

Startup Ventures and their Contribution towards Atmanirbhar Bharat

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A startup, as an entity headquartered in India, is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. A startup is considered an entrepreneurial venture, typically aimed at resolving a real life issue with an innovative product or service, in search of enough financial backing to get off the ground. They have an important role in Atmanirbhar Bharat. This Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. Under the Startup India initiative, eligible companies can get recognized as Startups by DPIIT, in order to access a host of tax benefits, easier compliance, IPR fast-tracking & more. This amply demonstrates that the government is well aware of their contribution in making self-reliant India. The present paper is an humble attempt to explain briefly the startup ventures and their contribution towards Atmanirbhar Bharat. It has been stressed that there is a great

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need to pay more attention in the field of staff training, ability to hire right people with the right skills at the right time and undertake a large number of initiatives for facilitating startups throughout their life cycle.

[**Keywords** : Startup ventures, Atmanirbhar Bharat, Startup India, MSMEs, Entrepreneurial ecosystem]

1. Introduction

Startup ventures are activities undertaken to initiate a profit oriented business or activities which give help in economic affairs of a person or a nation. It affects and develops economic goods and services. Duke University's entrepreneurship manual outlines the entrepreneurial process across five phases: idea generation, opportunity evaluation, planning, company formation/launch and growth.

While external factors like the atmosphere and the location of business play a big role in a venture's success, internal factors like the founder's locus of control and inclination to put a good harmony between work and its growth would also help in the economic growth of the country.

In the Government's flagship 'Startup India' initiative, more than 50,000 startups have been already recognized. Such startups are able to fuel the growth engine of the nation, as an average number of 11 employments have been attributed to each of these startups. With the Government's focus of leveraging the domestic capabilities through 'Atmanirbhar', the startup ecosystem in India would emerge as one of its competitive strengths.

2. Objectives of the Study

In this paper, I have tried to discuss few aspects of Startup in India like its need at the present time; functions and scope of startups; factors affecting the growth of startups; challenges faced by Indian youth in startups; the support of Government for startups; and leveraging capabilities through 'Atmanirbhar Bharat'.

3. Methodology

The main sources of data used in the study are secondary. The information collected for the study has been collected from websites, magazines, newspapers, journals and books. Startups are the need for the country like India where most of the youth are either

unemployed or in unsatisfactory jobs so it helps for job creation and helps for economic growth.

4. Growth Matrix for Startups

Based on available data, I have devised a growth matrix for startups. The matrix leverages of a startup's internal capabilities as well as external facilitators are necessary to nurture a growth mindset.

Internal Capabilities	External Adaptation
Government	
<ul style="list-style-type: none"> • Encouraging youth to be a part of the startup ecosystem • Panel of Business Experts to assist in policymaking • Uniform and comprehensive taxation mechanism • Rewards and Recognition • Sourcing Policies to assist the domestic startups 	<ul style="list-style-type: none"> • Develop a globally attractive policy and regulatory framework • Access to credit and business advisory • Promote access to global best practices in business management and technology innovation • Trade & Promotion support
Business	
<ul style="list-style-type: none"> • Develop good Policies and Plans • Develop an appetite for risk • Compliance oriented culture • Process Innovation 	<ul style="list-style-type: none"> • Undertake routine skill enhancement initiatives • Leverage shared capabilities within the industry and grow scale • Develop Networking abilities

Some reasons for a weak entrepreneurial ecosystem within India may be a lack of knowledge of startup skills, networks, cultural support and technology absorptions etc. By technology absorption, we refer to the ability of a country to access, utilize the knowledge from elsewhere and then integrate it. In order to build the atmanirbhar ecosystem, it is critical for Indian startup-owners to connect with each other to share ideas, market connections and generally undertake joint activities. While competition is generally considered good for the market, an overly competitive market may lead to price wars, and eventually leads to consolidation in the number of overall business players. Focus should be on enlarging the proverbial pie, not seek a greater share within the existing pie.

At the same time, the cultural aspiration of a large section of the population may be addressed as well. Hofstede's cultural dimensions indicate that at a score of 40 out of 100 (Uncertainty Avoidance), the average Indian is likely to possess an acceptance of imperfection and improper planning. Tolerance for the unexpected is generally high in countries with low uncertainty avoidance and even welcomed as a break from monotony. It is also opined that in such cultures, people generally do not feel driven and compelled to take action-initiatives and comfortably settle into established rolls and routines without questioning.

Another factor is the availability of risk capital, though various measures have been put in place under the Atmanirbhar initiative. Still, during uncertain times of a pandemic, risk capital remains a critical challenge remains for the entrepreneurial sector.

5. Focus Areas for the Future

In order to increase more startups within the atmanirbhar initiative, there is a need to pay more attention to the skills required for entrepreneurship including staff training by the Government. Labor market flexibility is a need in terms of being able to hire the right people with the right skill at the right time. There is also a need of improvement in education system so that the youth may have focus on entrepreneurship associated courses.

In his 2020 Independence Day speech, Prime Minister Narendra Modi repositioned the 'Make in India' agenda as 'Make in India for the world'. This signifies India's aspiration to be a powerful trading nation on the back of quality products, competitive manufacturing, and integration into the world economy (Srivastava, 2020). Manufacturing capabilities suitable for competing in the global markets are a critical component of this strategy, and through extensive capability building focus within the Micro, Small & Medium Enterprises (MSMEs), India could emerge as a global power in overall manufacturing sector. In order to achieve this, capabilities need to be developed along a multi-dimensional horizon - one that leads to specialization as well as diversification.

6. Growing our MSMEs

Startups plays a very significant role in the economic development of any country. They play the role of a pillar for

economic growth as it leads to generation of employment, industrialization, technical development, expert promotion etc. Over the last few years, the trend of startups and entrepreneurship has increased in India and a number of foreign companies and PE funds are willing to invest in Indian market. In fact, during an uncertain economic outlook of ongoing COVID-19 crisis, Indian tech startups carefully aligned themselves to the 'new normal', leading to the emergence of 1,600 tech startups in the Indian ecosystem with a record number of 12 new unicorns.

So there is enough scope for the growth of startups in India and Indian market is much stable as compared to the markets of other countries. It is again important education and access to skilled workforce plays a great role in the growth of startups. New learners are known to have access to technology, they know foreign direct investment and other policies that help them for new opportunities every day .

An important aspect of startups in India is social entrepreneurship where poverty, unemployment plays a great role so people decide to take matters in their own hands without the help of Government to work for a better tomorrow. The cooperative movement has a rich history in India and two most notable examples are :

1. Shri Mahila Griha Udyog Lijjat Papad - providing employment to more than 45,000 women across India
2. Amul - Anand Milk Union Limited - Frontrunner of India's White Revolution

The Government seems to note the growth driver behind the Cooperative movement in India, and hence, established a separate Ministry of Co-operation. The ministry is envisaged to work in strengthening co-operatives at the grassroot level, working to streamline processes for 'Ease of doing business' for co-operatives and enabling the development of Multi-State Co-operatives (MSCS).

It is important to mention that the vision of atmanirbhar startups could be achieved through development of synergies with various other Government Schemes and Policies.

Digital India initiative was launched to modernize Indian economy. The aim is to make all Government services available electrically. Its aim is to transform India into a digitally empowered

society. The scheme has a mission to provide high-speed internet available down to the grassroots. It is a hope that our country will achieve equity and efficiency with so many diversities by making digital resources and services available in all Indian languages.

Similarly, Standup India launched in 2015 to help the unprivileged people. It envisages to help women entrepreneurs, Scheduled Castes and Scheduled Tribes economically. The economically weaker people may avail of loans to start Greenfield enterprises in manufacturing, services or in the trading sector. The standup India portal also gives information on financing and credit guarantee. There are many private organizations (NGO's) that help women entrepreneurs for starting their business. Women can avail services like counselling, training, opportunities also.

Pradhan Mantri Kaushal Vikas Yojna is a skill certification initiative that aims to train the youth in the skill of industry to earn livelihood of their own.

7. Conclusion

India has strong position in the field of product innovation. However, the weaker areas where our country score low are startup skills, technology absorption, high risks etc. There are some additional challenges like lack of networking and cultural support.

There is again a great need to pay more attention in the field of staff training, ability to hire right people with the right skills at the right time. The Government of India has undertaken a large number of initiatives and facilitating startups throughout their life cycle.

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