated in the year April 2007, by the govt of Andhra Pradesh, to attain the health access and care towards below poverty line families. The study mainly focused on treatments on only serious ailments such as cancer, kidney and heart and medical expenses and continuous regular checkups. The policy is provided with reimbursement expenses for treatment of ailments from chief minister's relief fund.

**Mohd. Akbar Ali Khan (2008):** - This piece of research has presented a statistical scenario of the medical and health institutions and hospitals in Gujarat state, as per the ownership category, type, number of institutions and bed capacity. He stressed upon 'Activity Based Costing' technique to enhance performance evaluation, cost recovery and savings, development of funds in proper direction etc.

**Govinda Rao M, Mita Choudhary (January-2008):** - The paper mainly described In terms of commitment to improve the health services too, India's performance is not very impressive. Public expenditure on healthcare including spending on water supply and sanitation at 1.3 percent of GDP in 2002, was one of the lowest, although it was higher than the expenditure in other south Asian countries except Srilanka.

**Ravi Mallipeddi and Sofi Bergkvist (2009):** -The paper examines that the State Government from last couple of years has taken several new approaches to improve the access to quality health care organizations like the World Bank, European Commission which possess the history of supporting health sector reform initiatives in Andhra Pradesh.

**Gosh, Meenakshi Datta (2010):** - The study has observed that health insurance has emerged as the natural and most cost effective vehicle for delivery of health services across the world. Our short term objective is to press for inclusion of health conditions/diseases and ii. Population segments not include so far in non-group Medi-claim health insurance. Given the huge number of uninsured, one route to expediting appropriate out comes is to persuade government to set up a common reinsurance pool. After all, government has made a similar commitment for terrorism cover.

**Shreedevi, D., (2014)** the author has analysed the health scheme provided to people particularly those who are under the poverty line. The study has evidenced that more than 87% has been covered under the scheme with male utilization is 40 % higher when compared to females. It is observed that the scheme has significantly contributed as resulted in the author's study. The underprivileged consumer community was very happy due to the highest cost-benefit ratio which was 91%. It could be stated that more awareness about the health scheme benefits has to be communicated to the mass especially those who are illiterates, engage in rural areas, migrants, people works in unorganised sector without health benefits etc.

**Reddy, Sunita and Immaculate Mary. (2013)** The contributors have observed that the various models are being tried out under Public-Private Partnerships in health care. Community health insurance is one of the models for providing health security for the people Below Poverty Line (BPL).

### **IMPORTANCE OF THE STUDY**

Health risks probably pose the greatest threat to lives and livelihoods of poor households. The low income and high medical expenses can lead to debt, sale of assets, and removal of children from school in the poorest families. Thus, a short- term health shock can contribute to long-term poverty. The study assumes importance on the above backdrop to evaluate whether the scheme is performing well so that it can be implemented in other states of the nation to benefit the poor and help them to avail the healthcare services.

### **OBJECTIVES OF THE STUDY**

1. To evaluate the performance and successful implementation of Rajiv Aarogyasri Scheme based on certain indicators.
2. To study the performance of Aarogyasri scheme in khammam district of Telangana state
3. To find out the patients opinion about the scheme
4. To analyze the overall impact of the health scheme on BPL families
5. To suggest ways and means for further development

### **METHODOLOGY**

The scope of the study includes the beneficiaries who are enrolled in Aarogyasri Scheme

#### **Sources of Data**

Patients opinion was collected through primary data i.e., through questionnaire, direct interaction and observation. Secondary data is collected from journals, websites, hospital records, and AHCT annual reports.

#### **Tools of Analysis**

Simple tools such as frequency counts, percentages, ratios, averages, medians and so on are used for analysis

#### **Analysis and Interpretation of the Data**

This study deals with the performance of Aarogyasri scheme in Khammam district in the Telangana state for the period of 2013-14 to 2018-19. In the study Khammam district of Telangana state has been considered. This study deals with two sections.

They are as follows for this study two parameters were considered relating to the Aarogyasri scheme. The parameters are

- Cards Utilized
- Therapies Done

**Cards Utilization in Khammam District of Telangana State****Table – 01:** Khammam District – Card Utilization

Year	Total BPL cards (Lakhs)	Cards Utilized(000)	% Percentage	Persons(000)	% Percentage
2013-14	5.99	8779		8954	
2014-15	5.99	9254	5.410	9294	3.797
2015-16	5.99	9441	2.020	9551	2.765
2017-18	5.99	9489	0.508	9562	0.115
2018-19	5.99	9448	-0.432	9551	-0.115

**Source:** Compiled through Annual Reports of Aarogyasri Dept.

The above table shows that the cards utilization of Khammam district of Telangana state for the period of 5 years (2013-14 to 2018-19). The BPL cards which are there in Khammam district is 5.99 lakhs. In the year 2012-13 the utilization of cards was 5.410% but in the year 2015-16 the utilization of cards was decreased to (-0.432). The persons who utilized the cards of Aarogyasri scheme was observed to be negative (-0.115) in the year 2015-16.

**Therapies done in Khammam District of Telangana State****Table – 02:** Khammam District – Therapies

Year	Therapies done count (000)	% (percentage)	Therapies Done Amount (000)	% (percentage)
2013-14	11895		318942684	
2014-15	12853	8.0538	362962742	13.8018
2015-16	14924	16.1129	419527637	15.5842
2017-18	15776	5.7089	440201722	4.9279
2018-19	16102	2.0664	457721010	3.9798
<b>Average</b>		<b>7.9855</b>		<b>9.5734</b>

**Source:** Compiled through Annual Reports of Aarogyasri Dept.

The above table indicates the therapies expenditure in the district of Khammam district in Telangana state for the 5 years. In the year 2015-16 therapies done count had increased higher (16.1129%) comparing with other years. The therapies done count is in decreasing trend from the year of 2017-18 (5.7089%) and 2018-19 (2.0664%). The expenditure incurred for the therapies done observed to be higher in the year of 2015-16 (15.5842%). The lowest expenditure has been incurred for the year of 2018-19 with 3.9798%. In the Khammam district the average therapies done count for the five year i.e., 2013-19 is found to be 7.9855% and the expenditure incurred for the therapies done is observed to be 9.5734%.

**RECOMMENDATIONS**

- Since most of the people with lower income group are getting benefited by this scheme, hence it can be positively implemented in other states also.
- We can create awareness about the scheme among people through camps, by distributing Pamphlets, puppet shows and by educating about the benefits of the scheme.
- Regular auditing by the higher authority can be conducted to check whether hospitals are complying with the protocol guidelines.
- Training the hospital staff regarding the scheme for its effective functioning.

**CONCLUSIONS**

The Rajiv Aarogyasri Community Health Insurance has been very popular social insurance scheme with a private public partnership model to deal with the problems of catastrophic medical expenditures at tertiary level care for the poor households.

The Aarogyasri Health Insurance Scheme is giving more protection to the poor people. And they can access Government hospital or Private hospital which they required for treatment. Most of the people were giving priority to the private/ corporate hospitals in urban and rural areas.

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**THE AVAILABILITY OF ANGEL INVESTORS IN INDIA: AN ISSUE OF DEEP CONCERN FOR GROWTH OF STARTUPS IN INDIA**

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**ABSTRACT**

*India is a country with many aspirations and dreams and people who have the potential to achieve them. In the past decade, the exponential growth of start-ups in India reflects that the people are far more prepared to face the challenges in establishing a start-up. But, even today the biggest cause of worry for entrepreneurs is “Where do they find the Angel Investors?”. Angel investors are those who fund the start-ups at an initial stage of their growth when nobody is ready to back them financially. So, they are very crucial for the development of start-ups as they are the answer to the financial crisis that start-ups encounter at the prenatal stage of their entry into the market. In this regard, the government also needs to frame some fool-proof schemes for all-round development of start-ups such as incorporating “Innovation Hubs” (T-Hub in Telangana) and treating start-ups as a different entity when compared to MSME’s. By doing so, the government will not be inhibiting their true potential of excelling in the International markets. This paper aims at quantifying the various reasons for scarcity of Angel investors in India and also prescribe some viable government actions to ensure stable growth of start-ups in India.*

*Keywords: Angel Investors, entrepreneurs, innovation.*

**INTRODUCTION**

Start-ups are the new blood to the economy of a nation in today’s fast evolving business world. They are now seen as the metric which indicate the Business friendly environment inculcated in that nation and often attract huge Domestic and foreign investments which provide the much needed resources to run the whole business ecosystem as a “well-oiled machine”.

In the above context, India, the largest democracy in the world and second most populous country after China, and fifth largest economy in the world, has been adopting some very competitive and sustainable practices for ensuring the growth of trade and business sectors within the country. Some of the revolutionary policies introduced by the Government are “**Start-up India seed fund Scheme**”, “**Ease of Doing Business Index**” published by NITI Aayog every year and the robust credit facilities and schemes introduced to address the challenging issue of Capital Investment in the case of new and emerging businesses and start-ups. In the Recent times, we can get a glimpse of the notable achievement of India in standing strong amongst the forerunners of Start-up ecosystem such as **USA, UK, Israel, Canada, Sweden** etc which are the Global Top 4 countries in the “**Global Start-up Ecosystem Rankings**” since 2020-22 published by “**Startupblink**”. In this report, India stands at **19<sup>th</sup>** spot improving its position over the past three years despite the challenges posed by COVID-19. In the same report three Indian Cities i.e, **Bengaluru, New Delhi and Mumbai** were among **top 20 cities** Globally, which is a commendable achievement.

But Start-ups have to successfully sail through many challenging scenarios, the foremost of them being, the Seed Funding Stage. During this stage, the entrepreneurs usually set out to attract investors for funding their ventures so as to Up-scale their business into a full-fledged corporate entity. This paper aims to throw some light on the current position of Angel Investors in India and their role in funding the Start-ups in India.

## REVIEW OF LITERATURE

“**The Global Start-up Ecosystem Rankings 2022**” published by “**Startupblink**” indicates the humongous progress that India has achieved in the Start-up space and thus ensuring to tap into the largely underutilized talent and innovation pool which is a huge asset to India considering its population of 1.4 billion. India stood at **19<sup>th</sup>** position among the global leaders in Start-up arena, while 3 Indian cities featured among the Global Top 20 list i.e, **Bengaluru, New Delhi and Mumbai**.

As per the official website of the “**Startupindia Seed Fund Scheme**”, a seed funding scheme sponsored by the Indian Government, launched on **16<sup>th</sup> January, 2021** by **PM Narendra Modi** as a part of “**Prarambh: Startup Conference**”, it can be observed that Seed Fund is an initiative to connect emerging startups with a rich network of Government backed / Non-governmental investors to fund their needs. This is an example of the significant efforts put by the government in nurturing the start-ups in India and help them realize their potential.

From the website of “**Indian Angel Network**”, we can observe that it is a network of **450** Corporate Angel Investors who provide the much needed financial support to eligible and deserving start-ups with sustainable business ideas and revenue generating potential. Till now, the network has funded **1000** start-ups and looking forward to many such endeavours in the future.

## OBJECTIVES

- 1) To critically analyze the Seed Funding mechanism of Start-ups
- 2) Suggest viable solutions to ensure easy access to Angel Investors so as to secure the required funding for their growth.
- 3) Providing insights on possible Government steps which can be implemented to increase the contribution of Start-ups to India’s **GDP** to propel our economy towards **\$5 trillion dollar economy by 2025**.

## METHODOLOGY

This paper sources information from trusted secondary sources such as Government reports and Indices and other Global Reports published by renowned institutions in the start-up arena.

## ANALYSIS

India is a Developing country and presently, it is among the top players in the Start-up Arena and inculcating Best Business practices to ensure the nurturing of the start-ups currently in the seed stage. India has witnessed the “Metamorphosis” of many budding and aspiring start-ups like Zomato, Zerodha, Angel Broking, Oyo, Paytm, BharatPe etc into “**Unicorns**” and “**Decacorns**”. Unicorn refers to that start-up or company valued at **US \$1 billion** or more, whereas, Decacorn refers to that company valued at **US \$10 billion** or more. While appreciating the incredible journey of these firms, we still need to critically acknowledge the fact that even these firms have faced difficulty in procuring the seed funding at the seed stage of their development. During their time, even the Government initiatives and Corporate involvement in investing in these companies was pretty minimal.

But considering the humongous scale of expansion of these firms and their immense potential and sustainable policies led to the Government formulating some much needed policies and reforms to promote Entrepreneurs and start-ups.

Government has introduced some revolutionary policies like Cheaper credit facilities like **MUDRA loans, Start-up India seed fund Scheme** managed by **Ministry of Commerce & Industry and DPIIT** which proved to be a game changer by acting as an **aggregator** and a

platform for building a vast network of start-ups, accelerators, mentors, Angel Investors, Government institutions etc so that it would be easy to attract investment from **Angel Investors**.

**Angel Investors** are those individuals or institutions, both government/corporate who invest in the start-ups during the seed stage in return for some equity or equivalent capital appreciation. They are often called as Angel Investors because they turn out to be a boon to start-ups in the initial stages of their incorporation when it is generally difficult to find investors **due to lack of financial or capital backed cushioning**.

#### **PROVISIONS TO BE CONSIDERED**

In order to improve the investor confidence and turnout, the Government might consider introducing certain policy reforms which might result in systemic overhaul and improve Angel Investor role in providing the seed funding:

- 1) The Government needs to trim certain eligibility conditions to be eligible to get the benefits of Start-up India Seed Fund Scheme introduced by Ministry of Commerce & Industry and DPIIT, such as, **doing away with minimum 2 years timeline after being incorporated, for start-ups which are highly capital intensive like IT, Automobile, Renewable energy etc**
- 2) **Doing away** with the criteria that Startups should not have received above **10 lakhs** either from Central or State Government, atleast to Capital intensive industries.
- 3) Establishing **Government backed Start-up incubators** in various states and also providing **Mentorship** and access to **Network of Elite Investors** and Accelerators to guide the start-ups in acquiring the investor confidence so that Angel Investors find their venture attractive.
- 4) Providing Adequate **training and conducting workshops for the Angel Investors** who are new to the Investment arena so that they can better invest in Profitable ventures.
- 5) Boosting the Investor confidence by providing **Government backed financial Cushioning for Start-ups involving Innovative technological solutions** to social and contemporary issues in various fields.
- 6) **Case-to-case mapping** of the firms to a DPIIT personnel for a proctored approach in mentoring the start-up so as to **minimize the probability of failure** of the company.
- 7) Encouraging Students and Entrepreneurs to pursue their dreams by establishing **Technology incubators and Business Facilitation Centres in Central and State Higher Educational Institutions**.
- 8) Encouraging Banks and other financial institutions to provide the **credit facilities to SMEs** which **might turn out to be the future Start-ups** and Unicorns of India.
- 9) **Bifurcating** the Ministry of Commerce and Industry into **Ministry of Start-ups** and the former as the Indian Start-up industry has tremendous potential and can contribute significantly to **India's GDP** if promoted and nurtured correctly.
- 10) Allocating a separate Budgetary head for Start-up seed fund and monitoring the progress of the start-ups funded. This will result in more accountable and responsible handling of Start-up growth in India.
- 11) Framing policies so as to **encourage the Corporates and Indian MNCs** to invest in the budding start-ups and to make it obligatory, if possible, on the companies to fund **at least one Start-up** as a part of **Corporate Social Responsibility (CSR) Initiatives**.

#### **CONCLUSION**

The Indian Start-up space is fast emerging and might soon turnout to be a global leader in the category of building the best Start-up Ecosystem. In this context, India already has an upper

hand due to its large proportion of young population and budding Entrepreneurs. Hence, it becomes obligatory on the part of both, the Government and the Corporates to strive to create a conducive Business environment and ensure “Ease of Doing Business” by providing the much needed seed funding to the Start-ups by turning into their Angel investors as it is the need of the day to realize India’s goal of being a US \$5 trillion economy by 2025.

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## ROLE OF SMALL BUSINESS IN RURAL DEVELOPMENT

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### **ABSTRACT**

*The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture. The idea behind the venture, market size, revenue and profit targets are some of the important factors that need to be clearly defined before embarking on the journey. Time, team work and tenacity are important elements which determine entrepreneurial success. Infrastructure, government regulations and availability of finance at various stages of growth could be some of the challenges for start-ups. Entrepreneur, Employment, Finance, 'Make-in-India', Start-ups.*

*Keywords: Enterprise, rural area, sustainability etc.*

### **INTRODUCTION**

These days rural enterprise is a noteworthy event for the general population who fundamentally meander from country zones or semi-urban territories to urban zones. It is additionally a reality actually that the larger part of rustic business people are confronting heaps of issues due to non accessibility of prime enhancements in provincial territories especially in creating nations like India. Surely the financial extension of our nation for the most part relies upon the development of provincial regions and furthermore the way of life in its country mass. For the monetary advancement of a nation and of locales inside the nation country business visionary is a standout amongst the most essential sources of info. Presently business visionaries are additionally headed to achieve accomplishment in their business alongside the qualities acquired by them of a visionary, pioneer, supervisor, trend-setter, constant student, and leader and most vital is to actualize every one of these qualities into the work. Surely Entrepreneurs set the case of transforming their fantasy into reality. All the more vitally the story at the back to accomplish the fantasies into the truth is to set gigantic objectives for themselves and furthermore remain focused on accomplishing them

Paying little mind to the impediments they act as a burden with the unmatched energy and the aspiration towards accomplishing the objective. Without a doubt it looks alluring, intriguing and spurring subsequent to listening the stories of the business people, however for beyond any doubt achievement isn't as simple as it looks dependably. There are unquestionably a few snags which we call difficulties to overcome by looking forward the prospects to be a fruitful business visionary.

Rural Entrepreneurship is that entrepreneurship which ensures value addition to rural assets in rural areas by engaging huge rural human resources. The issue is basically unequal development which is a progression of one region at the cost of enhancement of some other place, with accompanying related issues of underdevelopment.

**Rural Entrepreneurship in India**

Who should fundamentally be equipped for making use of the organization designs and techniques for the progression of common people? Some NGO's and close-by pioneers nearby person who are dedicated to the purpose behind the provincial people have unquestionably been the synergist masters for headway. Despite the way that their tireless work ought to be perceived, yet significantly more ought to be done to pivot the heading of improvement of people i.e., to pull in people to natural locales which infers stopping the overflowing of nation people and in addition attracting them over from towns and urban groups where they had moved. This can be impacted possible exactly when youths to consider nation districts as spots of possibilities. Enabling general society to think unequivocally, inventively and associating with them purposely in business venture practices is most basic for the change of common regions. Adolescents with such perspective and besides with the help of legitimately channelized undertakings would completely present a period of provincial business venture. A part of the basic principles of business visionary which can be associated with natural headway are:

- Optimum and full utilization of adjacent resources in an entrepreneurial meander by commonplace masses – Better dispersals of the residence convey achieves nation flourishing
- Entrepreneurial occupation open entryways for natural masses to decrease isolation and moreover giving elective occupations as against the nation development
- To sanction such system as to give crucial "6M" - Manpower, money, materials, organization, equipment and market to nation people

**Rural Entrepreneurship and Improvement of Towns**

In various words building up the business in provincial areas is known as country enterprise. As a result of this country business enterprise is synonymous with rustic industrialization. Numerous such cases of effective country enterprise would already be able to be found in writing. The entrepreneurial combos of those assets are as an example tourism, game and entertainment offices, expert and specialized tutoring, retailing and wholesaling,

business bundles (designing, creates), adjusting (consultancy), cost included (items from meat, drain, wooden thus forth) and the chance of off-cultivate work. Similarly entrepreneurial are new makes utilization of land resources that which allow a diminishment in the power of rural assembling, for instance, common assembling. Some of the central open doors in provincial enterprise are:

- Better distribution of farm produce which ends up in rural prosperity
- Entrepreneurial career for rural teenagers ensuing in discount of disguised employment possibilities and opportunity occupations for rural teens
- For maximum and maximum utilization of farm produce formation of big co-operatives like Amul.
- Most excellent usage of neighbourhood resource in entrepreneurial challenge by means of rural adolescents.

On the other hand, Indian agriculture is characterised by using low productivity, flood, and exposure for vagaries of nature like drought, different natural disasters and weaknesses like mismatch between agricultural and cash vegetation, insufficient infrastructure to offer for price addition, wide disparity which exists among public non-public partnership in agricultural development. Land being restrained is not able to soak up the entire labour pressure throughout the yr main to big scale underemployment and unemployment. Rural people, searching for jobs and higher livelihood opportunities frequently migrate to urban facilities growing unwanted

slums and also stay in unhygienic conditions of dwelling. Inside the above noted trend if employment possibilities are made available in rural areas in conjunction with primary services of life.

### **Qualities of a Successful Entrepreneur**

Being a business person isn't just means a business endeavour, it's far around having mentality and the strain to accomplish business. Every enormous business visionary have a tantamount way of reasoning and gangs a few key individual characteristics that make them so an achievement in big business. A fruitful business people like the driven Richard Branson have an internal influence to be triumphant and develop their business undertaking, as opposed to having a Harvard business degree or specialized ability in a particular subject. Business enterprise is an outlook more noteworthy than anything, beneath are a few attributes that make a business person a win one:

- **Dreamer:** A substantial idea of how something might be better and extraordinary
- **Internal power to be effective:** advertisers are headed to be triumphant and expand their business endeavour. They see the master plan and are frequently extremely considerable. Advertisers set gigantic dreams for themselves and live dedicated to achieving them paying little respect to the limits that get inside the way.
- **Innovator:** All business visionaries have an enthusiastic decision to improve and to upgrade their items or administration. They are always searching out ways to deal with move forward. They are imaginative, dynamic and shrewd.
- **Potential to Organize:** He should have the capacity to orchestrate diverse factors strongly. He needs to perceive every one of the parts of the business
- **Passionate:** Expressive so the idea makes quality and reverberation with others
- **Hazard Taker:** Pursues the fantasy without the majority of the assets concealed on the beginning and appropriates the danger over a system of capacities.
- **Selection Making:** One needs to take right choice at a legitimate time by showing his immediacy. Brief choices are foreseen yet hurried choices shouldn't be taken. Put off in choices may likewise blast cost of wander and lessen the benefits.
- **Continuous Learner and Openness to Exchange:** constantly investigating and developing to do charming practice. On the off chance that something isn't continually working for them they genuinely exchange. Business visionaries understand the hugeness of safeguarding on zenith of their venture and the least complex approach to being essential is to adjust and trade with the examples. They fully informed regarding the spic and span innovation or supplier systems and are persistently prepared to exchange the occasion that they see another plausibility emerge.
- **Negotiation Capacities:** Businessman every now and again comes into touch with various people like customers, specialists, government officers, et cetera. So he ought to impart thoughtfully.

### **India Specific Entrepreneurship Challenges Are**

- **Own Family Demanding Situations:** Convincing to opt for commercial enterprise over process is straightforward is not an easy venture for any personality. The first element as compared is – Will you make extra cash in business of your choice or as a successor of circle of relative's commercial enterprise. That is in which it becomes almost not possible to persuade that you may generate extra coins with your ardour than doing what your Dad is doing.

- **Social Demanding Situations:** Family challenges are constantly on the pinnacle due to the fact that is what rely the most but at instances social challenges also are very critical. Let us say you and your buddy graduated on the identical time. You opted for entrepreneurship and your buddy opted for a task. He now has a flat, car and what now not due to the fact he should easily get those with a financial institution loan but you continue to have nothing to reveal off and that is in which undertaking comes.
- **Technological Demanding Situations:** Indian training device lags an excessive amount of from the activity industry as a whole however then it lags even greater on the subject of on line entrepreneurship. What generation would be perfect and how to use that generation correctly?
- **Economic Challenges:** economic challenges are plenty special in India particularly for on line entrepreneurs. While you are starting out as an entrepreneur you don't choose undertaking investment however try to go together with funding from small to medium business human beings. Many such non technical enterprise humans don't apprehend the net enterprise models as a whole and so getting a preliminary commercial enterprise investment from them will become tough. The opposite choice you may think of is mortgage but financial institution loan is not at all an choice in India for new on line marketers.
- Policy demanding situations: Now and then there may be lot of modifications in the rules with trade in the government.
- Problems of trips and TRIMS.
- Issues of elevating fairness capital
- Troubles of availing uncooked-materials.
- Issues of obsolescence of indigenous generation
- Improved pollutions Ecological imbalanced.
- Exploitation of small and poor international locations, and so on.

#### **Opportunities**

- Unfastened access into world alternate.
- Advanced chance taking capacity.
- Governments of countries withdrawn a few restrictions
- Generation and inventions spread into the arena.
- Encouragement to improvements and innovations.
- Merchandising of healthful completions among international locations
- Consideration growth in authority's assistance for international exchange.
- Status quo of other national and international institutes to assist enterprise among nations of the arena.
- Benefits of specialization.
- Social and cultural improvement

#### **Challenges for Rural Marketers**

- Growth of Mall tradition

- Negative help
- Power Failure
- Loss of Technical recognise how
- Ability utilization
- Infrastructure illness

#### **Opportunities for Rural Entrepreneurs**

- Crashed Scheme for Rural development
- Meals for work Programme
- National Rural Employment Programme
- Nearby Rural improvement Centres
- Entrepreneurship improvement institute of India
- Financial institution of technology
- Rural Innovation investment
- Social Rural Entrepreneurship

#### **Benefits of Small Industries in Rural Areas**

##### **1. Potential for Large Employment**

Small Scale Industries have potential to create employment opportunities on a massive scale. They are labor intensive in character. They use more labor than other factors of production. They can be set up in short time and can provide employment opportunities to more number of people. This is important for a labor abundant country like India

##### **2. Requirement of Less Capital**

Small Scale Industries require less capital when compared to large scale industries. India is a capital scarce country and therefore Small Scale Industries are more suitable in the Indian context. They can be started and run by small entrepreneurs who have limited capital resources

##### **3. Contribution to Industrial Output**

Products manufactured by Small Scale Industries form a significant portion of the industrial output of the country. They produce a number of consumer goods as well as industrial components in large quantities and satisfy the needs of consumers. The consumer goods produced by Small Scale Industries are cheaper and satisfy the requirements of the poorer sections.

##### **4. Equitable Distribution**

Large scale industries lead to inequalities in income distribution and concentration of economic power. But small scale industries distribute resources and wealth more equitably. It is because income is distributed among more number of workers since it is labor intensive. This results in both economic and social welfare.

##### **5. Use of Domestic Resources**

Small Scale Industries use locally available resources in a productive manner which would have otherwise gone waste. Small amounts of savings which would have remained idle is channelized into setting up of small enterprises. This increases capital formation and investment in the economy.

### **6. Opportunities for Entrepreneurship**

Small Scale Industries provide opportunities for entrepreneurs with limited capital. Setting up of an SSI requires less capital and lower investment in technology and machines when compared to large scale enterprises. Therefore small entrepreneurs can start Small Scale Industries easily and succeed. Japan which was devastated by the Second World War became a major economic power because of many small entrepreneurs, who contributed greatly to the nation's development.

### **7. Cost Efficiency**

Small scale units can adopt lean production method, which offers better quality and more variety at a lower cost. They can be more cost efficient when compared to large scale units because their expenses are lower.

### **8. Suitable for Non-Standardized Products**

Large scale enterprises are suitable for manufacturing standardized products on a large scale whereas Small Scale Industries are more suitable for manufacturing non-standardized products.

### **9. Flexibility in Operation**

Small scale enterprises are more flexible. They can adapt themselves to changing market requirements very fast and benefit from new opportunities.

### **10. Quick Decisions**

Since the enterprise is small and there is not much hierarchy, quick decisions can be taken. Quick decisions are helpful in solving problems in the initial stages and also to exploit market opportunities.

### **11. Adaptability to Change**

Small Scale Industries can understand the changing requirements of the customers and adapt themselves much quickly. They can change their procedures, methods and techniques faster and cater to new requirements of their customers.

## **CONCLUSION**

"Most entrepreneurs simply got tired of working for others, had a great idea they wanted to commercialize, or woke up one day with an urgent desire to build wealth before they retired. So they took the big leap."

The nation's monetary strategy environment should be great for associations to accomplish effectiveness in the present worldwide market. It should empower the business people to give an enchanted touch to an association, regardless of private or joint segment. They convey another vision to the bleeding edge of monetary development of a nation. The investigation of business enterprise has got a lot of importance today, not just on the grounds but it enables business visionaries to satisfy their own needs in the best possible manner. More than expanding national income by making new employments, business goes about as a positive power in financial development by filling as a link between novel ideas and market place.

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## ACADEMIC START-UPS: CHALLENGES & PROSPECTS

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### **ABSTRACT**

*Start-ups like Paytm, Zomato, Quikr, Bharat Matrimony, etc. provided first hand experience for many individuals about the services and hassle-free transactions in few seconds at their will and need. Government initiatives like SWAYAM & E-Pathasala educational portals paved way for e-content. Task, Tata-Sky, Byjus, Khan Academy, etc start-ups are selling educational content online. India is known as a subcontinent due to its diversity in all aspects, accordingly it inherits issues as many as and as complex as of a continent. No academic endeavour is complete without referring to information resources available in libraries. The term Learning Resources Centre is apt rather the term 'library' to disclose the functions of a library in the new academic setup. Some of the hurdles and bottle-necks to explore the uncharted markets in the Indian education sector in this article.*

*Keywords: Academic start-ups, Educational startups, E-content, Digital Library, Edtech companies*

Start-ups are the new breed of Institutions, organizations, enterprises engaged in harnessing the traditional activities (business) with the use of technology to leverage the hidden potential in all human activities. This new terminology a bit confusing to the common people but corollary to the technocrats. In India Central and State Government initiatives in different sectors like Agriculture, Urban Development, Electricity, Transportation, Law & Judiciary, Direct and Indirect Taxes, Banking and Financial services, etc. provided an opportunity to appreciate the benefits and convenience of technology as a facilitator. Government policies and initiatives encouraged entrepreneurs in private sector to venture and test their destiny. Start-ups like Paytm, Zomato, Quikr, Bharat Matrimony, etc. provided first hand experience for many individuals about the services and hassle free process of completing the transactions in few seconds at their will and need.

### **ACADEMIC STARTUPS**

Similar initiatives were taken by both state and central departments in the education sector also. For imparting education to the students at their convenience, Ministry of Human Resource Development, Government of India, initiated SWAYAM educational portal. This digital platform provides Text Books, Audio-Video lessons, Discussion Groups, Inter action with the resource persons, online examination and evaluation process, digital certificate, etc. E-Pathasala is another initiative.

Government of Telangana also has taken several measures. From the admission to the results all the processes were made online and it encouraged applicants to use e-documents and IT enabled services. DOST is one such initiative by Government of Telangana. Intermediate Board of Telangana has taken decision to upload video lessons on You-tube. This prompted similar step by SCERT, Telangana. TASK (Telangana Academy for Skill and Knowledge) a start-up has entered into MoU with Department of Higher Education, Telangana to impart soft skills to the students in the degree colleges of Telangana.

These developments paved way for many content developers to look for the new markets in the digital arena. In Indian context TATA-SKY is one of the best example how content with educational value can be sold through TV sets as well as online. BYJUS, KHAN ACADEMY, etc start-ups are selling educational content online. There are many hurdles and bottle necks to explore the uncharted markets in the Indian education sector.

**CHALLENGES & PROSPECTS**

Indian market looks very attractive and luring when numbers are counted. Huge population is projecting only potential market, but problems hidden underneath are known only after entering into the market. These problems are not new problems these are the very old problems faced by planners as well as administrators from several decades in imparting education to the masses all over India. Some are projecting technology as panacea, but problems in Indian subcontinent are peculiar, versatile, complex. These are strongly rooted in traditions and practices. India is known as a subcontinent due its diversity in all aspects, accordingly it inherits issues as many as and as complex as of a continent.

**Content Development:** Skill set of content developers is a major issue. It requires technology orientation and presentation skills suitable for digital media within the time frame. Developing content requires multiple skill sets and efforts by experts

**Vernacular Languages:** India has many languages and dialects. These Local Languages also change within a span of 80-100 Kilometers range. Most of the content is developed in English and Hindi languages only. Content developed in local languages is very less. There are no search engines for locating information in Indian languages.

**Heterogenous Communities:** Culture of the land differs from place to place and accordingly their priorities also. Priority to the education changes according to the their culture. It also plays as a barrier in communicating with the student. Bringing all of them into single gambit to approach them is very difficult.

**Low Income Groups:** India is always a price sensitive market. People do postpone their purchases or look for alternatives in the market. As a consequence motivating purchasers needs more efforts.

**Immature Markets:** Most of the consumers do not express their specific needs and benefits they want to get from it. Therefore, most of the consumers do not conduct cost-benefit analysis. Converting a potential user into a consumer is very difficult. Hence, brand building and brand loyalty will be very low.

All the above aspects pose a great challenge to entrepreneurs as well as organizations entering into indigenous Indian market and sustaining patronage of the consumers.

**INFOTAINMENT**

Though, academics, education, imparting, learning, literacy, study, teaching, etc. are used interchangeably, but, their meaning and intention are different. Aim of all these processes is to help acquire skills or knowledge. Learning also takes place from other than class room teaching of prescribed syllabus and Text Books. In the conventional system teaching is given priority and it was thought as the only process for learning. In the new Student/Learner Centric System, teaching is minimized and experiential learning is promoted. Infotainment is order of the day. But, entertainment has taken front seat and habit of reading, for the sake of information, has taken back seat. In any learning process reading and comprehension are the two major tasks.

No academic endeavour is complete without referring to information resources. Further, no education system is complete without a library, where, information resources are kept for learning to take place at the will and desire of the learner. In the process of experiential learning role of library is critical in acquiring skills or knowledge to the required level. Learning Resources Centre is apt rather the term 'library' to disclose the functions of a library in the new academic setup. The benefits of using technology for disseminating knowledge is not a new phenomenon in libraries. Many Apps were developed for the benefit of user community. Libraries also embraced digital technologies to serve the users more effectively.

**DIGITAL LIBRARIES**

E-books, E-Journals, E-Newspapers, etc. electronic resources necessitated E-Libraries. Electronic publishing industry is demanding to manage the rights and use of the e-resources. Huge cost of subscription, time limits on access, restrictions on number of users, producer specific searching, precision and relevance of results, Information overload, etc. gave scope for technology driven services to enable seamless access to information resources. J-gate is one such example of Indian start-up harnessing technology in library services. To compete in the open access market, it also launched Open J-gate. J-Gate is an electronic gateway to global e-journal literature with a customized search for subscribed journals through one single search box. It has a simple, intuitive, and easy-to-use interface, and also gives users complete control over search filters.

**CONCLUSION**

Academic start-ups face great challenge in Indian market. For entrepreneurs as well as organizations, sustaining patronage of the consumers is difficult. Experiential learning is the pillar for Student/Learner Centric System and scope for teaching is minimized. This change is creating a new community of users, who, appreciate technology based learning. Electronic publishing industry and facilitating platforms forms like digital libraries play a vital role in delivery of content with swapping, borrowing and buying e-content online.

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## STARTUPS AND WOMEN ENTREPRENEURSHIP

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### INTRODUCTION

Women entrepreneur may be defined as a woman or a group of women who initiate, organize, and run a new business enterprise. According to Schumpeterian concept of innovative entrepreneur, women who innovates, initiate or adopt a business activity are called woman entrepreneurs. Kamal Singh a woman entrepreneur from Rajasthan defines woman entrepreneur as “a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generate employment opportunities for others through initiating establishing and running the enterprises by keeping pace with her personal, family and social life.

### Need and Objectives Women Entrepreneurship

Passion for work is women’s drive to pursue entrepreneurship. Women desire to have control and want to be boss of their companies a dream which never would have been fulfilled by working for someone else. Their main goal of personal satisfaction rather than profits by being inclusive in the economic environment has also become another reason for women to start their own businesses.

Women in India control vast majority of household spending. Women also understand **customer perspective** lot better than men. Women build **long term relationship** than men being much is achieved with trust and business benefits with regard to **employees, customers, suppliers, shareholders, government etc.**

Also another reason for women entrepreneurship in India is to create a gender inclusive ecosystem; to drive India’s performance on several gender parity indices. Also with the change in the outlook of the society many women are educated, acquiring higher qualifications degrees, are updating with the latest technology and are keeping pace with male businessmen in every walk of life hence there is need for women entrepreneurship.

### Rise of Women Entrepreneurship

In the formal sector; women; owned entities represent approximately 37% of enterprises globally a market worthy of attention by business and policy makers alike. Global entrepreneurship monitor found 126 million women starting or running businesses and 98 million operating established businesses.

The survey counts only 67% of the 188 countries recognized by World Bank Women entrepreneur’s across the spectrum of micro to high growth from supporting life to creating wealth. They run wide variety of business activities ranging from child care products, education based, concerns inspiring the youth in starting up new venture, looking after the leisure of the people by setting up companies on travel and tourism, setting up legal organizations creating awareness of the various legal services, bringing the Indian culture in the global edge in handicraft businesses etc, and are contributing economic growth.

According to economic survey 2019-2020 43% of the 27,084 recognized startups in India had a women director as of January 8, 2020 In addition to the index of women entrepreneurs 2019 India ranked 52 out of 57 surveyed countries.

In India 30% of the corporate senior management positions are held; by women though it is higher than global average. But overall India stands in 113<sup>th</sup> position out of 135 in the world

and women entrepreneurs constitute only 10% of the total number of entrepreneurs in the country.

### **Startup India and Women Entrepreneurship**

Indian Government has focused on encouraging more women to be financially, independent and open new enterprises by bringing out new schemes such as nationwide women enterprises. Prime Minister Narendra Modi has launched Startup India in 2015 for starting new businesses to boost the economy and accelerate growth of the country in par with the global scenario. Programs which organize workshops for enabling innovative and capacity building for aspiring innovations on how to start enterprises journey, Startup India also facilitates bank loans between rupees 10 lacs and 1 crore to at least one woman per bank branch for starting green field enterprises which may be in manufacturing, services or in trading sectors. Another scheme Trade related Entrepreneurship and Development assists women by granting 30% of the total project cost and 70% is funded by the lending agency. Rashtriya Mahila Kosh is also lending multiple loans to encourage women to create wealth and assets. Under this scheme the maximum amount up to 10 lacs is given for women startups.

IT services accounted for 13.98% health care and life sciences. 8.3% and education 7% in the industry wise distribution. Women make up for 70% of global health work force and all the primarily care given for the elderly and children. Despite their clear dominance in health care, investors still women start ups in health care as scarce as said by Savitha Kuttan CEO Omnicure's a health technological startup. Start up India helped in building enterprises to interact with industry leaders formulate and execute business plans for promoting women entrepreneurs in the science and healthcare sectors.

### **Illustrations of successful Women Entrepreneurs**

As Albert Einstein has well quoted "The woman who follows the crowd will usually go no farther than the crowd. The woman who walks alone is likely to find herself in place no one has been ever before". Some of the examples of the women entrepreneurs who have become successful by starting their own business by following their passion and recognizing the societal requirement out of their own experiences in life which inspired them to become business women well known are:

Aditi Gupta who is a founder of Menstropedia aspires to create future where menstruation as a welcoming change in girl's life breaking the social stigma attached with women's menstrual cycles.

Neena Sharma is the co founder and director of Infobea India's leading e-commerce portal. She is an expert in conducting market research and providing financial diligence for investments.

Mallika Sada is the founder and CEO of MomC Co leading home grown brand for toxin free, natural and effective products for pre and post natal care for babies and conscious consumers seeking personal care and solutions.

Akanksha Anshu founded Refund.in which offers a platform where travellers claim compensation in case of flight cancellations, delays, denied boarding's and so on.

Chitra Gurnani Daga cofounder of Thrillophilia a travel company which provides best local experiences and access its customers of a trip they cherish forever.

Chitra Ravi founder of Chrysalis has innovated an academic platform for age group ranging from 2 to 12 years of a child's education Think Room. She confines her skills in conceptualization and diverse products and services in par with global curriculum standards.

Ankita Vashista, founder and CEO of Saha Fund invests in and promotes women entrepreneurship doing with technology and innovation.

Vani Kola, founder of Kalaari Capital is one of the leading early stage venture capital firms. She is on the board of several companies that are redefining the landscape of Indian business. She is one of the Fortune India's "Most Powerful Woman in Business". She supports various organizations fostering entrepreneurship and women leadership.

Mani Gupta cofounder of Tjori a lifestyle brand with apparel home wellness jewelry which follows the richness of Indian handcrafts and quality of international standards.

Vandana Luthra founder of VLCC a globally recognized in health beauty and fitness industry.

Rati Batra founder of Your HR renders strategic consulting support to startups and SMES.

There are many more enthusiastic women entrepreneurs in startups and the above is only a compilation of few illustrations of successful women entrepreneurs.

### **Success of Women Entrepreneurship in Startups**

Women entrepreneurs tend to be more successful because they are the trusted ones in the society. Also women outperform well when compared to male businessmen. Their approach to look at things is quite different as bestowed gift of nature. The uneducated women are also running their own ventures and reinvesting their savings in their communities. They also inspire other women to follow their dream of entrepreneurship at the grass root level. Ex. Kashmir is an agricultural based economy which comprises 70% of the population depending on their livelihood. Women inspire others to become self reliant.

Women entrepreneurs add to the beauty of others lives and make their lives happier with their creative outlook in everything they put in. So naturally the better is the outcome of such efforts which see from the eyes of the customers.

Managing people and having better communication skills is also well achieved by women as they give the sense of belonging to the people who work in the organization. Women entrepreneurs look after the welfare of the employees by providing more vacation and paid leave options which boosts employee morale which ultimately leads to the prosperity of their businesses, which is more important for the successful business.

### **Failures of Women Entrepreneur Startups**

Only 43% of the 27,084 recounted startups in India had a women director as of 8<sup>th</sup> January according to the Economic Survey 2019-20. Also in the index of women entrepreneurs 2019 India ranked 52 out of 57 surveyed countries. Women have low risk bearing possibility, financially besides credit support. Small hurdles make them give up for many look for family support in patriarchal society.

Also women are missing in Startup India as they are not coming in the limelight or mentored professionally. Women are being scrutinized relating to their business management and familial concerns said Riya Saxena innovative finance associate UNDP. The women need to break through to filter to raise capital and grow their business. Gender gap in economic participation and opportunity is another case for low women entrepreneurship.

### **Problems in Women Entrepreneurship Startups**

**Uneducated Women** do not have access to technical and financial aid to rise from domestic to commercial level. Also societal and cultural norms hinder their participation in ventures where men undertake.

**Forecasting the Demand** for the product is a crucial task which changes according to the customer tastes and preferences. Also due to the globalization edge there are fluctuations in the demand as there are many products and wide range of services available to the customers and very important at the initial stages and is critical as well as challenging in the long run. Foreseeing the demand which has not aroused requires lot of market analysis and research.

**Raising Capital** is a initial issue for common startups and investors want to set reward of their return in women business. So finding the investors who add value well beyond the financial side of the business is very important. Risk return ratios of becoming an entrepreneur are influenced by variety of factors like gender age and socio economic status. Also this force added risk of financial exclusion while losing their business. Many women lack awareness on the existing programs and multiple incentives offered by the government and non government players in the area.

**Scarcity of Raw Material:** Raw material availability and necessary inputs is a problem faced by women entrepreneurs.. Prices of raw material on one hand and getting raw material the minimum of discount on the other side the challenges.

**Stiff Competition:** Women entrepreneurs do not have of lot of money for advertisement. They have to face stiff competition for marketing their products with both organized sector and their male counterparts. It often results in liquidation of women businesses. Facing domestic and international competition seems difficult

**Marketing Problems:** marketing is another problem faced by women entrepreneur as it is male dominated and even women with experience fail to do it either.

Patriarchal society: Entrepreneurship has been traditionally seen as a male perspective and idea of women taking up entrepreneurial activities was considered as a distant dream.

**Defying Social Expectations:** Women also feel they have to behave like men or display male attitude towards business competitive, aggressive and sometimes harsh.

**Lack of Technical Knowhow** and skill required for managing business is another problem.

#### **Solutions to increase Women Entrepreneurs in Startups**

Rural women must be trained and equipped with required skills for entrepreneurship. Creating awareness about the eligibility, criteria, documentation and clearance mechanism Knowledge of technical skills, clearance and better entrepreneurial coordination to enable simpler faster transparent and effective service delivery for women startups.

**Dealing with the Problem of Finance:** Women must build confidence through; a great team and business plan in regard to funding as it is more difficult to raise finance in women owned firms But now many investors are progressively looking for investing in women businesses. Hence women conservative nature in regard; to quoting their projects prices should change to raise finance. Simplifying the external entrepreneur ecosystem by doing business including easy access to credit facilities such as collateral free loans from banks, financial institutions

**Women in Senior and Leadership** positions are needed to help in gaining experience and knowledge which enables to share their own businesses to young aspirants in startups. Women should be able to express their achievements with grace and confidence when it comes to displaying their abilities and take their credit when required. It boosts their self esteem as well as confidence.

**Having a Great Support Network** is essential for entrepreneurial success as it is the important factor which helps in their professional growth. Hence proper mentoring and advisory bodies are to be set up to help women equipping themselves with entrepreneurship

.Women focused networking events are to be started to focus business women events , E women networks are to be established for women to get expressive of what they want.

**Adequate skill and Technological Support**, better managing and communicative skills are to be mentored to ensure growth of businesses by women which in turn lead to the development of the nation.

Though women are bestowed with great emotional strength they should be able to cope up the failures which are the real possibility of a business if not success. . They should view failure as a step in the way of progress.

- . Another measure to boost women entrepreneurship in startup is to **increase skill development and capacity building** processes for soft skills, technical and managerial skills.
- . **Balancing Business and Family Life** as women have dual responsibilities to look after their family as well as business. They should balance their work life and family life simultaneously which requires lot of patience and peace of mind as neglecting any one hampers or hinders the other segment drastically. Hence cordial approach s need in trivial situations or rather testing times Increase in women support systems like child care and family support systems relieve them from emotional stress and perform better.

### **CONCLUSION**

Though there are many obstacles for aspiring women entrepreneurs they have to overcome these hurdles and mark their identity in the Indian entrepreneurial era. Every success is paved with losses, mishaps and mistakes but can lead to where one wants to go as long as one wont give up till they reach their ultimate destination. The change in outlook from conservative to modern one, risk taking and ability to adapt to the changes, commitment to extend assistance by male gender in the society and provide support in expansion of women enterprises at individual level which would lead to the development of a nation

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**GREEN ENTREPRENEURSHIP: CHALLENGES AND OPPORTUNITIES IN INDIA****B. Suchetha**

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**ABSTRACT**

*The person who wants to start a new business with new ideas having the capacity and willingness to develop organize and manage a business venture along with any of its risk to make a profit is called an entrepreneur. And the process of designing, launching, and running a new business is known as entrepreneurship. Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risk to make a profit. Green entrepreneurship refers to that business which has no negative impact on the environment. A green business is to use nature in safe way to meet human needs. It mainly uses renewable resources and abundant minerals uses different ways to reuse less abundant materials indefinitely. Using natural factors helps lower cost and save money use of renewable energy helps reduce energy consumption which in turn helps in saving money. As people are becoming aware of the impact of traditional ways of doing business to the environment they are more interested in purchasing products which are eco friendly. Green entrepreneurs are playing a major role to bring changes in the economy but they are facing many problems. There are many ways to go green for the entrepreneurs. This paper presents opportunities and challenges faced by green entrepreneurs it also explains the concept and basic characteristics of Green entrepreneur. The study is based on available literature and facts and information.*

*Keywords: Entrepreneur, entrepreneurship, green entrepreneurship.*

**INTRODUCTION**

With increasing population and due to globalization there is a huge competition among the entrepreneurs. The change in climatic conditions is a threat to the natural resources. Entrepreneurs are striving hard to meet human needs with limited natural resources. There is a need to change consumption and production practices. The age old techniques have to be changed. The most demanding task for green entrepreneurs is customer value creation through innovative products cost control along with customer education on environment cleanliness. With frequent natural calamities there is a threat to ecosystem and human existence, due to advance technology and improved standard of living customers are changing their tastes and preferences. Individuals are becoming health conscious and preferring to purchase eco friendly products. There is a need of Green entrepreneurs who enter into the business with the aim of producing eco-friendly goods along with their profits and saving the natural factors. This is the time for green entrepreneurs to take the opportunity of developing green economy as there is more demand for eco friendly goods. Green entrepreneurship provides not only knowledge but also solution to problems like global warming, environmental issues. It also gives way to new innovations, employment opportunities, and improved technology. India is facing with unemployment problem, as most part of the population consists of youth. By practicing green economy they attract more and more youth to start their own entrepreneurship. The first attempt to define concept of green entrepreneur and describe his/her characteristics are in the 1990s. Hall (2013) mentions that the term “green entrepreneurship” appeared for the first time in the book “The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money” by Gustav Berle (1991). Berle’s definition is short, quite poetic, morally focused and maybe quite accurate: “Green entrepreneurship is taking responsibility to create the world we dream of.” As noted by Farinelli et al. (2011), a correct understanding and clear definition of green entrepreneurship models becomes especially important in a reality where big corporations

prefer to invest in green marketing (creating a green image without real, measurable and strategically directed change in their business processes) rather than in green innovations. We observe that very often the terms “green entrepreneurship”, “eco entrepreneurship” and “sustainable entrepreneurship” is used interchangeably. Although there might be some shades of difference.

### **OBJECTIVES**

1. To find the factors that encourage green entrepreneurs in India.
2. The solutions available to motivate successful entrepreneurs in India.
3. Challenges faced by entrepreneurs in India.
4. Opportunities for green entrepreneurship.

### **METHODOLOGY**

The study explains the concept of green entrepreneurship using all the available secondary literature sources, such as research papers, innovators interviews in magazines and newspapers. Reviewing the literature available a conceptual model is given that analysis the relation between social, environmental and economic factors in shaping green entrepreneurship in the Indian markets. The study also finds motivating factors for the challenges faced by green entrepreneurs. Suggestions are given to encourage green entrepreneurship in the country.

### **INDIAN MARKET FOR GREEN ENTREPRENEUR**

The Government of India is striving hard to encourage entrepreneurs by giving financial assistant. Finance minister of India is releasing enough budget every year and focus is on entrepreneurship contributing to eco system for venture capital in MSME’s (micro, small and medium entrepreneurs). Some of the banks are giving rebate on interest rates on MSME’s loans. India is having potential of creating many jobs in the coming years and is witnessing the emergency of green entrepreneurs, who are enthusiastic and already to accept the challenges and opportunities. The current market condition is favorable for green entrepreneurs. Several business organizations are coming forward for the development of prospective entrepreneurs, which creates a suitable environment. Since Indian economy is developing fast investors from foreign countries are keen to invest in Indian market which is showing a positive growth, and proofs that India is the better place to invest. Government is also giving its helping hand to the Foreign Direct Investment (FDI) to attract investors from abroad. However, there are several ways in which entrepreneurs can go green, use recycled raw materials and save energy. It has been seen that business using sustainable methods are earning more than just profits. Consumers are willing to pay more for products and services which are manufactured by using eco friendly methods.

### **Composition of Green Entrepreneurs**

1. **Environment:** The conditions under which an entrepreneur has to work such political, legal system, economic and social conditions, market conditions etc. They contribute towards the growth of the entrepreneur. Personal and environmental factors influence entrepreneurship and brings desired results for the organisation and society.
2. **Social Objective:** An entrepreneur tries his best to solve social problems. They create their own markets and sale their products to the customers, earn profits and reinvest the profits in local markets.
3. **Innovation:** An entrepreneur is basically an innovator of new ideas, technology, products, markets etc. He uses his creative ideas to do new things and exploit opportunity in creating the market.

4. **Technology:** An entrepreneur uses new technology and ideas to produce a product and capture the market.
5. **Sustainability:** An entrepreneur tries his best to recognize, develop and exploit natural resource to meet the needs of customers.

#### **GREEN ENTREPRENEURS IN INDIA.**

1. **Latika Chakrabarty (Potli Bags):** This lady gives old saris, kurtas and materials a new lease of life, as potli bags. She has her own website to boot.
2. **Mansukhbhai Prajapati (Mitti Cool):** Hailing from Wankaner, Gujarat prajapati started the company with a vision to preserve traditional culture by producing clay products and pots that lead to a healthy, natural life. The company also produces earthen tawas (pan) to cookers and even refrigerators to incense sticks, all as eco-friendly as ever.
3. **Deepshikha Deshmukh (Beauty Products):** Organic is a new trend in the beauty industry. The skincare industry is moving back to its roots. Deepshikha Deshmukh started a company which produces 100% natural and chemical free skincare products.
4. **Rajaram Tripathi (Organic Herbal Farming) :** Mr. Tripathi ventured Maa danteshwari herbal products, in kondagaon district in chathisgarh which uses organic fertilizers made of farm waste which included cow dung and leaves. His farm also uses bio-waste generated power. His venture provides livelihood to approximately 200 tribal families take help of Central Herbal Agro Marketing Federation of India to market its products. They have established an herbal food supplement production unit which has an annual turnover of Rs. 20 crores.
5. **Pallavi and Prachi Agarwal (Toy Making):** These sisters make toys for children of all age groups. All their toys are made up of cardboards and chalks. The colors used by them are made from water soluble, no terpentine is used to thin them and ink used by them soya bean based.

As we go through the success stories of green entrepreneurs. It is observed that many entrepreneurs are motivated by environmental and social goals. Apart from the economic goals many inventions are made to make availability of natural products affordable by all the people in the society. Many entrepreneurs are starting their business and earning huge profits. They are becoming role models to the educated unemployed youth.

#### **CHALLENGES FOR GREEN ENTREPRENEURSHIP**

Any business can reach its heights if it has the support of the stake holders like Government giving tax benefits, suppliers focusing on supplying environmental friendly materials. The biggest challenge faced by the green entrepreneur is that the customer satisfaction and cost control along with this customer education on environmental cleanliness is another task. Limited knowledge of green technology, high investment costs, lack of funding is a limitation for green entrepreneurs. Non availability of skilled labour is a big drawback for the prospectus of green entrepreneurs. Many entrepreneurs are facing financial problems, they are struggling hard to get funds to start any new business. Time management is also the major problem faced by the entrepreneurs, because he himself has to find out all the factors contributing for manufacturing like raw materials etc.

#### **OPPORTUNITIES FOR GREEN ENTREPRENEURSHIP:**

In recent years many opportunities are emerging in the country in the field of green entrepreneurship. Rise in purchasing power of middle class families, opening up of the Indian economy, process of liberalization, globalization, played an important role in giving way to new entrepreneurs. Lot of opportunities are emerging in the service sector, starting from outsourcing

to taking up franchise. Changes in the life style of the people with growing income pave way to set up fast food centers. Many outsourcing services like security service, gardening service, catering services etc are giving good opportunities to the entrepreneurs. Indian entrepreneurs are right now being presented with excellent opportunities and platforms boost their growth. Entrepreneurs can create true eco friendly gardens on roof tops to supply entire communities This is a markable and scalable idea with good application. Entrepreneurs can participate in solar water heating system. This system can be installed to provide hot water to the families, when they are installed properly in any building. Entrepreneur can use organic cotton to start a green fashion line. Entrepreneur is the person who leads people by following his own path.

**DISCUSSION**

The study shows that green entrepreneurship starts from the environmental concern such as global warming, scarcity of natural resources causing disturbance in the ecosystem. Due to increasing awareness people are becoming more responsive towards the environment. These factors are also responsible for changing consumer behaviour towards ecofriendly products. The increasing awareness towards green product gives positive impact on the development of green market. The present scenario gives way to more entrepreneurs and also green entrepreneurs. These opportunities can be helpful for bringing motivation to the green entrepreneurs.

**CONCLUSION**

On the basis of paper it can be concluded that green entrepreneurship has opened many opportunities for unemployed youth and for beginners who have identified and explored innovative ideas in serving Indian society. As India is densely populated country with exhausting natural resources it is giving self employment opportunities to the new generation by giving them financial aid. Change in consumer buying pattern on the basis of ecofriendly products there is a space creation for the green entrepreneurship. The success stories from India highlight the viability of green entrepreneurship as a business model; However the models have their own set of opportunities and challenges.

## A STUDY ON STARTUPS: WOMEN ENTREPRENEURSHIP

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### ABSTRACT

*The concept of Startup can be defined as a company or project initiated by an entrepreneur to seek, effectively develop, and validate a scalable business model. Startup India is an initiative of the Government of India, an action plan for this initiative, is based on the simplification and Handholding, Funding support and Incentives and Industry- Academia Partnership and Incubation. In recent years, Startups have been receiving increased attention in many parts of the world with huge support and has become available in all dimensions. Startups need to work towards innovation, development, deployment or commercialization of new products, process or services driven by technology or intellectual property. Hence, the new entrepreneurs may think of establishing Startups which provide employment for themselves but also to many unemployed of the society. Besides this, those who are willing to take risks are the ones who can put ideas into practice and seize opportunities. Most Startup have typical challenges that are more peculiar to the Indian Business environment. Some of the problems like Building and Scaling an Indian Startup, diversity and the digital divide, taking products to Market and Low willingness to pay, Hiring Qualified Employees and Complex Regulatory Environment. In spite of all of the above the main objective of Startup in India provide a comprehensive understanding of both the growth drivers as well as for the people who face problems by Indian Startups.*

*Keywords: Entrepreneur, Funding Support, Innovation, Employment, Growth and Development.*

### INTRODUCTION

**Meaning of Entrepreneurship:** Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create their businesses are called entrepreneurs.

**Women Entrepreneurship:** Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently.

### OBJECTIVES OF THE STUDY

- To promote women entrepreneurship and reduce unemployment
- To incorporate women into economic activity
- Identification and analysis of all the shortcomings encountered by women in establishing startups
- To explore the benefits and opportunities women entrepreneurs have in setting up of startups
- To provide solutions for problems faced by women entrepreneurs

### RESULTS AND DISCUSSIONS

One must accept the fact that entrepreneurship is not related to sex of an individual. Women can be as successful entrepreneurs as men. Days are gone when women in India remained confined to within four walls of their homes and their immense strength and potential remained unrecognized. Now, they are increasingly participating in all spheres of activities.

This paper mainly focuses on women entrepreneurship and highlight certain opportunities a women have in setting up her own startup and innovate into economics activity.

These startups in India are encouraging women to extract herself in exploring business ideas and show a path as of to establish her own enterprise. Government of India is promoting women and haul up the veil of customs and traditions since women are facing over the past decades and some with present too. The role of women startups in economic development cannot be ignored. In general women entrepreneurs bring a very measured and remarkable approach to new ventures and on average have an incremental survival rate. Women startups could be a game changes for India's economy by their ability to create incremental employment.

In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a revolution vis-à-vis women entrepreneurs. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's women do not come only from the established business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country.

- Of all directors of startups 35% are women
- Women constitute 14% of total entrepreneurs in India
- Andhra Pradesh, Assam, Bihar, Jammu& Kashmir, Uttarakhand- states with startup policies for women.

Here comes the list of schemes that the Government set up for promoting the women entrepreneurship in India.

1. **Stand- up India Scheme:** Under this scheme, the women entrepreneurs of above 18 years of age will be granted loan between 10 lakhs and 1 crore by Small Industries Development Bank of India (SIDBI).
2. **Cent Kalyani Scheme:** This scheme envisages the empowerment of women to start a new project or expand or modernize the existing unit by providing loan of Rs. 1 Crore.
3. **Sthree Shakti Package for Women Entrepreneurs:** This scheme provides loans of up to Rs.5 lakhs to women's for doing business.

#### **LIMITATIONS OF THE STUDY**

Most of the women entrepreneurs face peculiar problems like illiteracy, fear of risk, lack of training and experience, feeling of insecurity, limited purchasing power and competition from male entrepreneurs. Most important problem faced by women entrepreneurs is that they do not get enough support from family members. Women in rural areas suffer more when, compared to urban women entrepreneurs. Coming to the setting of startup, here also women face problems like non-availability of finance and restricted freedom and having to perform dual role one at home and other at work. Still efforts are being made to coordinate with the startup activities.

#### **CONCLUSION**

As far as India is concerned, women constitute a very negligible proportion of the total entrepreneurs. Once an enterprise starts, the difference between a male and female must be forgotten because entrepreneur is an entrepreneur, business is business, and profits and loss strictly depends upon entrepreneurial competencies. As quoted by Hillary Clinton, "Always aim high, work hard, and care deeply about what you believe in. And, where you stumble, keep faith. And, when you are knocked down, get right back up and never listen to anyone who says you can't or shouldn't go on."

Thus, proper education, comprehensive training, setting up of separate financial institutions, to a large extent help to flourish the women entrepreneurship in India. Further, both Government and non-Government agencies should play an important role.

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## CONSUMER'S PERCEPTION TOWARDS ONLINE NEWS APPS

Meesam Shanthisree

### INTRODUCTION

A startup is a young company founded by one or more entrepreneurs in order to develop a unique product or service and bring into the market.



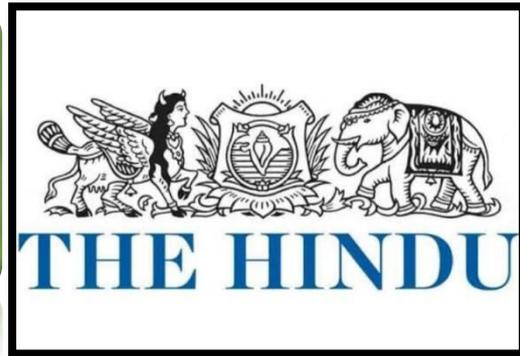
It's an initiative by the Government of India to have a vibrant startup ecosystem and to drive the economic growth for large scale employment opportunities. It was proclaimed in view of auspicious occasion of 69<sup>th</sup> Independence Day of India, at Red Fort in New Delhi. It was followed by the Startup India mission on January 16<sup>th</sup> 2016, which was inaugurated by our Prime Minister Shri.NARENDRA MODI JI. The highlights of the Startup India action plan are as follows.

- Tax exemption to startup for 3 years
- Compliance based on self – certification
- Tax exemption on capital gains
- Credit guarantee for startups
- Mobile apps and portal

### Online News Apps

Now a day's Online News Apps are playing a vital role in spreading the nascent information of all branches of knowledge, particularly industrial development, Business establishment and Entrepreneurship development. So, keeping in view of today's generation demands and tastes, this article is prepared to create a kind of awareness among the youth not to depend upon others for decision making.

### Various Online News Apps



### LITERATURE REVIEW

According to **Fiddler, Roger (2012)**, “Mobile Media News Consumption National Survey”. In their study, they have observed profiles smart phone users, large media tablet users, small media tablet users, etc. They found out that 57% of members had only a cell phone and 26% members had a cell phone and land line phones and 17% members had only a land line telephone. They concluded that 40% were subscribed to a printed News paper and News magazine and 67% were owned at least one mobile device.

### Objectives

- To know the consumer perception towards Online News Apps.
- To analyze which part of the News does consumers like to deal by using Online News Apps.

## RESEARCH METHODOLOGY

### ❖ Primary Data

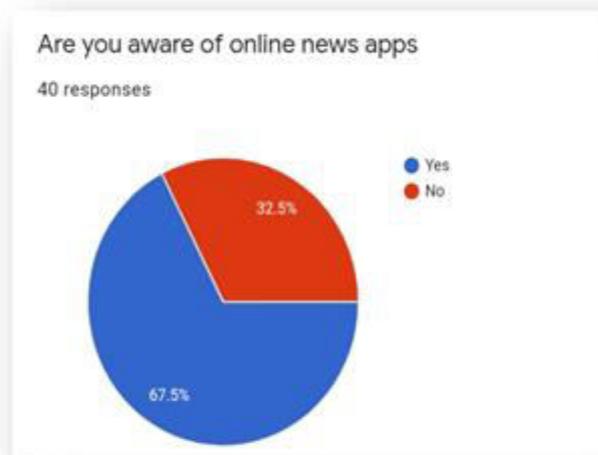
The data has been collected directly by sending online questionnaire to the people.

### ❖ Secondary Data

Data collected by going through various web sites.

Data Analysis and Interpretation:

#### 1. Are you Aware of Online News Apps?

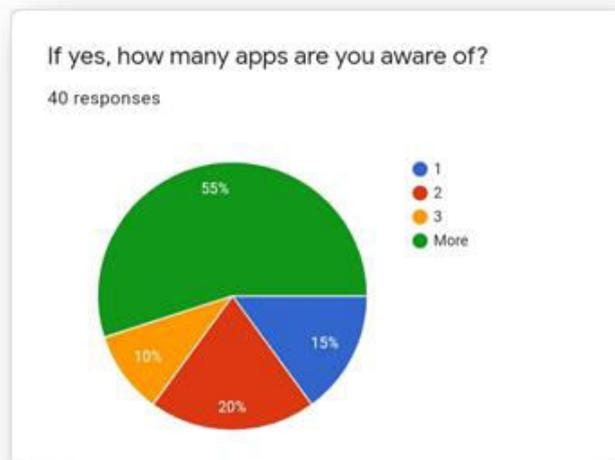


### Interpretation

- From the above analysis we concluded that:

- 67.5% are aware of Online News Apps.
- 32.5% are not aware of Online News Apps

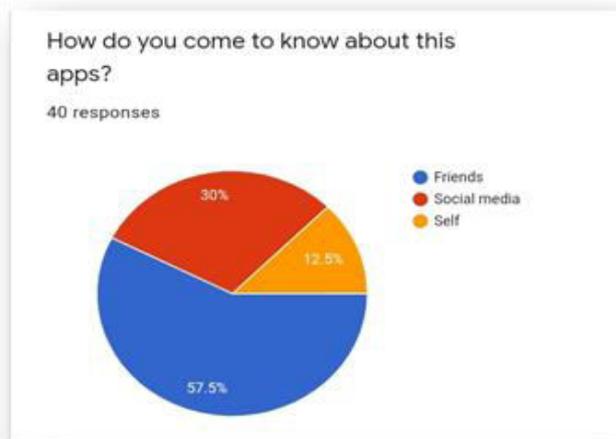
#### 2. If Yes, How Many Apps are you Aware of?



**Interpretation**

- From the above analysis we concluded that:
  - 55% are aware of more than 3 apps
  - 20% are aware of 2 apps
  - 15% are aware of 1 app
  - 10% are aware of 3 apps

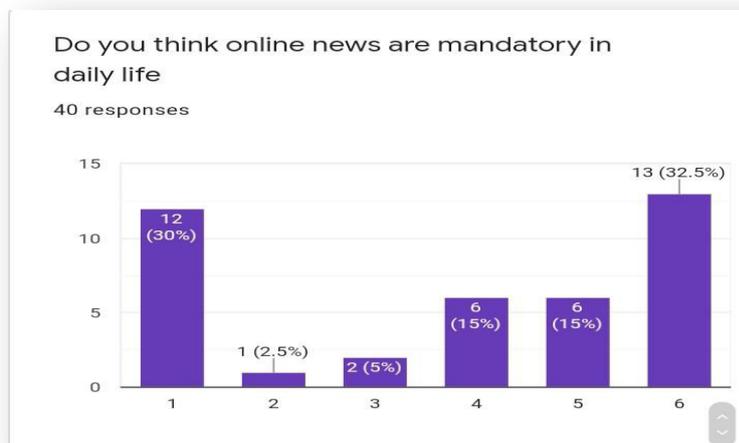
**3. How do you come to Know About these Apps?**



**Interpretation**

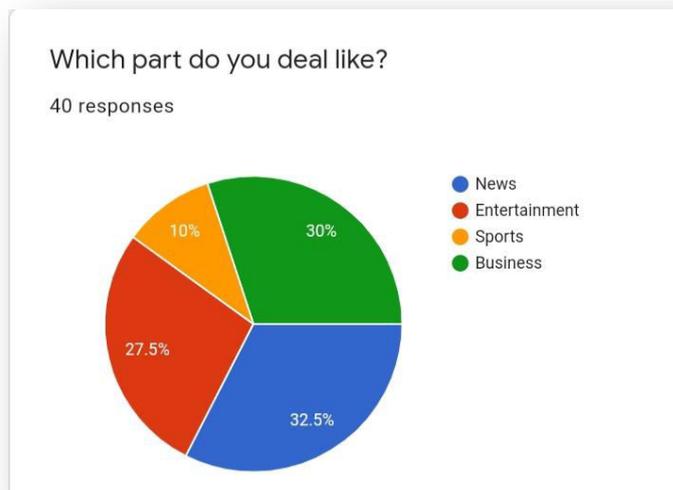
- From the above analysis we concluded that:
  - 57.5% are aware of these apps through friends
  - 30% are aware of these apps through social media
  - 12.5% are aware of these apps on their own

**4. Do you think Online News are Mandatory in daily life?**



**Interpretation**

- From the above analysis we concluded that:
  - 13 members strongly agree that Online News Apps are mandatory.
  - 6 members agree that Online News Apps are mandatory.
  - 2 members disagree that Online News Apps not mandatory.
  - 1 member strongly disagree that Online News Apps are not mandatory.

**5. Which Part do you Deal like?****Interpretation**

- From the above analysis we concluded that :
  - 32.5% of users like to watch News.
  - 30% of users like to watch Business.
  - 27.5% of users like to watch Entertainment.
  - 10% of users like to watch sports.

**CONCLUSION**

Online News Apps are really useful in Today's Information Technology Era. Hence these apps are becoming a part in people's daily routine. And according to the survey Online News Apps are mandatory in daily life for various purposes.

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## THE ROLE OF ANGEL INVESTORS ON SMEs – A CONCEPTUAL VIEW

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### ABSTRACT

*In India, because they invest more money than other financial institutions, commercial banks, etc., angel investors play a vital role in financing the expansion of small and medium-sized businesses. They are active investors who support the companies they invest in by their skills, knowledge, contacts, and expertise. They are well-off individuals with extensive business backgrounds. They are eager to contribute money, resources, and expertise to help small- and medium-sized business owners launch or expand their operations. One quality of angel investors is that they like to maintain their anonymity. Many ideas cannot be carried out as a result of this quality. Many nations set up networks and syndicates for angel investors to get rid of this. These networks and syndicates make it easier to connect entrepreneurs with angel investors.*

*Keywords: Angel investors, small and medium size Enterprises, Development stages of small businesses, Motives of investing, Angel investor groups, Angel investor networks, T-Angel program.*

### INTRODUCTION

For small and medium-sized businesses to thrive and grow, financing is a crucial issue (SMEs). Angel investors are essential to the funding of SMEs, especially those with strong growth potential and an innovative business model. SMEs go through various stages of development. The fundamental Phases that this Enterprise passes through are: (A) In the seed stage, the business owner has a concept or idea for a potentially lucrative venture that still has to be developed and proven. Family savings and so-called 3F money can be utilised as finance sources at this time. (b) The start-up stage, where the concept has already been developed to the point where preparations for commercialization are possible. Less than a year is spent in this stage. Angel investors are a possible source of funding during this era. (c) The beginning: During this phase, a specific product or service is produced and distributed..

Up to 5 years can pass during this stage, and the business may still be losing money. Formal venture capital is typically a source of funding at this stage. (d) Subsequent stage: The business is already established, mature, and lucrative at this point. It is expanding rapidly, and it has the potential to become well-known within the next six months to a year. An excellent way to get more money is through an initial public offering. However, one of the most important contributions made by angel investors is their preference for funding early-stage businesses.

### Objectives of the Study

1. To comprehend the financial issue facing SMEs.
2. To investigate how angel investors help SMEs by giving seed money.
3. Understanding how angel investors can help SMEs.
4. To review the Telangana government's T-HUB, T- Angel programme initiative..

**REVIEW OF LITERATURE:** The author of the essay "The Importance of Angel Investors in Financing the Growth of Small and Medium-Sized Enterprises," Veland Ramadhani, PhD, claims as much in his statement.

His study provided a basic explanation of angel investors, their networks, and how small and medium-sized businesses can profit from them.

The survey also examined the reasons Indian angel investors choose to fund small and medium-sized businesses.

**RESEARCH METHODOLOGY:** The research is of a descriptive kind. Information gathered from secondary sources include journals, RBI reports, SEBI reports, T-HUB, and the internet. The paper also references a number of other studies on this topic.

**Concept of Angel investment:** The idea of angel investing is not particularly novel. Funding is currently the main problem facing fledgling enterprises. However, the methods and processes for obtaining the funding needed for business expansion are frequently hazy. Despite the fact that there are other options for raising capital for a firm, angel investing continues to be the most common method.

Affluent individuals who are also serial entrepreneurs frequently contribute angel funding to start-ups. The financing provided by these investors comes with the possibility of a high rate of return. To start their endeavour, small businesses frequently look to angel investors. Even in India today, there is no shortage of angel investors who put money into businesses or industries where they recognise the difficulty in financing or launching small and medium-sized organisations.

#### **Importance of Angel investors to SMEs**

Numerous studies confirm that angel investors are crucial to the growth of entrepreneurship and the funding of small and medium-sized businesses. The following illustrates how crucial angel investors are to the growth of small and medium-sized businesses

First, there is a sizeable quantity of which is being planned to be invested.

Second, many business owners invest in "smart money," which means that angel investors in firms also contribute their experience and know-how. As a result, angel investors are becoming more and more "interesting" to business owners in comparison to other sources of funding.

Third, Angel has extensive commercial experience. Angel investors have built a network of business contacts during their careers, including successful businesspeople, bankers, insurance companies, accountants, etc. Their ambition will come true once they invest in small and medium-sized businesses and use their relationships to assist them in growing and achieving profitable outcomes.

Fourth, succession is related to the significance of angel investors for small and medium-sized businesses. It frequently occurs that some of the successors do not want to or are unable to carry on the same business when the owner of the company retires or passes away. Some businesses in India will survive thanks to angel investors if they are successful or have the potential to be successful.

It is still unknown how big and powerful angel investors are, despite their significance for small and medium-sized businesses and entrepreneurship in general. As a result, angel investors have recently begun forming their own networks and groups (syndicates). These associations of angel investors form these groupings, or syndicates, and they pool their resources, expertise, and knowledge in order to spread the risk and invest in bigger and better transactions. In contrast, angel investor networks are organisations whose primary goal is to link small- and medium-business owners with angel investors.

#### **Benefits of Angel Investors to SMEs**

- Compared to borrowing money, angel investment financing is substantially less hazardous.
- Angels provide capital when needed
- Hire a lot of people

- Invest the earnings Angel bring portfolio expertise such as business acumen, vertical expertise, director services etc;
- Angels do not demand high monthly fees.

**The New Initiative of Telangana Government T-Angel Program on Smes**

The Telangana government and T-HUB launched the T-Angel programme to facilitate and empower early stage investment in the state of Telangana. T-Angel takes a comprehensive approach to building the ideal ecosystem of investors and start-ups that are prepared for investment. T-HUB would coordinate a number of efforts as part of the T-Angel programme to assist early-stage start-ups in becoming investment-ready while also allowing high net worth individuals and start-up enthusiasts to learn more about angel investment as an asset class. By giving investors a venue to invest in start-ups in their early stages, this will directly enhance start-ups' capacity to raise cash. Angel investing, once considered a high-risk asset type, is now becoming more popular in India's expanding startup environment. The T-Angel programme gives angel investors a chance to immerse themselves in the Telangana startup ecosystem and to network with and learn from some of the most successful investors in the world.

**CONCLUSION**

Private investors known as angel investors are prepared to invest in small and medium-sized businesses in order to support aspiring entrepreneurs and, typically, to make a profit for themselves. They are particularly significant during the seed stage and start-up stage of development of small and medium-sized enterprises. They provide venture cash and expertise for the investee businesses while acting as patient investors who guide the entrepreneur toward the best course for building the business. They provide venture cash and expertise for the investee businesses while acting as patient investors who guide the entrepreneur toward the best course for building the business. Even though they invest individually very small amounts of money in the early phases of business growth compared to other sources of funding, angel investors are becoming an increasingly significant part of the financing of many new enterprises..

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## STARTUP – GROWTH – SKILL DEVELOPMENT

**G. Satheesh**

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Our India is a very big democratic country in the world. We are in the second position in the population globally. Our countries literacy rate is increasing day by day. Our employment depends on education directly. Competition is high among students from school level. During education and along with it, system has to develop skills in students from grass root level. So students need skills before they come out as graduates.

Students after S.S.C their vocabulary skills will be high. They can read, write and speak on the dais without hesitation. They will get little confidence when they enter into Intermediate. Few students may discontinue studies after S.S.C depending upon their interest and few in and after Intermediate. Students may join in I.T.I and vocational training. For them Central and state government has started giving training and develop skills to reach market needs. It will increase employment opportunities in the Job fairs.

So that they can prepare their own resume with the guidance of their mentor. They can prepare mock interviews with their colleagues. One example of the skill development program is Pradhan Manthri Koushal Vikas Yojana. Boosting this vision of a “Kaushal Bharat, Kushal Bharat” (Skilled India, Prosperous India), many startups and organisations have set up skill training centres, where the youth not only gain vocational training, but also get employment opportunities.

### **What is a Startup?**

A startup is a company that is in the first stage of its operations. These companies are often initially bankrolled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand.

Startups need to invest time and money into research. Market research helps determine the demand for a product or service. A startup requires a comprehensive business plan outlining mission statement, future visions, and goals as well as management and marketing strategies.

Evidently, the contribution of sustainable startup business models is not limited to the employment opportunities they create. It impacts the quality of lives, opening of global markets. In the same light, startup success also depends a lot on its ability to understand and react to the changing market conditions. This may mean ensuring continuous skills development to remain relevant in a competitive market. A business can only be sustainable if it is focused on creating an environment where learning is encouraged.

In the recent years, while focusing on making India a breeding ground for startups, the

Government identified Skill Development as key to the fulfillment of this ambition. Furthermore, it also needs to create an ecosystem ensuring ease of doing business and nurtures entrepreneurship by easing the existing layers of permissions to start a business. It is the perfect time for India to strengthen the global economic equation by training and skilling its workforce and inspiring people towards entrepreneurship or self-employment.

When people with innovative ideas and a desire to create something new will come ahead, they will require highly skilled people to work with them to achieve their goals together.

Training also inspires employees to maintain regularity and consistency in personal development. Training on self-awareness, regulation & management are instrumental in the personal development of employees. Including the interpersonal communication skills in the

trainings can improve the teamwork within team members thus resulting in a better & healthier work environment, thus producing better output.

If India has to become a global powerhouse, it must create more jobs, and provide skilling and training opportunities for the youth. It is critical is for the startup ecosystem to come together to innovate, facilitate the growth of new industries and usher in a new and improved era of entrepreneurship.

Startups in the country that 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. As a part of such endeavors, the Government's National Skill Development Corporation (NSDC) of India has also started partnering with many home grown vocational training companies to share the responsibility of skill development in the country.

Similarly, the Government also built up a unique approach known as SETU (Self-Employment and Talent Utilization) to strengthen the startup prospects of India and also to support other self-employment initiatives, especially in the field of technology. The UPA government witnessed entrepreneurship skill development with the departments of MSME (Ministry of Micro, Small & Medium Enterprises), and NDA is doing under the scope of National Skill Development Agency.

Candidates have been trained across the country thorough its flagship scheme **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**. Youth have been certified under the **Recognition of Prior Learning (RPL)** program. With programmes like Make in India, Startup India, Atal Innovation Mission, Pradhan Mantri Kaushal Vikas Yojana, and National Skill Development Mission, India is providing full support to the young entrepreneurs.

Corporate training boosts confidence in staff members and makes them a better future aspirant. These results in employees feeling more engaged with the organization & the organizational goals. Such a working environment attracts new talent through employee referrals and feedback given on a healthy, welcoming & growth-oriented workplace. This can play a big hand in the new hiring process, a startup evolves the business at an accelerated pace. Interactive sessions, group discussions, on-site & off-site training sessions, recognition certification, and entertainment activities bring all staff members together.

Telangana government has started a program called 'TASK' – abbreviated as Telangana government of skill and Knowledge. 'TASK' is for bringing synergy among institutions of government, Industry and Academia with an objective of offering quality human resources to the industry. In this program students are trained extensively in latest technology to help the companies to find the right candidate.

Government of Telangana connects large corporates to engineering colleges in the state through TASK, to offer internships to students and give them hands-on experience in innovative projects.

National Skill Training Institute (NSTI) is one of the premier institutes run by the Directorate General of Training (DGT), Ministry of Skill Development and Entrepreneurship, Government of India. It is in Hyderabad.

State of Telangana has created a unique model in the country for developing a robust Startup ecosystem. The State of Telangana is known for T-Hub, a unique public private partnership between Government of Telangana, three academic institutions (IIIT Hyderabad, ISB and NALSAR) and key private sector leaders. It is the largest and the fastest growing Incubator in India. T-Hub enables and empowers an ecosystem hungry for innovation. Based out of

Hyderabad, India, it leads India's pioneering innovation ecosystem that powers next-generation products and new business models.

State has supported in setting up of T-hub at IIIT campus in Hyderabad and 4 Incubators across Tier-2 cities (Karimnagar, Warangal, Khammam and Nizamabad) for a more holistic Startup ecosystem development. T-Hub also provides thought leadership for Telangana and other state and central government organizations to build innovation ecosystems. It has elevated innovation for leading national and global corporates, transforming enterprise business models for better.

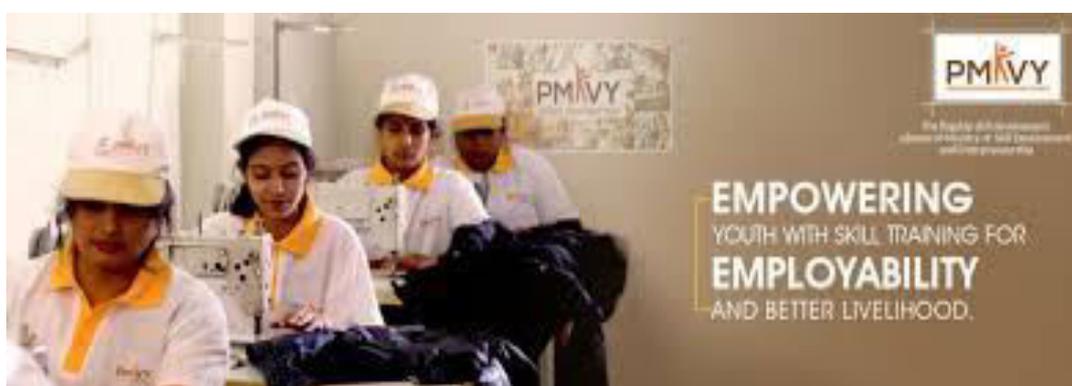
The government shall utilize its strong relations with the industry to invite eminent personalities across sectors and functions to give lectures, conduct workshops and mentor startups of the state. The JNTU-H has started J-Hub in Hyderabad campus for innovative ideas and skill development of students in the university.

IMAGE, India's first Centre of Excellence for Gaming, VFX, Computer Vision and AI, opened in Hyderabad today. This is also the first Incubation centre for companies focused on IP in Gaming, VFX, Artificial Intelligence, Computer Vision set up by Software Technology Park of India.

The Centre in IIT-Hyderabad will benefit sectors like pharmacy and Agriculture State Innovation cell commence its operations on Wednesday. Earlier, Minister KT Rama Rao had announced the formation of the state Innovation Cell under Telangana State Innovation Policy, Pharmacy, Agriculture and other sectors to be benefitted with the state Innovation cell.

The Scope of the state Innovation Cell is to nurture early-stage startups and enable them to get into the market With T-Hub, Hyderabad has already acclaimed international reputation and the formation of State Innovation cell, Telangana has taken a step forward research.

Offering an opportunity to work alongside the Telangana government, the Telangana State Innovation Cell (TSIC) is offering a one-year paid fellowship program for young graduates and professionals to promote innovation and entrepreneurship in the state.



Credai - Skill Development Trainings for Construction Workers.

### **Merits and Demerits**

When we innovate a new thing we have to focus more on demerits of the product rather than merits.

**For example:** Scientists discovered a thing called “Plastic”. They said that it is

1. Lighter in weight
2. Cheaper

### **DEMERITS**

It takes years to decompose

1. When it is burnt produce green house gases that are in pungent smell, which pollute the atmosphere
2. When animals eat them due to indigestion they may die
3. Absorbs heat quickly.

### **CONCLUSION**

In the post pandemic world, the need for the relevant skills has skyrocketed. In order to address this issue, Indian Government has been implementing various skill development initiatives to address the growing need for updation of skills among the Indian workforce. In spite of these commendable efforts, there remains much to be addressed, considering the huge population of India. Hence, the government must come up with comprehensive schemes encompassing all the strata of people to ensure complete inclusion of workforce in this initiative.

In addition to the schemes being implemented, the government may consider establishing skilling centers and vocational training centers in all central and higher educational Institutions so that the industry-academia skill gap may be addressed effectively. Implementing the new education policy NEP- 2020 also leads to the desired result of promoting vocational skill training among the youth and student community right from their early schooling days.

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## STARTUPS IN INDIA: PROBLEMS AND PROSPECTS

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### ABSTRACT

*India is the second most populated country in the world with the population exceeding 1.3 billion and growing (UN, 2019). With the rapid increase in population, the unemployment rate is expected to increase. According to the latest Asia Pacific Human Development Report, India is facing severe scarcity of jobs and growth in unemployment among young graduates and it will last for next 35 years (UNDP, 2016). According to Labor Ministry data, India has around 31 million jobless people (MLE, 2014). To eradicate this job scarcity, our Honorable Prime Minister Dr. Narendra Modi, announced, "Startup India, Standup India" on 15<sup>th</sup> august 2015, to promote bank financing for startups and offer incentives to boost entrepreneurship and job creation. This research paper has made a Literature survey analysis regarding its challenges, prospects and financing through secondary data collected from various websites, journals, newspaper articles etc.*

*In recent years startups have been receiving increased attention in many parts of the world. In India, the number of startups has increased by 40% in 2016-17 and more support has become available in all dimensions (KPMG, 2018).*

*Keywords: Unemployment, Startup India, Work force, Bank Financing, entrepreneurship.*

### INTRODUCTION

Startups have played and continue to play significant roles in the growth, development and industrialization of many economics all over the world. It will drive sustainable economic growth and generate large scale employment opportunities and minimize unemployment. Startups in India as in many other parts of the world, have received increased attention in recent years. Their numbers are on the raise and they are now being widely recognized as important engines for growth and jobs generation. Through innovation and scalable technology, startups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation.

In the last ten years, the number of startups increased by tenfold and more support has become available in all dimensions. Bangalore has emerged as India's primary startup hub, but significant founding activity is also taking place in Mumbai and the National Capital Region (NCR), as well as some smaller cities.

### OBJECTIVES

1. To study the problems of startups.
2. To study the growth of startups movement in India.
3. To study measures to create an effective link between industry, education and finance sectors.

### REVIEW OF LITERATURE

**Agarwal V.K (1975)** - in his study on "Initiative, Enterprise and Economic Choices in India" revealed that the entrepreneurship entitles the ability to identify the resources and perceive their economic potential and shows a willingness to utilize these resources and to invest in their development, deferring immediate rewards in favor of future investment.

**Ravi (2015)** - explained that a combination of increasing population, growing internet usage and mobile penetration, growing economy, being a major mobile market and exponentially increasing online retailing set the stage for India to be one of the biggest startup destinations.

**Goel (2018)** - cited some challenges and Issues, such as cultural awareness, social issues, technology infrastructure, financial Issues, sustainability Issues, Regulatory Issues. Madhvapathy Rajesh (2018) addressed the challenges of HR Tech Startups such as failure to lay groundwork for adoption by employees. While there are diverse products and technologies in the market, the core challenge is to find the right product-market fit.

## RESEARCH METHODOLOGY

Secondary data is collected from various websites, journals, newspaper articles etc. To analyze the present state of startups in India and also to know the various problems and prospects.

**Table:** break-up of Indian startup businesses

Technology Based		Non-Technology Based	
E-Commerce	- 33%	Engineering	- 17%
B2B	- 24%	Construction	- 13%
Internet	- 12%	Agri-Products	- 11%
Mobile apps	- 10%	Textile	- 8%
SaaS	- 8%	Printing & packaging	- 8%
Others	- 13%	Transport & logistics	- 6%
		Outsourcing & Support	- 5%
		Others	- 32%

**Source:** Startup India- An Overview, Grant Thornton, 2015

## DISCUSSIONS AND RESULTS

India has declared 2010-20 as the Decade of Innovation and has also established the National Innovation Council (NIC). A report indicated that India is the fourth largest eco system in the world for startups after US, USA, United Kingdom and Israel, driven by extremely young, diverse and inclusive entrepreneurs. India is expected to reach second place after the US. Since the growth rate of Startups is high. India added more than 1200 startups in 2018 alone and there was a growth of more than 50% in the number of “Advanced Technology” startups. In 2018, there was a quantum leap in the number of unicorns or private startups with Fresh Works, OYO, Swiggy, Bill Desk, Paytm Mall, Policy Bazar, Udaan and Byjus valued at more than \$ 1 billion. In 2019, more startups such as Practo, Big Basket and MobiKwik expect to reach the unicorn state. According to NASSCOM, India will have around 11,500 startups by 2020, creating more than approximately 2.5 lakhs jobs. (Nasscom & Zinnov, 2019). This represents an ideal change in the Indian economy by reducing the unemployment rate.

Angel’s investment and venture capital financing also reached its highest marks in India. Startups in India have raised a record \$ 3.9 billion of venture capitalists in the six months ended June 2019, as the world’s largest investors doubled their bets in the country driven by Flipkart-Walmart agreement where the acquisition \$ 16 billion from India’s online retailer Flipkart by US retail giant Walmart attracted more investors to India. That agreement made investors in Flipkart make 1.5 to 10 times their investments, with outflows of billions of dollars for venture capital firm Accel Partners, Softbank Group Corp. Of Japan, Naspers of South Africa and Tiger Global Management LIC, based in the United States. “After the departure of Flipkart, there is greater confidence in the Indian market that it can obtain great results and obtain liquidity. Until then, there were always questions about whether India’s money will return or not. Flipkart investors got healthy returns and are investing again,” said Mukul Arora, a partner at SAIF Partners, one of Paytm’s first sponsors, BookMyShow and Swiggy, among others. Investments in 2019, in 292 agreements, represents a 44.4% jump from the \$ 2.7 billion received by new

national companies in the first half of 2018, data from Venture Intelligence, a data tracker for new companies showed. It is also comparable to year-round investments of \$ 4.2 billion and \$ 4.3 billion in 2016 & 2017, respectively.

### **PROBLEMS FACED BY STARTUPS IN INDIA**

In the present competitive world even though there is a huge growth in the startups, there are certain challenges faced by the startups in India. Five important problems are discussed below:

#### **1. Building and Scaling an Indian Startup**

The challenges faced by Indian startups begin with essential elements such as hiring and managing a team, dealing with customers and developing a marketing strategy. In particular, many Indian founders have a technical background and lack commercial knowledge.

To run a startup, a significant amount of working capital is required. Many startups, especially in the early stages, have a start-up, that is, they finance themselves through the founders' own savings or use capital from friends and family. Some new companies have enough paying customers, so they or become self-sufficient through the income and profits they generate and can grow organically. Therefore, although not all startups need external investment, many of them start looking for investors as they plan to scale their businesses. However, finding the right investor and raising funds is difficult, even if they have received positive responses about your product and have some proven market validation.

#### **2. Diversity and the Digital Divide**

In general, there is an information gap between those who provide solutions and those who must use them. To build successful products, new companies need to close this gap and develop a deep understanding of customers and their needs. This is particularly difficult in the Indian context: India is a very diverse country with a large number of cultures, languages, ethnicities and religions. Because Indian clients are equally diverse, understanding of them by new companies is often limited to certain regions, which they know well and where they know local people to work. In that sense, comparative advantages are linked to specific regions. Therefore, building a pan-Indian startup is more difficult, because they have little understanding of customers in other regions.

#### **3. Taking Products to Market and Low Willingness to Pay**

Another challenge for startups is to market their products, as Indian markets are difficult to enter. The competitive landscape is one of the reasons: often, many companies already exist and many more will enter the market, including imitators. The second reason is that startups are at a disadvantage compared to large companies. On the one hand, the largest players in the market are more capable to deal with bureaucratic regulations. On the other hand, public procurement is considered weak and the government prefers to enter into contracts with well-established companies. However, if large companies promote startups (for example, by partnering with them in the context of their public innovation initiatives), they may find it easier to capture the market. The third reason is that communication and retention with customers requires time and effort. It is difficult to convince Indian customers, especially if a startup develops innovative products that cater to new market segments.

#### **4. Hiring Qualified Employees**

For many people looking for work, joining a startup as an employee is not an attractive professional option, due to the inherent risk that the startup will fail. Instead, most prefer to work for large corporations, which promise more stable jobs. In addition, startups can rarely compete with the reputation and compensation structures that large companies can offer. Many of those who start working for new companies change to established companies after a few years. Job changes in the opposite direction are less likely, because many get used to the benefits of corporate work.

## **5. Complex Regulatory Environment**

The government of India has introduced policies that aim to facilitate the business environment for startups. However, the current regulatory framework in which startups operate is widely seen as difficult, inefficient and unpredictable. In fact, the World Bank's ease of doing business index ranks India in 77th place in 190 countries; the country is 137 out of 190 countries in the World Bank index to start a trade classification.

New companies in India often feel affected by bureaucratic processes, which seem to lack underlying standards. They have insufficient possibilities to find information, and there is little planning security about how long the processes can take. In addition, regulations may change suddenly or new companies receive random notices. As a result, new companies have to find frustrating solutions, waste valuable time or pivot their business model.

## **SUGGESTIONS**

While economic influence can be arduous, mistakes in a startup environment are inevitable. The idea is to learn from mistakes and take quick action towards some serious reply. The unique demographic population of India will offer a great opportunity for any startup. Various infrastructure problems and the pyramid base market would provide enormous opportunities for startups, and also by changing the mind set of working class, by making huge investments in startups etc., can help in solving the startup problems. In Voler, we don't make mistakes. We consider them as an 'area of opportunity', we learn from them and verify that they are not repeated. In fact, each mistake provides us with learning that acts as a springboard to success.

## **PROSPECTS**

Despite the challenges and problems faced by startups, Indian markets provide a wealth of opportunities to find tailored solutions to solve them. The current economic scenario in India is in expansion mode. The Indian government is showing more and more enthusiasm to increase the GDP growth rate from the base levels with the introduction of liberal policies and initiatives for entrepreneurs like "Make in India", "Startup India", MUDRA, E-biz portal etc. "Make in India" is a great opportunity for new Indian companies. While the government is going crazy with developing businessmen, it could stop the brain drain and provide an environment to improve the availability of local talent for hiring start-up companies. Small contributions of several entrepreneurs would have a cascading effect on the economy and employment generation that would complement the efforts of medium and large industries catapulting India into a fast-growing economy.

## **CONCLUSION**

Many companies start with a dream, but it takes more than a dream to become successful companies, including the many challenges facing by startups today, as discussed above. New companies require time, effort and energy to become profitable and sustainable companies. Financing is a major concern for startups, since the availability of financing is a very crucial factor. When the economy sank, it was more difficult to convince investors and banks to separate themselves from the cash that is essential for growth in the early days of a business. In addition, there is a growing trend of smaller initial investments in early-stage startups rather than large investments in larger startups. However, some of the prominent global Startups such as Uber, Cisco, Gram Power and leading private equity firms, including Bessemer Venture Partners, Seed fund and Ivy Cap Ventures, have confirmed their participation. This is a clear sign that India is about to become the next great starting destination. However, the culture of entrepreneurship must extend to all states and cities. All medium and large cities in India must thrive as a starting scene, just like some of our main meters. To achieve true success, startups in all business areas should be encouraged, not just in technology.

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**INDIAN START UPS: PANACEA OR PLACEBO****<sup>1</sup>Vandita Jain and <sup>2</sup>Ms. Mohammadi Begum**<sup>1</sup>M.Com (previous), <sup>2</sup>M.Com (previous), Bhavan's Vivekananda College of Science, Humanities and Commerce, Secunderabad**ABSTRACT**

*A Startup means to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. The Indian Startup initiatives and other government schemes have also given boost to startups with many individuals entering the fray. The startups in India saw a 108 per cent growth in total funding from USD two billion in 2017 to USD 4.2 billion. NASSCOM report says 1,200 startups came up in 2018, including eight unicorns, taking the total number to 7,200 startups. Even after the implementation of government schemes the rate of failure of startups is alarming. The present study aims to analyze multiplicity of challenges encountered by Startups and emphasizes to identify the leading factors for such hindrances. The study tries to offer suggestion to overcome such drawbacks.*

*(Keywords: Startups, Challenges, Opportunities, Government)*

**INTRODUCTION**

Indian Startup is an initiative of government of India. This campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort, in New Delhi. Since the launch of the initiative on 16<sup>th</sup> January, 2016, Startup India has rolled out several programs with the objective of supporting entrepreneurs, and transforming India into a country of job creators instead of job seekers. In the early stages of a startup's life, expenses generally exceed revenue because, well, startups tend to make diddly squat in revenue. For this reason, financing often is attained through things like bank loans or loans from credit unions. A total of 27 States and 3 Union Territories participated in the "State Startup Ranking 2018"; ranking exercise was an extremely enriching and educating experience for all participating states.

Narendra Modi (2016) [1] stated that, the Startup India is a revolutionary scheme that has been started to help the people who wish to start their own business. These people have ideas and capability, so the government will give them support to make sure they can implement their ideas and grow. Success of this scheme will eventually make India, a better economy and a strong nation.

Grant Thornton (2016) [2] defined that the startup business as an organization which is an entrepreneurial venture/a It is to be noted that every year more than 800 technology startups are being set up in India. By 2020, it was estimated that around 11,500 tech-startups are going to be established with employment potential of around 250,000 technical people. According to NASSCOM (2015) report India is amongst the top five countries in the world in terms of startups with 10,000+ led by US with 83,000+ comprising 43% tech-based firms with 9% managed by women entrepreneurs. The number of incubators also has crossed 100 in 2014-15 to give boost to the startup saga.

**Sector -Wise, the Distribution of Indian Startup Businesses****Table 1: Break-Up of Indian Startup Businesses**

<b>Technology Based</b>	<b>Percentage (%)</b>	<b>Non Technology Based</b>	<b>Percentage (%)</b>
E-Commerce	33%	Engineering	17%

B2B	24%	Construction	13%
Internet	12%	Agri Products	11%
Mobile Apps	10%	Textile	8%
SaaS	8%	Printing and packaging	8%
Other	13%	Transport and logistics	6%
		Out sourcing and Support	5%
		Others	32%

## II. OBJECTIVES OF THE STUDY

The present paper is based on certain objectives and efforts are made to meet these objectives.. These objectives are set after much deliberation and so that the outcome of the paper is productive enough.

1. To identify the driving forces and barriers in India's path of start-ups.
2. To identify various government initiatives for the development of startups.

## IV. SCOPE

Among a certain class of people, we have observed a quite strong desire to be a part of the start-up revolution. It is estimated that the number of start-ups in India will exceed 10,000 by 2020 and this could well change how the labour market as well as the overall economy works in India. A wide range of measures have been adopted by the Indian government that promotes entrepreneurship at the startup level and number of initiatives have been taken to ensure that the startup businesses get appropriate support. The statistics from 2014-2017, India's rank rose from 54 to 35 on world bank's logistics performance index, signifying the efficiency with which the products can be moved to and from the country. It's not just people coming forward for having their own start-up but the government is making efforts to uplift certain communities which will help them have a secure future.

## V GOVERNMENT INITIATIVES

With the intervention of government initiatives many people now come forward and have the guts to risk it. With "Stand Up India", "Make in India" and "Start-up India", coming into existence, helped India achieve new heights in terms of entrepreneurship. According to a study on an average 10 startup started on every day in India so, if you have an idea and faith in it and you have enough investment to implement your idea then you will definitely success on your concept. Startups which are related to In health sectors, In Finance sectors, In Agriculture sectors and In Social Sectors just have lots of scope in India now. Specially Social Sector startups has Fully Government supported now and their loan facility is available easy by govt.

## VI. DATA COLLECTION

The following stratups are proved successful by multiplying their initial capital and sharing maximum market share in different service sectors.

Name of The Startup	Funding
InMobi – Adtech	\$ 320 Mn
Swiggy	\$1.27 Bn
Flipkart	\$7.3 Bn
BYJU’S	\$819 Mn
Freshworks	\$ 249 Mn
Paytm	\$ 2.5 Bn
Delhivery	\$670 Mn

However, it was observed certain startups are struggling for their existence. The study illustrated few startups which were wound up due to various reasons of cash burnout ratio, lack of administration, poor finances etc. The sample cases are:

### 1. FINOMENA

It was started by Abhishek Garg and Ridhi Mittal in the year 2015. Its headquarters are located in Bangalore. It used to offer quick loans to people who lacked access to traditional loans. The company caught everyone’s attention when it was selected for the International Innovator of the Year award by LendIt USA 2017. Unluckily, the company lost all its steam within a few years. High Cash burn left them with little money to survive and no investor invested money in them at a later stage. This company failed to survive in the market in the year 2017.

### 2. DIAL A CELEB

It came into existence in the year 2016. Founders of this company were Gaurav Chopra and Rajan Agarwal. Its headquarters are in Surat. It was a short lived but exciting business idea. It offered video chats with celebrities; booking celebs for events like weddings, anniversaries. The reason for the closure of the service is changing trends in celebrities service. It failed because it was not affordable by everyone and it came to an end in the year 2017.

### 3. YUMIST

It was established in the year 2014 by Alok Jain and Abhimanyu Maheshwari. Its headquarters are situated in Gurgaon. From day one it was competing against the likes of Zomato and food panda. Company's USP (Unit Selling Proposition) was providing he cooked food starting at INR 100. Yumist enjoyed the patronage of loyal clients that gave 70% of business and bought 50% new customers through word of mouth. The company shut its operations in 2017 citing a bunch of internal and external factors as a reason for shutting down.

### 4. KAARYAH

It was started in the year 2014 by Nidhi Agrawal. Its headquarters are located in Gurugram. Kaaryah was backed by none other than, the most famous business person in the country - Ratan Tata. It also received funding from Infosys veteran Mohandas Pai and the Saha fund in 2015. Kaaryah Lifestyle Solutions Pvt.Ltd. reported a loss of Rs.4 crores in 2015-2016. The company waited for another 18 months to raise more funds before laying off all 60 employees and announcing the shut down of the business in 2017.

### 5. TASKBOB

Aseem Khare, Abhiroop Medhekar, Ajay Bhatt, Amit Chahalia found this taskbob in the year 2014. Its headquarters are located in Mumbai. Taskbob a VC (Venture Capitalist) backed company with a series A Funding of USD 4 million from IvyCap ventures, Orios and Mayfield worked in the home service business. Unfortunately, the startup failed to grow at the desire pace and lost the confidence of investors. After two years of operations, company’s closure news came from the co-founder Aseem Khare. He announced, “due to unforeseen circumstances, taskbob will be shutting down its operations as of 19<sup>th</sup> January 2016.”

**VII. CONCLUSION**

The current economic scenario in India is on expansion mode. The Indian government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with introduction of liberal policies and initiatives for entrepreneurs like 'Make in India', 'Startup India', MUDRA etc. 'Make in India' is great opportunity for the Indian start-ups. With government going full hog on developing entrepreneurs, it could arrest brain drain and provide an environment to improve availability of local talent for hiring by startup firms. The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for startups offering products and services ranging from food, retail, and hygiene to solar and IT applications for day to day problems which could be delivered at affordable prices. It is not out of place to mention that some of these startups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries. The problems of capital reduction ratio, dependency, financing problems should be concentrated more. We can observe that there are some companies who are still running in the market and satisfying consumers.

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## CONSUMER'S PERCEPTION TOWARDS ONLINE TRAVELLING APPS

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### INTRODUCTION

A Start up is a company or project initiated by an entrepreneur to seek, develop and validated a scalable Business model. Start up India is a flagship initiative of the government of India, intended to catalyze Start up culture and build a strong with inclusive ecosystem for innovation and entrepreneurship in India. Since The launch of the initiative on 16<sup>th</sup> January, 2016, Start up India has rolled out several programs with the objective of supporting entrepreneur and transforming India into a country of job creators instead of job seekers.

- Tax Exemption to Start up for 3 Years
- Atal Innovation Mission
- Start up India Hub
- Tax Exemption on Capital Gains
- Credit Guarantee for Start up

### Online Travelling Apps

Over the past two decades, there has been an increasing focus on the development of Information and Communication Technologies (ICT's) and particularly the Internet has had a profound impact on the travel industry, these developments have changed travellers behaviour that now depend on the Internet to search for Information, plan their travel, and purchase tickets. Online Travelling Apps are really creating a new history in the transportation system around the globe. People are receiving enthusiastically for getting and using latest trends for their tours. People can get awareness of the different culture, traditions, heritages, customs and attitudes of people across the world. For this purpose people are trying to adopt the international and Global languages, English as communicative medium.

### Various Online Travelling Apps:

#### Roadways:



- Red Bus is an Indian Online bus ticketing platform providing tickets booking facility through its websites, iOS and Android mobile apps.
- It connects bus travellers with a network of over 2500 bus operators across India and other countries.

## **Railways**

### **IRCTC**



- Indian railway catering and Tourism Corporation is a subsidiary of the Indian railways that handles the catering, tourism and Online ticketing operation.
- It is the world's second busiest and highest ticket purchasing medium.

## **Water Ways**

### **TripIt**



- TripIt is a trip planner that enables it users to create a master itinerary and provide them with Online and mobile apps.
- .It helps travellers to manage their plans so that their trips go more smoothly. With TripIt, it's easy for travellers to print or access their plans from anywhere.

## Airways

### Sky scanner



- Sky scanner is an online travelling company.
- The site is available over 30 languages and use by many people.

### LITERATURE REVIEW

According to “Deant Creevey, E ain Kidney, Glenn Mehta”, 2019, has explored in the paper nomenclature as “A review of consumer engagement behaviours Technology with brand’s social media content across the holiday travel process”

Several studies have explored how consumers adopt (Wikie 1994; Kassianis 2002; Huang and Law 2003). Finally In these theories they addressed the nature of The Technology being adopted. All their Theories emphasize Consumer’s Behaviours leading to the adoption of New Technology. However, if The consumer is experientially browsing Travel websites only to collect Information to Formalize destination choices, Termination of search does not Imply purchase readiness.

### OBJECTIVES

- To know the consumer perception towards Online Travelling Apps.
- To analyse which of the travelling apps is better for the combination of qualitative and quantitative services.
- To analyse the most Travelling Apps which are used by the Consumer’s.

### RESEARCH METHODOLOGY:

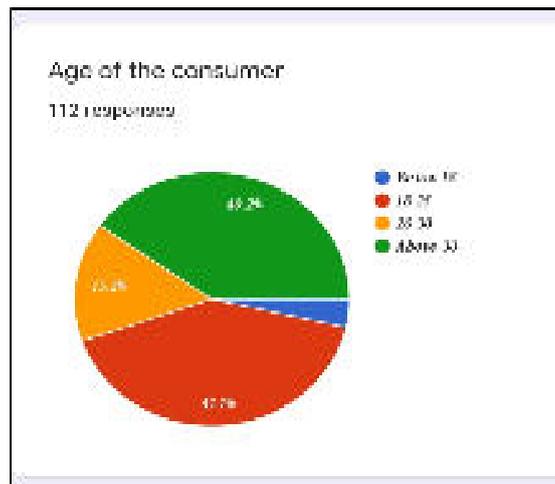
#### ❖ Primary Data

The data has been collected directly by sending online questionnaire to the people.

#### ❖ Secondary Data

Data collected by going through various web sites.

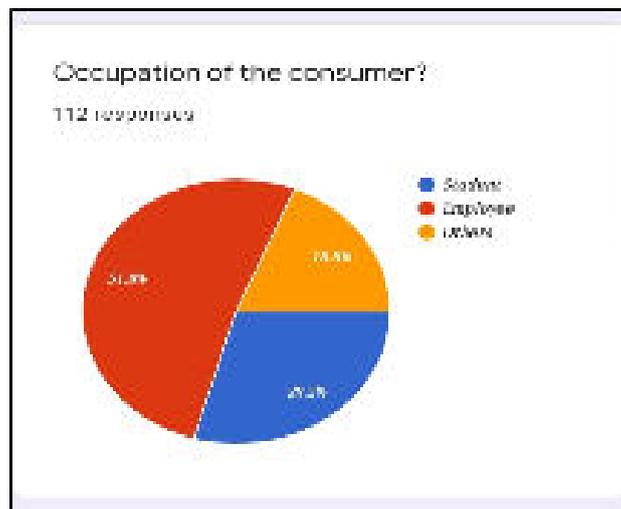
### Data Analysis and Interpretation



**Interpretation**

**From the Above Analysis we conclude that**

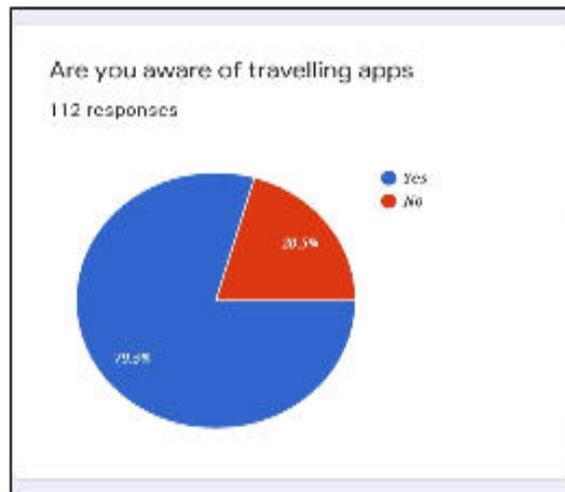
- 41.1% age is between 18-25
- 40.2% age is above 30
- 15.2% is between 26-30
- 5% age is below 18



**Interpretation:**

**From the Above Analysis we conclude that**

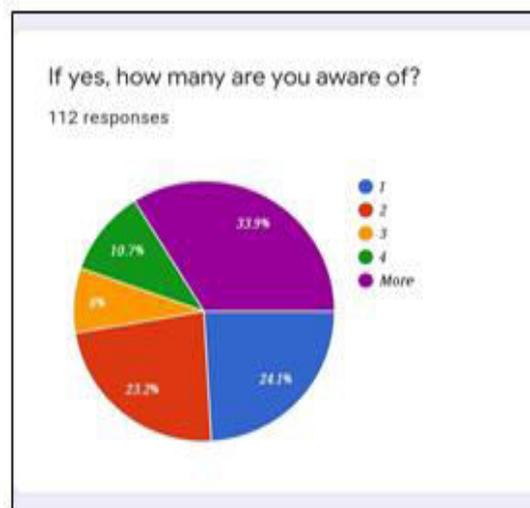
- 51.8% are employees
- 29.5% are students
- 18.8% are others
-



### Interpretation

From the above analysis we conclude that:

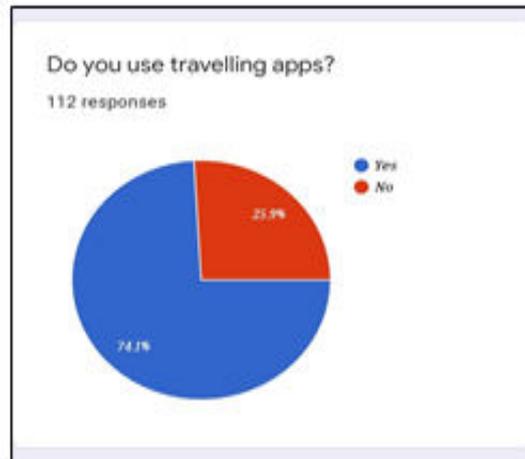
- 79.5% are aware of online travelling apps
- 20.5% are not aware of online travelling apps



### Interpretation

From the above analysis we conclude that

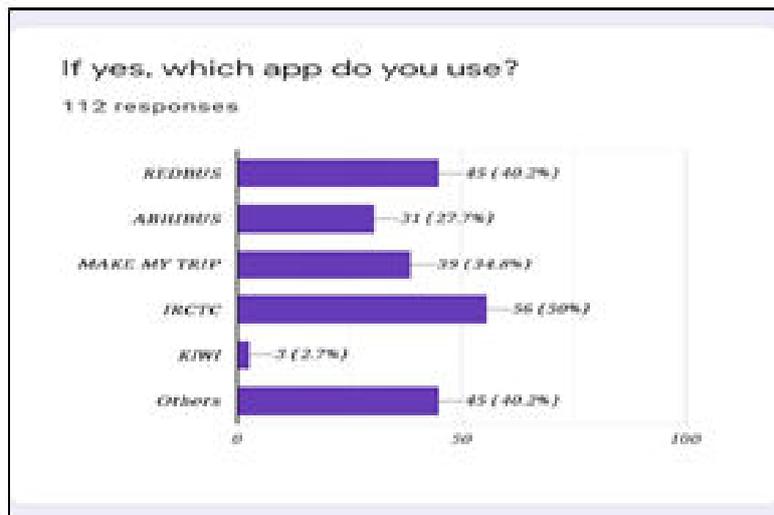
- 33.9% are aware of more than 4 apps
- 24.1% are aware of 1 app
- 23.2% are aware of 2 apps
- 10.7% are aware of 4 apps
- 8% are aware of 3 apps



**Interpretation**

**From the above analysis we conclude that**

- 74.1% use online travelling apps
- 25.9% doesn't use online travelling apps



**Interpretation:**

**From the above picture we can conclude that:**

- 50% of people use IRCTC
- 40.2% of people use redBus
- 40.2% of people use others
- 34.8% of people use Make My Trip
- 27.7% of people use Abhibus
- 2.7% of people use KIWI



From the above analysis we conclude that IRCTC Travelling App will provide Better services among other travelling apps.

### CONCLUSION

To this Travelling Apps one can ascertain The Best Tourist places around the world where The Travellers can kill the time. These Apps can also give us various attitudes, tastes, preferences, demands and mentalities of civilians of the Globe.

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## A STUDY ON AGRICULTURAL MARKETING IN INDIA

**Sravani Labishetty**

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### **ABSTRACT**

*One third of population of our country is depended on the agriculture business directly or indirectly and hence it is proven that we are an agriculture country. Agricultural marketing is mainly the buying and selling of agricultural products. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders or to the village lenders. Transportation cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility and price fluctuations are major problems in the agricultural marketing. It plays an important role not only in the production and consumption but also in the economic development. National Agriculture Market or ENAM is an online trading platform for agricultural commodities in India. The market facilitates farmers, traders and buyer with online trading in commodities.*

*Keywords: Agricultural marketing, E-marketing, online trading, processing units, price fluctuations.*

### **INTRODUCTION OF AGRICULTURE MARKETING**

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, distribution, advertising and sale. Some definitions would even include “the acts of buying supplies, renting equipment and paying labour, arguing that marketing is everything a business does. Such activities can’t take place without the exchange of information and are often heavily dependent on the available of suitable finance.

Marketing systems are dynamic that they are competitive and continuous change. Business that have lower costs, are more efficient, and can deliver quality products. Those that have high costs, fail to adapt to changes in market demand and provide the farmer, transporter, trader, processor etc. with a profit. This requires those involved in marketing chains to understand buyer requirements, both in terms of product and business conditions.

### **Objectives of the Study:**

1. To study the methods and sale processes of marketing agencies of agriculture products.
2. To study and understand the objectives and challenges of Agricultural marketing in India.
3. To review the present obstacles and the Government policies and reforms.

### **Method of Data Collection**

The analysis will be done with help of secondary data. The data collected mainly websites, annual reports and survey analysis already done.

### **Objectives of an Efficient Agricultural Marketing**

1. To enable the primary producers to get the best possible returns.
2. To provide facilities for lifting all produce, the farmers are willing to sell.
3. To reduce the price between the primary producer and ultimate consumer.
4. To make available all products of farm origin to consumers at reasonable price without impairing on the quality of the produce.

### Need For Agriculture Marketing

- He should have proper facilities for storing his agricultural products.
- He should have holding capacities, in the sense, that he should be able to wait for times when he could get better prices for his produce and not dispose of his stock immediately after the harvest when the prices are very low.
- He should have adequate and cheap transport facilities which could enable him to take his surplus produce to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
- He should clear information regarding the market conditions as well as about the ruling prices, otherwise he may be cheated. There should be organized and regulated markets where the farmer will not be cheated by “dalas” and “arhatiyas”
- The number of intermediaries should be as small as possible, so that the middlemen’s profits are reduced. This increases the returns to the farmers.

### METHODS OF SALE AND MARKETING AGENCIES

1. **Under Cover or the Hatta System:** Under this system, the sale is affected by twisting or clasp the fingers of the seller’s agent under cover of a cloth. The cultivator is not taken into confidence until the final bid is cleared.

2. **Open Auction System:** Under this system the agent invites bids for the produce and to the highest bidder the produce is sold.

3. **Dara System:** Another related system is to keep the heaps of grains of different quantities and sell them at flat rates without indulging in weighting etc.

4. **Moghul Sale:** Under the system, sale is based on the verbal understanding between buyers and sellers and without mentioning the rate as it is understood that buyers will pay the prevailing rate.

5. **Private Agreement:** The seller may invite offers for his produce and may sell to one who might have offered the highest price for the produce.

6. **Government Purchase:** The government agencies lay down fixed prices for different qualities of agricultural commodities. The sale is effected after a gradual processing for gradation and proper weighing. This practice is also followed in co-operative and regulated markets.

7. **Marketing Agencies:** The various agencies engaged in the marketing of agricultural produce can be classified into two categories, viz government and quasi private agencies. A chain of middlemen may be found operating both in government and private agencies.

### AGRICULTURAL MARKETING IN INDIA

1. **Sale to Moneylenders and Traders:** A considerable part of the total produce is sold by the farmers to the village traders and moneylenders. According to an estimate 85% of wheat, 75% of oil seeds in U.P, 90% of jute in West Bengal and 35% of cotton in Punjab are sold by the farmers in the villages themselves.

2. **Hats and Shanties:** Hats are village markets often held once or twice a week, while shanties are also village markets held at longer intervals or on special occasions. The agents of the wholesale merchants, operating in different mandies are also visit these markets.

The area covered by a “Hat“usually varies from 5 to 10 miles. Most of the ‘hat’ are poorly equipped, are uncovered and lack storage, drainage, and other facilities. It is important to observe that only small and marginal farmers sell their produce in this market.

**3. Mandies or Wholesale Markets:** In such mandies, business is carried on by arhatiyas. The farmers sell their produce to these arhatiyas with the help of brokers., who are generally the agents of arhatiyas. Because of the malpractices of these middlemen, problems of transporting the produce from villages to mandies, the small and marginal farmers are hesitant of coming to these mandies. The arhatiyas of these mandies sell off their produce to the retail merchants. However, paddy, cotton and oilseeds are sold off to the mills for processing. The marketing system for sugarcane is different.

**4. Co-Operative Marketing:** To improve the efficiency of the agricultural marketing and to save farmers from the exploitation and malpractices of middlemen, emphasis has been laid on the development of co-operative marketing societies.

### **Improvement of Agricultural Marketing System**

Government of India has adopted a number of measures to improve agricultural marketing, the important ones being established of regulated markets, constructed of warehouses, provision of grading, and standardization of produce, weight and measures, daily broadcasting of market prices of agricultural crops on All India Radio, improvement of transport facilities etc.

**1. Marketing Surveys:** In the first place the government has undertaken marketing surveys of various goods and has published these surveys. These surveys have brought out the various problems connected with the marketing of goods and have made suggestion for the removal.

**2. Grading and Standardization:** The government has done much to grade and standardize many agricultural products. Under the Agricultural produce (Grading and Marketing) Act the government has set up grading stations for commodities like ghee, flour, eggs, etc. The graded goods are stamped with the seal of the Agricultural marketing Department AGMARK. The AGMARK goods have wider market and command better prices.

**3. Organisation of Regulated Markets:** Regulated markets have been organized with a view to protect the farmers from the malpractices of sellers and brokers. The management of such markets is done by a market committee which has nominees of the state government, local bodies, arhatiyas, brokers and farmers. These committees are appointment by the government for a specified period of time. The following are the functions:

- A) fixation of prices for weighting, brokerages etc
- b) Prevention of unauthorized deductions, underhand dealings, and wrong practices by the arhatiyas.
- c) Enforcing the use of standardized weights
- d) Providing up to date and reliable market information to the farmers
- e) Setting of disputes among the parties arising out of market operations

**4. Dissemination of Market Information:** The government has been giving attention to the broadcasting of market information to the farmers. Since the most villages having radio sets, these broadcasts are actually heard by the farmers. The newspapers also publish agricultural prices either daily or weekly.

**5. Directorate of marketing and inspection;** The directorate was set up by the Government of India to co-ordinate the agricultural marketing of various agencies and to advice the central and

state Governments on the problems of agricultural marketing. Activities of this directorate includes the following:

- a) Promotion of grading and standardization of agricultural and allied commodities.
- b) Statutory regulation of markets and market practices
- c) Training of personnel
- d) Market extension
- e) Market research, survey and planning

**6. Government purchases and Fixation of Support Prices:** In addition to the measures mentioned above, the government also announces minimum support price for various agricultural commodities from time to time in a bid to ensure fair returns to the farmers. commission.

**Need for Reforms:** The agriculture sector needs well-functioning markets to drive growth, employment and economic prosperity in rural areas in India. In order to provide dynamism and efficiency into the marketing system, large investments are required for the development of post-harvest and cold-chain infrastructure nearer to the farmers field. A large portion of this investment is expected from the private sector, for which an appropriate regulatory and policy environment is necessary.

### **Problems and Challenges**

There are several problems and challenges involved in marketing of agricultural products.

- 1) Lack of warehousing and storage facilities which forces farmers to sell their produce as soon as it is ready as they can't afford to hold and wait for better prices. And the storage which is provided lacks quality leading to wastage of grains and thereby leading to inflationary push in the grains.
- 2) Near absence of market linkages, and inadequate transport facilities prevent them from taking their produce to mandies, lack of motorable and mechanized transport and also pucca road. Still bullock carts are used in deep rural areas.
- 3) Lack of grading and standardization facilities due to which farmers are not able to get better prices, and it weakens their bargaining power.
- 4) Use of substandard weights and measures due to which produce may be underweight. Still in many villages the age-old system of measuring grains in 'seer' is used
- 5) Presence of large number of dalas who charge several unauthorized commissions due to which the price farmer gets reduced.
- 6) Lack of credit facilities, as timely availability of credit could help farmer to withhold his produce and run his household til he gets a better price.
- 7) Information asymmetry or lack of information dissemination to the farmers about the prevailing markets prices and weather forecast of season which may trigger the price rise if not available for farmers.

### **Remedial Measures**

- 1) Regulated markets can be established with a view to eliminating unhealthy and unethical trade practices and reducing various marketing charges with a view to benefitting the poor cultivator.

- 2) Expansion of market yards is a vital necessity. This must be supported by a corresponding expansion of ancillary facilities in the various existing markets and setting up new markets and market yards for handling the phenomenal increase in market arrivals.
- 3) In India, the co-operative marketing structure consisted of more than 7000 co-operative marketing societies covering all important agricultural markets in the country.
- 4) An extension of storage facilities at the farm land and storage and warehousing corporation, with a view to constructing and managing a whole network of warehouses in all towns and mandis.
- 5) Steps may be taken to provide cheap credit to farmers, especially from institutional sources like commercial banks and co-operatives. Co-operative societies are providing credit facilities to farmers with a view to improving their economic conditions, protecting them from the exploitative practices of village moneylenders and for helping them to get reasonable prices for their products.
- 6) Expansion of transport facilities between the villages and mandis seems to be the need for hour. Rural transport has been given emphasis in the five-year plan and quite some progress has been made this direction.

#### **E-NAM Scheme Overview**

National Agricultural Market (eNAM) is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities

Small Farmers Agribusiness Consortium (SFAC) is the lead agency for implementing e NAM under the aegis of ministry of Agriculture and Farmer's welfare Government of India.

#### **VISION**

To promote uniformity in agriculture marketing by streamlining of procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real time price discovery based on actual demand and supply.

#### **MISSION**

Integration of APMCS across the country through a common online market platform to facilitate Pan India trade in agricultural commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment.

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## PRODUCTION OF ORGANIC AGRICULTURE THROUGH MODERN AGRITECH STARTUPS

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### ABSTRACT

*Organic agriculture is expanding rapidly in our country. It is an agricultural system that uses ecological based pest controls, biological manure that are mostly derived from animal, plant wastes and nitrogen-fixing cover crops. At present conventional agriculture farm uses chemical pesticides and synthetic fertilizers which causes harm to environment and also causing health issues. Due to this issue environmental awareness is increasing rapidly among people to protect themselves and environment. Many of us prefer organic food, due to this market for organic food products is increasing rapidly and at the same time cost is increasing compare to conventional food products. Due to the heavy cost many of us are not preferring organic food, to overcome this cost of organic food and to increase sales and production of organic food, government of India introduced some new schemes to encourage entrepreneurs i.e., National Programme for Organic Production (NPOP), National Mission for Sustainable Agriculture (NMSA), Rastriya Krishi Vikas Yojana (RKVY). Even though Entrepreneurs are facing problems to increase production and sales of organic food. To overcome this issue, we should recycle the waste of decomposed vegetables, fruits, leaves manure and insects and use Agri-tech to improve farming and increase sales through information monitoring and analysis of weather, pests, soil and air temperature introduce green house etc. Mostly in India occupation is agriculture, so agri-tech startups are more required. New techniques are required to collect waste management, by visiting villages individually and spread the awareness of the necessity of storing waste (manure, fertilizers and biocides), seed, soil erosion by wind and water, inadequate storage facilities, etc.*

*Keywords: organic agriculture, conventional, waste management, Agri-tech, green house, sales, storages.*

### I. INTRODUCTION

The main idea behind production of organic agriculture is zero impact on the environment. The organic farming is to protect the earth's resources and produce safe and healthy crop. Organic farming is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local condition, rather than the use of inputs with adverse effects Organic farming combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Organic farming is being practiced in 130 countries of the world. The ill effects of chemicals used in agriculture have changed the mindset of some consumers of different countries who are now buying organic with high premium for health. Policy makers are also promoting organic farming for restoration of soil health and generation of rural economy apart from making efforts for creating better environment. In the beginning of 2016, Sikkim became the first "organic state" in Asia and perhaps in the world which attracted lots of attention towards the concept of organic farming. Organic farming may be defined as the cultivation of crops without using synthetic agro-chemicals like pesticides, fertilizers or genetically modified organisms which can sustain the health of the soils, ecosystem, biodiversity and people. Organic farming wasn't a new practice for Indian agriculture as it was practiced from time immemorial, before the advent of green revolution. The Indian farmers are now going back to their roots and are taking up the traditional, organic way of cultivation. The harms that were caused by excessive use of synthetic chemicals on soil are going to have longtime effect and hence takes a

longer recovery time, thereby indicating towards the time-period required for getting a certificate of organic farming.

## II. TESTING ON GROWTH OF ORGANIC VEGETABLE IN INDIA

### a) Status of Organic Production in India

The level of vegetables production in India was 146.55 million tons in 2011 and with the population of 1210 million; vegetable consumption in India was to a tune of 230.40 g/person/day which stood at 87.66 g/person/day during 1951. The recommended level of dietary allowance (RDA) is 300g/person/day so we are still facing a shortage of about 30 million tonnes of vegetables. The vegetable sector suffers through 25 per cent of post-harvest losses and only 5 per cent of it are either processed or exported. Vegetables are one such agricultural commodities which are consumed on a daily basis and whose price fluctuates with the level of their visual appeal i.e. freshness and color, etc. Another factor that has been affecting its prices is the cultivation practices followed to grow vegetables. The growing awareness between the masses about organic farming has made it possible for the marketing, commercialization and trade of organic agricultural produce.

### b) Status Of Organic Vegetable Farming

Asia houses 41 per cent (1.1 million) of the 2.7 million organic producers of the world, out of which India has 0.83 million producers. The total agricultural area dedicated to organic farming in Asia was approximately 4.9 million hectares in 2016. As on 31<sup>st</sup> March 2018, total area registered under National Programme for Organic Production of India was 3.56 million hectares. This included 1.78 million hectares (50 per cent) under organic crop production and 1.78 million hectares under wild harvest collection. India ranks 9<sup>th</sup> in terms of world's organic agricultural land and 1<sup>st</sup> in terms of organic agricultural producers. India exported about 21.27 million tonnes of total agricultural produce (Rs. 1,084 billion in value) including rice, animal products and fresh vegetables and fruits and exported around 0.31 million tonnes of organic products worth Rs. 24.77 billion in 2016-17.

**Table 1:** Growth rate of some selected organic vegetables over recent years in India

Year		2015	2016	2017	2018	2019
Area ( Hectares)		292309.50	292309.50	292309.50	292309.50	292309.50
Yield (Kg)	Okra	0	493.1	13085	53214	28337
	Brinjal	0	3560	21643	39555	24082
	Capsicum	0	0.8	2307.9	21090	44.5
	Chilli	0	6689.5	22866	24553	59455
	Tomato	0	11015	72658	246104	84564
	Total	0	21758.4	132559.9	384516	196482.5
Growth rate in yield (%)	Okra	0.00	0.00	2553.62	306.68	-46.75
	Brinjal	0.00	0.00	507.95	82.76	-39.12
	Capsicum	0.00	0.00	288387.50	813.82	-99.79
	Chilli	0.00	0.00	241.82	7.38	142.15
	Tomato	0.00	0.00	559.63	238.72	-65.64
	Total	0.00	0.00	509.24	190.07	-48.90

Table 1 shows the growth rate of organic vegetables in India over the span of five years. The data revealed that the area under organic vegetable farming in India has been constant throughout this time-period whereas the production has increased manifolds. This can attributed to the policy interventions made by the government and the increase in awareness of the Indian masses. In 2019, almost all the vegetables are showing negative growth but it is still too early to

come to any conclusion as the year has just started and we can just hope that the figures of 2019 will surpass the last year's figures.

### **C) PROBLEMS IN ORGANIC FARMING.**

#### **i. Lack of Awareness**

The most important constraint felt in the progress of organic farming is the inability of the government policy making level to take a firm decision to promote organic agriculture.

#### **ii. Output Marketing Problems**

It is found that before the beginning of the cultivation of organic crops, their marketability and that too at a premium over the conventional produce has to be assured.

#### **iii. Shortage of Bio-mass**

Many experts and well informed farmers are not sure whether all the nutrients with the required quantities can be made available by the organic materials

#### **iv. Inadequate Supporting Infrastructure**

In spite of the adoption of the NPOP during 2000, the state governments are yet to formulate policies and a credible mechanism to implement them.

#### **v. High Input Costs**

The small and marginal farmers in India have been practicing a sort of organic farming in the form of the traditional farming system. They use local or own farm renewable resources and carry on the agricultural practices in an ecologically friendly environment.

#### **d) Marketing Problems of Organic Inputs**

##### **Low Yields**

In many cases the farmers experience some loss in yields on discarding synthetic inputs on conversion of their farming method from conventional to organic.

### **III. FUTURE CHALLENGES FOR ORGANIC VEGETABLE FARMING**

#### **1. Supply Chain Management**

Organic products face inefficient and poor collection channels, lower production and productivity, inadequate storage, processing, transportation facilities and quality control that are in-line with the global standards. Lack of training for farmers, producers and processors also pose as some of the other challenges that needs to be taken care of. Priority should be given to quality management at each step in the supply chain and attempts should be made to develop direct business relations, sales should be planned according to the production, and contract farming may be introduced to make the supply chain more efficient.

#### **2. Food Origin And Mileage**

The concept of food miles refers to the distance travelled by the food to reach the fork from the farm gate i.e. from the place of production to the place of consumption, is of utmost importance in the case of organic food products. The key to minimize food miles lies within the of streamlining the logistics i.e. reorganization and automation of order, warehouse and transportation by incorporating ICT's in their management.

#### **3. Marketing and Sales Management**

Marketability of organic products involves social acceptance and ecological aspect of the produce and for achieving it concentrated efforts are required in building of capacity and tackling the issues related to production, logistics and quality parameters. Market survey is a very important measure to derive information about the target consumers, their preferences, consumption pattern.

#### **4. Cost, Margins, Price Setting And Value Addition**

Setting of prices for organic produce in comparison to the conventional produce is very elastic in nature which is the major marketing challenge. The pricing mechanism which is followed in general cannot be applied to the organic produce because their cost of cultivation is quite higher than that of the traditional produce. This challenge can be taken care by determining basic price by the producers beforehand followed by future pricing based on the actual benefit-cost ratio of organic products.

#### **5. Willingness And Ability to Pay for the Organic Produce**

The people are becoming more and more diet and health conscious but it is still evident that they are not willing to pay more for the organic produce. Policy interventions are needed in this regard in order to reduce the cost of cultivation and to increase the awareness about the organic produce (vegetables).

#### **6. Issues in Certification**

The underlying cost coupled with the prolonged procedure, lack of knowledge and understanding is a hurdle in the organic certification procedure in India, particularly for the small and marginal vegetable growers. Moreover, government intervention may be required to bring down the certification cost and awareness should be increased for opting for Participatory Guarantee Scheme.

#### **7. Market Intelligence**

The data and information regarding production, productivity, area covered, export and import of category wise organic produce is either very limited or aren't updated. There is an urgent need to take up comprehensive studies on benefit-cost and cost of cultivation for organic farming in general and organic vegetables in particular.

#### **8. Insurance Cover for Organic Farming**

Vagaries of natural calamities are same for both conventional and organic farming, as they suffer the same and farmers in both the cases suffer loss. So, there's a need to either include organic farming under the protection of crop insurance schemes or another scheme should be

### **IV. Policies of Government of India for Promotion of Organic Farming**

a) Government is promoting production of organic crops, fruits and vegetables etc. through various schemes viz National Horticulture Mission (NHM), Horticulture Mission for North East and Himalayan States (HMNEH), Rashtriya Krishi Vikas Yojana (RKVY), National Project on Management of Soil Health and Fertility (NPMSHF), National Project on Organic Farming (NPOF), Network Project on Organic Farming under Indian Council of Agricultural Research (ICAR) and various schemes of Agricultural and Processed Food ProductExportDevelopmentAuthority(APEDA).

b) Organic agro products should be included in the price policy of the govt.

### **CONCLUSION**

Modern form of organic farming is new concept. However it is being popular in the world speedily especially in developed countries. Organic farming system is an alternative and appropriate management system which would help to improve soil, health environment thus increase the productive level and improve potential to grow crops and vegetables organically and emerge as a major supplier of organic products in the world's organic market. The resulting demand for organic products creates the opportunity to sell organic products at premium prices, enabling organic farmers to continue, and often expand. For this reason, several governments have introduced subsidies for organic agriculture. These subsidies come in many forms, such as direct payments to farmers both for those in the conversion stage and also for established organic farmers, and indirect aid such as for education, research, extension and marketing.

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She published articles in 4 ISSN and 12 ISBN books. She has attended 12 FDPs, 4 RCs and 1 OC. She has organized 1 National Seminar and 4 workshops. She is also an active member of Telangana Commerce Association and Non-Life member of Indian Commerce Association. She is the member of board of studies, commerce department of GGC(A), Nizamabad.

## ABOUT THE BOOK

Startup India is a flagship initiative of the Government of India intended to build a strong eco-system for nurturing innovation that will drive sustainable economic growth and generate large scale employment opportunities. All most all the paper contributors have put in their best efforts to put forward their research pursuits. This book introduces multifold aspects in the field of startups. The “Make in India” and “Digital India” initiatives and other government initiatives have given a boost to startups with many individuals entering the field. The book presents a varied approach of many researchers in presenting their views and opinions. Startups are the engines of exponential growth, manifesting the innovation with catalytic technological effect. Today’s Indian youth are the largest users of internet technology and many entrepreneurs are making waves in the field of startups. Yet, India faces problems. There are many approaches to deal with problems and every researcher tries to offer his solution to a practical problem. The book offers multidisciplinary thinking to students and everyone else interested in understanding the world from a new perspective. The book also talks about research in the area of Skill development, Green entrepreneurship, Aarogyasri scheme, Academic startups and angel investors. It is a compilation of thought process from several burning and growing areas of practical exposure.

