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**The Start-up India**

– **A revolution for the youth entrepreneurs to stand their own business.**

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**Abstract**

**Objectives:** To know how Start-up India is useful for students, young entrepreneurs, underprivileged section entrepreneurs of the society, helping in creating business environment, rural development all through start-ups and abolishing unemployment from India after 2016, as the dream of standing India by prime minister of India Shree Narendra Modi.

**Vision & growth:** In the age of globalization every country wants to be economically powerful, since India has largest youth population in the world with many business management schools hence, new ideas & innovations are the major part in day to day life. For long years start-ups in India is very common by students, Youth entrepreneurs, common people etc but lack of funds/stakeholders gave less opportunity to extend their vision, since 2007 till today the development of more contributors, Investors and fund locators came together to support these initiatives as it became the part global culture since India is rising country around the world as well as the largest market in the world. Hon'ble Prime Shree Minister Narendra Modi launched the scheme of "Start-up/ Stand-up India" this created a revolution for every entrepreneurs/ fresher/ business holders/students in India even after this initiative it was not easy as it was looking smooth as it was in vision for an example the process, business structure, Ideas plotting, unorganized and disintegrated Indian market, lack of global platforms & opportunities, lack of knowledge/infrastructure, terms and condition in business policies, long loan durations, use of digital technologies and e-commerce etc are the major problems we are facing.

**Suggestions & improvements:** Rules and regulation as per the laws, awareness among the youth, better environment for the business start-ups, and proper guidance from the government cells for students in every business schools should be made compulsory so, that more achievements and start-ups can be gained to achieve the excellence in global marketing trends around the world to bring strong GDP growth and dynamic boost ups around the world through Start-up in India. Start-ups are needed for rural development; it can only be possible by bringing all things under one umbrella.

**Keywords:** *Youth Entrepreneurs, Digital-technologies, Business Environment, Rural development*

**Introduction**

Launched on 16<sup>th</sup> January 2016 under Ministry of Commerce and Industry; Department of Industrial policy and promotion by Hon'ble Prime Minister Shree Narendra Modi at Vigyan Bhawan this initiative the government launched I-MADE program around 1 million mobile applications built for start-ups and then MUDRA Banks scheme aim to provide micro-finance, the low interest loan rates to entrepreneurs who belongs to socio-economic backgrounds around 200 billion rupees invested on this scheme initially. Start-up India started with 19 key points under PM action plan for entrepreneurs to boost and give space to give employment for the future generations and boost national economy. This scheme was self-certification scheme with respect to nine entrepreneurs and the environmental laws during first three year of launch there will be no inspection to boost the venture.

**Introduction of 19 key points announced while the launching the scheme.**

- *Self certification based on compliance regime:* to reduce the regulatory burden on the Start-ups to achieve the objective of compliance regime based on self certification will apply to laws like the labour contracts, the employees' provident fund, and the environments acts.
- *The Start-up India platforms:* mission to enable entire start-up environment under one umbrella to acknowledge exchange and the access to funding.
- *The simplification of start-up process:* Simple process to fill the form through any online or mobile applications can be registered in a day including everything under one umbrella like registration, clearance and the approvals.

- *Patent protection:* at low cost the legal support has been provided by the government for fast track patent that will promote awareness and how to adopt Intellectual Property Rights (IPRs) to protect and commercialised IPRs start-ups.
- *Initial funds on this scheme:* the government provide support to start-ups with 2500 crores in four years approx. 10,000 crores had been invested in 4 years and will be managed by private professionals industry mean while Life Insurance Company (LIC) became co-investors. The credit funds at guarantee for start-ups help the flow of the venture debt from banking system by standing guarantee against risks.
- *The Credit Guarantee Fund:* the budgetary allocation of Rupees 500 crores per year for next years were said to envisaged with the National Credit Guarantee Trust Company.
- *Opportunity of exemption from the “capital gains tax”(CGT):*the exemptions will be given on any investments done by the ventures on capital funds through any start-ups according to laws that will be same for incubators on any start-ups.
- *For three years tax exemptions for start-ups:* The Income tax will be free for initial consecutive three years.
- *For fair market value tax exemptions will be given on any investments.*
- *The festival of start-ups:* in the era of globalization and competitions innovation core programs in 5 lakh schools for students are being conducted including annual incubator grand challenge to innovate the ideas and to create world class incubators.
- *The launch of Atal Innovation Mission:* to encourage, innovate the talents around the nation this mission has been launched to give an impetus of innovation.
- *Formation of 35 incubators institution in India:* Under Public private partnerships (PPPs) model are being considered for 35 new incubators and on national institutes level 31 innovation centres will be set-up.
- *New research parks formation:* Research is always been important for innovation so, 7 parks like 6 IITs, 1 IISc will be set up by the government at an initial budget 100 crores each.
- *Entrepreneurship promotion in the field of Bio-technologies:* Under this scheme new offices including twenty bio connects, one hundred fifty technologies, fifty new bio incubators will be established with five new bio clusters.
- *Students level focused programmes for innovations:* 5,00,000 schools and their students will be involved under this core innovation programs.
- *The panel of legal support, facilitators, filling patent applications will be provided with all other assistance.*
- *The start-ups will be given 80% rebate on each patent application.*
- *Easy norms for start-ups on public procurements will be assisted.*
- *Quick exits for the start-ups.*

India is seventh greatest nation by territory and current economic emerging country with 132.42 crores population the second highest in the world to create the curiosity of entrepreneurship among the youth in India isn't easy where as start-up came with new business vision, entrepreneurial aptitude, new research & innovations, employment, expand the ideas of youth at schools, academic institutions (private as well as government) with new possibilities, at contemporary Indian economy in the age of globalization experiences the different models of procedures, business enterprises, responsiveness, different partners collaborations like PPPs model, administrative organization, new companies and young minds coming together to built a new ecosystem in the world of start-ups.

#### **Government official vision for “Start-up India, Stand-up India”.**

- On Independence day speech Prime Minister Shree Narendra Modi said “*We want a start-up network to be established in India, we are looking at systems for enabling start-ups. We must number on in start-ups...Start-up India-Stand-up India*”.
- On 13<sup>th</sup> Convocation ceremony of Visvesvaraya NIT addressing the ceremony, former president shree Pranab Mukherjee spoke to young technologists to be become an entrepreneurs in order to success the start-up/stand-up India “*The success of this initiative will depend on how innovatively we can use the technology as well as human resource available in our country. I call upon you, the young technologies, that instead of looking for job opportunities, you may aim to become entrepreneurs who create job opportunities for people. Through your start-ups and entrepreneurs you can wealth for the nation, society and people, which*

#### **Eligibility for tax benefits/Tax rebate through Start-ups/stand-up India.**

- Innovative idea of business has rebate on taxes though start-up India condition is idea should be a fresh in manufacturing /service and should also be profitable for the society.
- The product of business either manufacturing or service must add value to the industry, society or the customers and should also have the feature to qualify the tax rebate.
- The product or service must have the capability to resolve at least one problem of the society/nation; luxurious products items may not have tax benefits in the business.
- Private limited or limited liability partnership companies can only get these benefits, if it is registered after 1/4/2016.
- Registration form must be filled carefully to start the business for the start-up India scheme with the option "registration with tax benefits" to get the tax rebate.
- To execute any business model, before make sure that it should be working otherwise there is a chance of rejection of the application by incubators. (Reason: business model may not work at real time).
- To get the benefits of tax, the entrepreneurs have to obtain the recommendation letter from any one of the followings:
  - a. The incubators established in the Post-graduate college.
  - b. The Incubators must be funded from state or central government.
  - c. The Incubators must recognize from the government of India.
  - d. The funding letter must not be less than 20% in equity.
  - e. The letter of funding must be issued from state or central government.
  - f. The patent must be published and filed in the recognized journal.

#### **Vision and mission:**

Today every young mind entrepreneurs can launch their product and services which are helpful for the society take the benefits of the scheme "The Start-up India, Stand-up India" to enjoy the tax benefits for the three initial consecutive years that benefits are added to increase or establish the business after 3 years or one the business established 30% of the tax will be paid.

Start-up India is an all inclusive action plan to boost the employment and wealth creation; it's for all job seekers to job creators, the government is focusing on promoting banks for financial start-ups ventures to motivate, encourage the entrepreneurs. It aims to provide credit entrepreneurship skills to women, ST/SC Communities from 10 to 100 lakhs, this scheme is expected to benefit large of underprivileged sections entrepreneurs.

The Prime minister of India wanted to increase the job schemes for young generations to avail the benefits of their own firms, the average age of youth are coming forward with their new ideas at the age of 25-26 so, it is becoming boon for the nation to being a new tomorrow for new economy, self dependency, super youth power, employment for backward classes and uplifting young entrepreneurs. Hence we may call it as "STAND UP INDIA=START UP INDIA".

#### **Challenges leads to failure in Start-up India:**

- **Lack of right Team:** It is very important to have a good team with skills, innovations and needs equal passion with dedication to solve any problem in the business to connect the vision to achieve the objective of the start-ups.
- **Lack of communal decisions:** It is very important to take community decisions from the founders to the end customers not discussing the ideas or decisions may lead to failure of the business due to clarity, needs and feedbacks.
- **Lack of marketing strategies:** the product and services in a business needs STP (Segmentation, Targeting and Positioning) analysis to achieve the objective or to understand the difference between users and customers. Since founders never reach to the consumers feedbacks so the business may lack behind.

- **Short run ups:** sky vision is required to grow start-ups, right decisions in right direction can bring a big picture and the future of the business.
- **Lack of Business experimental tools:** Execution at slow rates without analysing the without market plan, assumptions decision making make fails the business through start-ups.

### Gaps in the Start-up India:

- Still large the number of people in India doesn't know about the use of technologies like mobile application, here the gap can be seen between the schemes and the people.
- Government banks schemes of I-MADE, MUDRA schemes are not know in the villages due to awareness among backward sections.
- 5,00,000 schools are working for this scheme but we have total 13,00,000 schools approx, rural based institutions are very far from these schemes.
- Scheme is active but not flexible to everyone because still much JUGAR (unskilled way of doing the work done with the innovative ideas specially used by tribal people) system means people in rural India having innovative ideas they don't know how to execute into business.
- Every corner is digitalized but schemes are unreached in many geographical regions.

### Assessment/Findings of Start-up India:

It's a wonderful scheme in the contemporary age of globalization as the growth of incubators and accelerators are increasing we became the third highest in the world (data: [www.yourstory.com](http://www.yourstory.com)) 30 academic incubators (increased by 40% in 2016-2017) were established with the increasing government support under the scheme (Pradhan Mantri Mudra Yagna PMMY), Impact of GST start-ups increased the ease of business and reduced the taxes and costs on logistics. Today India youth, underprivileged section entrepreneurs have increased especially women, ST, SC people have been give more focus to grow in the phase of globalization. Start-up India became boon for India youth today ease of business, patent rights, three years tax rebates gave new directions to fly high. Since Digital India, Mobile applications used for giving benefits of this scheme so students and youth becoming the entrepreneurs. I think it's the historical change ever in India to transform Indian youth towards trending business opportunities and making India self-independent country that's the reason start-up India is called Stand-up India, It's a scheme to stand on their own to grow your business even after 3 years only 30% has to be paid as tax. Most important assessment for this paper is, government has to make the start-up India procedure more and more flexible to the young entrepreneurs through awareness programs, with the help of NGOs, the governments senior secondary schools etc because India is the youth majority nation and maximum new ideas & innovations are coming everyday around the corners of the country but lack of awareness among the people is very less. If, we are able to overcome these situations we can be the apex developing economy in the world.

### Conclusion:

Start-up India scheme is boon for the nation but still something more is missing, it has to be connected with every people, every regions of India. According to our study awareness among the people is requires it can also be done easily by connecting the hands to hands. NGOs, schools, universities need to work for the welfare of the nation, government need to appreciate the facilitators with awards and perks to motive each other. Second as India Post Payment Bank is available in each every village and corner to corner of the nation, the scheme has to be given to the IPPBs also to execute with the help of youth, students, panchayats, NGOs have to make the people aware of these schemes. Start-up is for every youth entrepreneurs in India to execute their own business and stand on their own without thinking for any other employment opportunities.

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