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“Opportunities & Challenges of Start Up India”

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Abstract-

Startups are expanding like grapevines right now. Both men and women are participating. Even females are coming up with more ideas and are risking their credibility by doing so. With correspondence to funding agencies, Indian start-ups attempt to build the start-up environment with significant education, talent, innovation, and incubators. The government is now providing startup support as well. India's start-up ecosystem is ranked third worldwide, according to Nasscom. In 2015, there will be more than 65% growth. Starting a business is a chance for an entrepreneur to educate and inspire others while they are thinking about what to do. Despite difficulties, entrepreneurs continue to rise like the sun. They are determined to plan, support, and carry out their dreams while also contributing to the expansion of the economy.

Keywords - Startup, Economy, Growth

Introduction-

India is a country of youth. 70% of the population here is youth. There is enthusiasm in the youth, there is enthusiasm. There is a passion to do some work. That's why Startup India will prove to be important in rapid development of India's economy. With this objective, on January 16, 2016, Prime Minister Shri Narendra Modi launched the Startup India scheme in India, which aimed to motivate youth to become successful entrepreneurs.

Startup India is a flagship initiative of the Government of India, aimed at building a strong ecosystem for startups and innovative ideas in the country. Due to which there will be economic development of the country and employment opportunities will be generated on a large scale. Startup is an entity that works towards innovation, development, expansion or commercialization of new products or services inspired by technology or intellectual property.

Opportunities of Startup India-

- Startup – Startup literally means the initial stage of a business. Companies registered under the Companies Act 2013 in India, which have been in existence for less than 10 years and have an annual turnover of less than 10 crores, are classified as startups. There are currently 150 million startups around the world and an equal number of new startups are emerging every year.
- In the year 2021-22, more than 14000 starters have been registered. While the number of unicorns is 83. Unicorns refer to those startups whose annual turnover is around 140 crores. Based on these unicorns, India ranks third in the world in unicorn hubs, after the US and China. India's Bangalore is setting new dimensions of startups all over the world. Most of the unicorns in India are employed in the service sector. Delhi-NCR and Mumbai are the regions where a large number of startups operate.
- Companies registered under the Startup India scheme will be exempted from income tax on their profits for the first 3 years.
- 80% exemption in registration fee will be given to these enterprises in patent registration.
- In the first 3 years of the startup, there will be no investigation of labor, compliance of environmental rules etc.
- Cyber security - Artificial intelligence has also improved the cyber security of the E-commerce websites. It can prevent or detect any fraudulent activities. E-Commerce has to deal with a lot of transactions on daily basis. Cybercriminals and hackers can hack the user account to gain unauthenticated access. This can lead to the exposure of private data and online fraud. The reputation of the business also gets a big blow. To prevent this, Artificial intelligence and machine learning algorithms are developed that can mitigate the chances of fraud activities over the website.

Role of Startups in Indian Economy

- **Creation of new jobs** – Many industries will be established with the arrival of new startups, which will provide employment to thousands of people and reduce the unemployment problem in the country.
- **Promotion of small scale industries in rural areas** – This scheme launched by the government will benefit the youth of rural areas, who want to operate small cottage industries from their homes. They will be able to get loans without collateral to start their business and sell their products in the market at reasonable prices.
- **Production of better quality products** – When many companies bring many products in the market, competition will increase. Due to which the best quality products will be available to the consumers at low prices. As a result, the standard of living of people will increase, their health will improve by consuming better quality products.

- **Earning foreign income** – When industries in India are promoted and handmade items are sent to the online market, then India will get foreign exchange and the income of the government will increase. This will not only strengthen the economic side, but will also create a distinct identity in the world of startups of India at the international level, which will prove to be an important step in improving our economy.
- **Development of creativity** – Many companies under Startup India are making new inventions with the help of technology, which will lead to the development of creativity. This scheme will prove beneficial in making and selling good products at low cost.

Challenges of Startup India-

- **Very low success rate** – According to statistics the success rate of startups in India is 0.10%. Only 1 out of 10 startups become successful, all other startups get shut down.
- **Lack of entrepreneurship among youth** – Most of the youth in India want to get government jobs. Because of this they lack entrepreneurship. Startups require a skilled leadership to start and also skilled workers. But there is a lack of both these things in the youth of India, due to which startups are not able to succeed.
- **Lack of availability of finance** – The basis for any startup is to be financially strong. The government has started many schemes to provide loans to startups, but the government maneuvers have made this process very complicated.
- **The issue of cyber security** – The biggest problem faced by many startups related to information technology is to avoid cyber attacks. The speed with which we are joining hands with technology, increasing the business, the anti-social activities are also increasing in this area. Due to which new startups are suffering.
- **Challenges of Covid** – Covid was such a phase that no one had even imagined. It shook the Indian economy completely. Many startups which were started before covid came, faced financial problems and many lost lakhs of crores of rupees.

Conclusion-

Startup India is one of the schemes launched by the government which has played an important role in realizing the dream of Golden India. Through this scheme, it is the effort of the government to make up for the damage caused to the economy during Covid-19. Through any scheme, the aim of the government is to make the youth so skilled that they become job seekers and not job providers. Due to which there is reduction in the number of unemployed in the country. Along with this, foreign companies also came forward to invest in new startups. This scheme of the government is multifaceted. Startup India is setting new milestones everyday towards achieving positive results in every field.

Today there is a need to encourage startups through various efforts. Today there is a need to put vocational education into practice. To develop entrepreneurship among the youth. They should understand its importance and take advantage of the opportunities. The government needs to spread the training programs related to startups at the grassroots level. Government private banks should be empowered. So that it is easy to get loan. Youth, uneducated women and men of every rural urban area should be informed about the nuances of this scheme so that they can create employment in future.

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