

A CASE STUDY ON INDIAN STARTUP'S

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Abstract – This case study aims to introduce the study process and outcomes of learning about everything of Entrepreneurship. To build a strong environment or ecosystem in India. To give more opportunity to the youngsters of the country. These study is to encourage more startups in India. We are mentioning the purposes of introducing startup, requirements, the main aim of the startup's and Incubators.

Background:

The reason behind this topic is that the people should learn or should adopt new technology and new strategies in the businesses. Also, the reason is that to improve more skillful employment within the country.

As, we see current situation of India there are some jobs but not more opportunity. To create more skillful employment we have to introduce or provide some platform to the youngsters. To solve these problems we are introducing some opportunities as given below in details. To compete with the world in India some initiatives have been done.

As, I said in the below paragraph about introducing subjects related to everything about Entrepreneurship,

And giving some strategies about the business model.

Recent progress on the study topic is that we see that in every technical field a management course is present. But not the subject is not effortlessly introduced.

Some Problem statements :

- Unemployment
- Ease of doing Business
- People don't know about entrepreneurs

To tackle these problems above are some solutions :

- Introducing the syllabus or subject in colleges about Entrepreneurship.
- And giving some opportunity to private players.
- Introducing some policy or low interest loans from banks for startups.
- Tracking or fast approval of patents.

For improving ease of doing business ranking and good economic conditions in India we have to promote all about

entrepreneurship, it is also important to solve the problems of unemployment, poverty life in some part of villages.

So, for these more startups should be registered. Also for these some platform should be present.

India after 1991 LPG (Liberalisation Privatisation and Globalisation) system applied in India the some power was given to private sector. This was the first step to build a startup culture in India. After 2015 in India there was some startups but were less as compared to today's number of startups. But after some government initiatives were done.

According to **Ministry of Commerce and Industry report** on some Indian unicorns On June 3, 2021 50,000 startups were recognised as a startup. The startup India initiative was launched on 16 Jan 2016 at the first year of this initiative there were 743 startups were recognised. To build a strong and an inclusive ecosystem in India this initiative was very helpful. Now the startups are increasing 16,000 startups were recognised in the year 2020-21. One of the reasons for increasing startups are the internet as year by year technology is updating and some competition across India. Almost in all sectors the startups are registered, such as Food Processing, Product development, Application development, IT consultant and Business support services.

Purpose of Introducing about startup's initiative are:

- A man should get a proper knowledge about or how to run a startup.
- Person should get a solopreneur.
- To increase employment.
- And also to increase more competition.
- Due to introducing such initiative the supplier or dealer or common man can export to other country.
- Due to such initiative market will be flexible for external investors and also for internal.
- To provide more incubators.

What are requirements or tools for setting up a startup's ?

- An good idea
- Brainstorming of an Idea :

Brainstorming is that in which some group of people discuss on an single idea. It is done when people came and meet each other.

- Planning
- Organising
- Proper plan Layout

- Proper Execution
- Funding (It is very important) :

This step is very important for a startup to further expansion funding is very important.

- One of the point is the setup of the plant for this land required.

Suppose, to build a factory a land is required and which is affordable. Other requirements are electricity, labours and equipments.

- Transportation:

Transportation is required to carry heavy equipments and other goods.

For this, in India there are two types were the mostly transportation is done.

1. Railways
2. Roadways

Railways-

In India mostly the heavy machines or vehicles are passes through the railways. The goods which carried by railways are cheap and secure.

Example- Cement, Rice, Wheat, Jowar and other carrying material are carried out by railways.

By railways the goods are secure.

No more cost is required as compare to other ways.

Roadways-

For increasing more productivity and to fulfill the commodities. The roadways are useful. The roadways are the backbone of the economy.

To increase more productivity and efficiency the government opens the schemes in that it will provide good quality of roads and national highways.

To decrease the time government made a digital payment on checkpoint due to this time will save.

The idea should be ecofriendly and can provide more employments in the country.

The main moto of startup's:

- Is to provide more employment in the country upto villages.
- Should not be any **monopoly** in the country it means that the player running the startups should not enter in another business.
- To give the quality of product or give the best services for customers.
- To get more feedback from the consumer.
- Give the consumer what the need is.
- The product which is used to sell it must be ecofriendly.

Incubators :

What are the role of incubators?

The role of incubators is to train the persons or to fund or give some training about entrepreneurship. To support the startup's

In india there are also some incubators. Incubators are present in very capital of the state.

Incubators, Mentor and Investors are helping the startup's in india to give them a full support.

About 758 Incubators are present in India to help the youngsters.

India is the second most populated country in the world, also in India there are more number of youngster are present. To this massive number of youngster we can use for economy growth or farewell for the country.

So for this a proper education as well as and having some knowledge about Entrepreneur due to this thing more Employments will be generated in India.

India has the 3rd largest startup ecosystem in the world. India has the economy of 2.94 trillion it seems that a growth is increasing rapidly after the 1991 LPG system. After 2030 India will become third largest strongest economy in the world.

What is Unicorn ?

A unicorn is that a startup makes the evaluation upto 1 billion is known as the unicorn.

Above are some Indian unicorns of 2020-21 are pharmany, Unacademy, Cred, Grow, Licious, Cars24, Firstcry

An, startup should adopt technological advancement in their Ideas.

Global Startup Ecosystem rankings:

The above data is from Global startup Ecosystem Index 2021, Startupblink.

In 2019 India has a rank 17 in 2020, 13 and it in 2021 it was 20 in the world which is better as compared in early years.

It seems that three places is change. According to cities or citywise.

At the top 10 to the tenmost position banglore, at 14 New Delhi and at 16 mumbai.

Process or Rules for the Startup's:

- Startup must be register has a private.
- Startup should not be more than 10 years from the date of incorporation.
- Startup idea should be ecofriendly should not harmful to the environment.
- Startup should have fulfill the all government laws and conditions the turnover of the startup should be under 100 crore.
- The startup should not be formed from splitting up the existence business.

In startup after idea, planning, funding after this an manufacturing is very important.

Manufacturing is the backbone of any nation. Economic health of any nation is directly depends on the level of manufacturing.

Higher the level of manufacturing higher will be the standard of living of the people that nation.

Keywords:

Startup's, Entrepreneur, LPG, Incubators, Ease of doing Business, Unicorn, Brainstorming, Monopoly, Ecosystem.

Conclusion:

1. To build a good business modal and to empower the more startup's in India.
2. To use the power and energy of youth to solve the nation problems.

Referances:

1. <https://commerce.gov.in/>
2. <https://www.startupblink.com/>