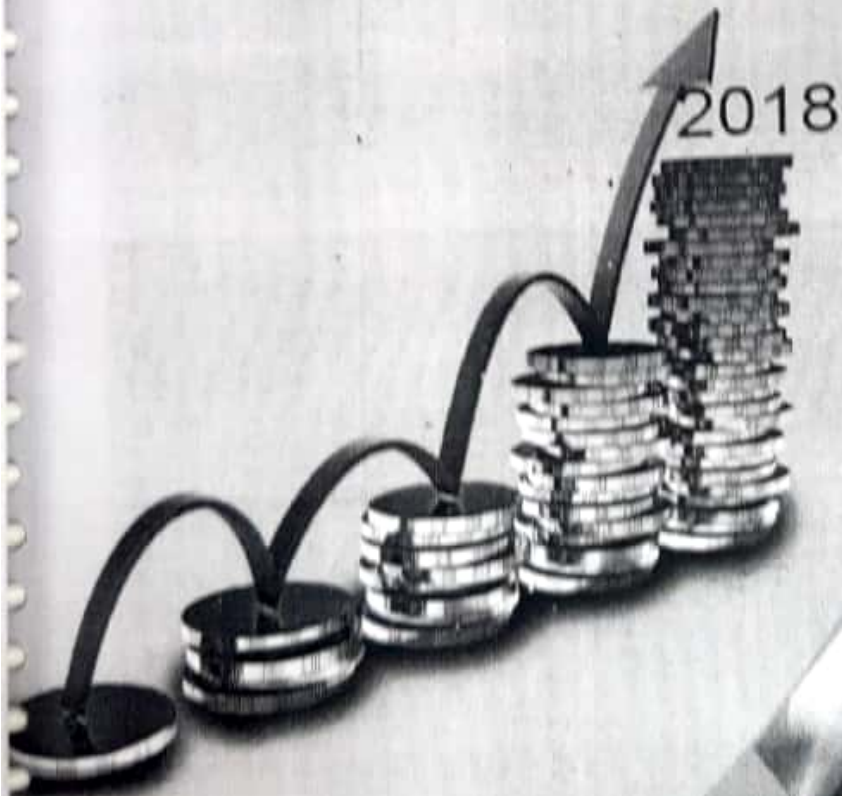



NATIONAL LEVEL CONFERENCE

On

Connecting Young India
and Global Market Opportunities for
Sustainable inclusive Growth”



 **Government of Karnataka**
Department of Collegiate Education
Government College for Women, Kolar
Department of Commerce and Management

CHALLENGES AND OPPORTUNITIES FOR INDIAN START-UPS

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ABSTRACT: Indian start-up industry is on the up-swing since last few years, with multiple global investors eyeing the India start-up space; it is slated to grow larger than before. The government of India is leaving no stone unturned to provide start-ups with the best of opportunities to grow and shine in the market. However, in spite of the numerous opportunities provided by the government, the road blocks are not few for the companies. Startup India looks beyond the argument that it is a better packaging of existing institutional support. The complexities of managing the diversity of thoughts, processes and people of India are very well known. The plan of Startup Indians is to flourish under an ocean of changes in mindset and thinking. It is giving feather to wings of the unstoppable Indian. The world is struggling to avoid another meltdown. Indian business community needs to participate in the environment of exploration and innovation not only in technology and products, but in every tenet of business. The next leg of growth would not come out of incremental capital, but from using intellectual capital to its fullest. Startup India is about challenging conventions and spurs a revolution of unique and emphatic business models. It is the precursor to India taking Centre stage in the new world order. The study concluded that making capital more accessible and cheaper, easier patent filing, giving research and development credits, and easier entry and exits are critical to the success of Startup India.

-Keywords: Startup India, Entrepreneur, Innovation, Managing Change

INTRODUCTION : Startup is defined as "an entrepreneurial venture or a new business in the form of a Company, a partnership or temporary organization designed and search of a repeatable and scalable business model." Startup India brings excitement and immense possibilities for the future. India acknowledged the stark reality of modern business and its complexity. The Central government tried to address the problems faced by the young, entrepreneurial Indian, whose risk taking ability is unparalleled across the globe. Policy paralysis and lack of transparency were just few of the bottlenecks faced by the entrepreneur. Technology has a predefined role Startups do not wish to be chained and caged by existing laws. They like to flourish in an atmosphere of trust and transparency, hope and freedom. What the current dispensation in India has done, is to articulate their thoughts. The Silicon Valley entrepreneurs have made their work speak. The indomitable spirit of the young Indian, full of verve and energy, is seeing an inspiring transformation unfold in their own country. The document rolled out to young entrepreneurs is exhaustive and has an eye for detail. Startups are essentially of two kinds. One that starts something ground up, something that no one has thought about and is often ground breaking. This type of startup is difficult to create but once created often sees unprecedented growth. The second kind of startups that we see around us is primarily the ones that do not want to reinvent the wheel. They are akin to adding old sauce in a new dish to create something new and innovative.

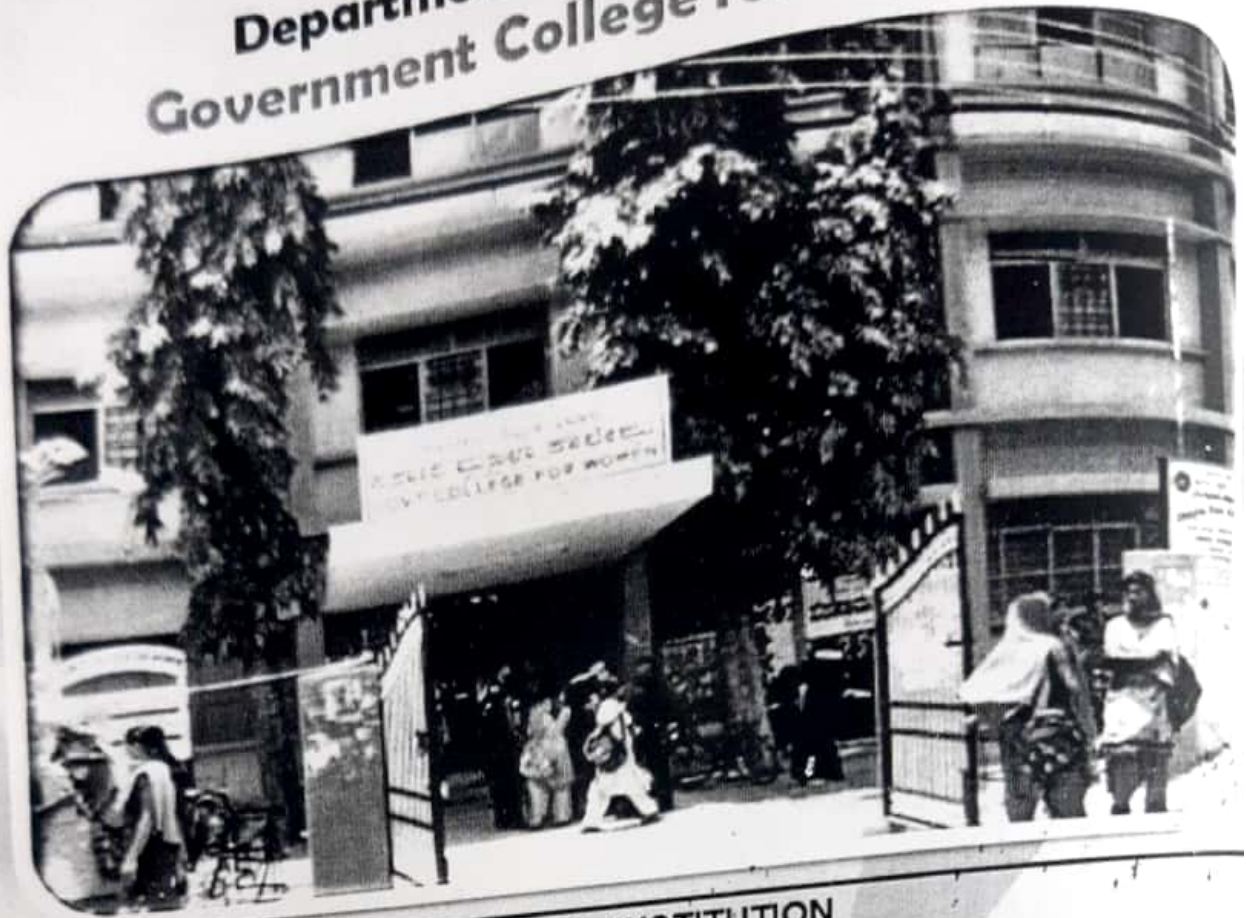
OBJECTIVES:

1. To understand the initiative for Startup India.
2. To study the challenges faced by the new startups.
3. To study the opportunities in India for start ups.

Challenges:

Government Policies: If entrepreneurs are the planets in the solar system, then the government is the sun, the single largest facilitator. The government policies are slowly and steadily increasing, although, it must be noted that India still maintains a dismal ease of doing business ranking as per the World Bank report. Due to a maze of laws and regulations, it takes more of an effort for an entrepreneur to start a business in India than most of the other places in the world, and after he /she succeeds in setting up a business, it takes even a greater effort to comply with sector, department, state and centre laws. The government has taken proactive measures for funding and developing the eco-system, however, we witnessed a slowdown in the start-up space, as there was a dip of almost


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ABOUT THE INSTITUTION

Government College for Women Kolar finds its pride of place in the history of Kolar and it is one of the esteemed Institutions to provide higher education for Women, like the humble beginning of a great tree in a tiny seed, the origin of the College is traced back to 1984 August 14, setting out as a modestly named Government College for Women. From its humble beginning Government College for Women has grown to undergraduate courses of Arts, Commerce and Science. A student stepping into the College has now a wide range of options to explore-5 combinations of Science, 5 combinations of Arts, one combination of Commerce, and two PG courses in the stream of Economics and Commerce. It is the biggest college in the District with a student strength of 3200. It has 54 permanent faculty and 14 Guest faculty.

Kolar is located at the South-East border of Karnataka State and the Northern as well as Eastern sides of the district are touching the Andhra Pradesh where as Southern side is butting to Tamilnadu. The main occupation of the large majority of people is agriculture, Silk and being the major agricultural products. As the district is devoid of any Purinal water source and scanty rainfall agriculture has become a non profitable profession. As such, the people are gradually showing interest more on educating their children with the hope of getting jobs and empowering the girl child with knowledge and social awareness. The Government College for Women is located at the district centre, Kolar.

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