

Role of Startup India Programme for Women Empowerment in India

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Every year we are celebrated International women's day on the 8th of March and discuss on women rights and development. In this process the empowerment of women is centre of gravity. Today we can see that education ratio is increasing among women in India. Due to increased level of education and literacy, women successfully challenged whole world. They are fully participated in Indian economy and development. To celebrate this women entrepreneurship, Startup India can be proved milestone for women empowerment. This scheme was launched by the central government. It promised to provide all needy women quick clearness to new startup, tax rebates and innovation programmes to five lakh schools across the country. So, there are various Startup India Schemes as school programmes for young girl, innovation centers in National Institutes, Atal Innovation mission, funding support, Tax exemptions, self certification, Rashtriya Mahila Kosh scheme to encourage women to create wealth and assets etc proved beneficial for women.

[Keywords : Startup India Programme, Women Empowerment,]

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**CONTEMPORARY SOCIAL SCIENCES, Vol. 30, No. 3 (July-September), 2021
Peer Reviewed, Indexed & Refereed International Research Journal**

1. Introduction

In employment generation and wealth creation, Startup India Scheme will play a very important role in employment generation and wealth creation. The main objective of Startup India scheme is to develop and innovate the products and services so that there will a rapid growth in the employment rate in India.

On 15th January, 2016, our Prime Minister launched Startup India scheme. It is an ambitious movement with aims of filling up gaps in the Indian economy for the growth and development of startups and to boost digital entrepreneurship at the grassroots. Through the startup India Programme the young generation will be able to fulfill their dreams with the help of friendly economic system of easy registrations, liberal finance, tax benefits and simplified regulatory system. Due to the diversity of business activities in startup scheme there will be the possibility of boosting economic growth and trigger creation of thousands of new jobs. The Government through this initiative aims to empower women startups to grow through innovation and design.

The Central Government announced Rs.10,000/- crore 'fund-of-funds' which is a significant commitment under the action plan of startup. India has the third largest number of startups globally. A startup with the Government's support will definitely motivate many young women entrepreneurs to turn their ideas into reality thereby increasing the economic growth of India along with creation of so many new jobs for huge number of unemployed persons.

Startup means "an entity, incorporated or registered in India not prior to five years with annual turnover not exceeding INR 25 crore in any preceding financial year, working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property".

2. Startup India Action Plan in Brief

Action plans for Startup India covers the following issues: o Government supports 'fund-of-fund' with corpus Rs.10,000/- crore disbursing Rs. 2,500/- crore earmarked every year.

- Registration of entrepreneurs in one day against 1520 days in earlier.
- Legal support and fast tracking patent examination.

- Relaxed norms of Public Procurement for Startups.
- No tax on profit for three years.
- Capital gains tax exemption.
- Credit guarantee scheme.
- Self certification-based compliance for labour and environment laws.
- Startup India Hub - A single point of contact for the entire startup ecosystem, access of funding, compliance regime based on self-certification.
- Fastest exit for startups.
- In public private partnership harassing private sector expertise for incubator setup.
- Mobile App, Portal for registration.
- Encourage startups in government purchase, with relief in experience and turnover.
- Special scheme for women entrepreneurs.
- Support to biotechnology startups.
- Building Innovation Centres at National Institutes.
- Setting up seven new Research Parks to provide facilities to startups in the Research and Development sector.

3. Eligibility for Startup India

As per the Startup India Action plan, the followings conditions must be fulfilled in order to be eligible as Startup :

1. Being incorporated or registered in India for less than seven years and for biotechnology startups up to 10 years from its date of incorporation.
2. Annual turnover not exceeding Rs. 25 crores in any of the preceding financial years.
3. Aims to work towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property.
4. It is not formed by splitting up or reconstruction of a business already in existence.
5. It must obtain certification from the Inter-Ministerial Board setup for such a purpose.

6. It can be incorporated as a private limited company, registered partnership firm or a limited liability partnership.

4. Employment opportunities for Women Entrepreneurship in India

It is normally seen that the women entrepreneur of eastern area are doing the business of Handicraft such as to prepare pickles, beauty parlor, bakery etc. It is necessary that women entrepreneur should also know the other business area so that they can be empowered. Startup India programme plays very important role in this area. Today it is necessary that women go ahead from the traditional area and search opportunities in new area keeping in mind the availability of resources and skills in their state.

There are large opportunities in Handloom, Handicraft and Fashion industry. From designing to Embroidery of ladies garments, to manufacture of decorated goods, Pottery, Carpets, Fabricator designer, Fashion designer, Specialist in Calendering, Handloom Technologist etc. Businesses are available for women entrepreneur.

Another industry that is growing at a rapid space is the beauty and health industry which is growing four-and-a-half times a day and has wide potential in India's market. Especially in areas such as nutrition, fitness, beauty clinic businesses, beauty specialists, hairstyle specialists, makeup artists, yoga and fitness experts, nail technicians and spa therapies. The logistics industry in India is also developing rapidly. There are more opportunities of employment in the area of logistics and supply chain consulting, courier service, Movers and Packers services and Free Consultant.

Tourism is another tremendous business and industry worth billions of rupees in India. The Indian tourism and hospitality industry is ranked 40th in the world (according to data from the 136 Economies of the World Tourism and Travel and Travel Competitive Index-TTCI-2017 released by the World Economic Forum). Various business trends in the tourism sector include adventure tourism, event planning, taxi and bus shuttle businesses, ferry businesses, pilgrimage companies, running online hotel booking websites, writing blogs on travel and tourism related topics, running travel agency (including passport and vis arrangements for tourists, hotel and tavel). The online business sector, along with the tourism sector, has today established its roots around the world including India.

Blogger, SEO consultant specialist, retailer, social media consultant, web design, remote technical support, application development, handmade craft vendor etc. also have good prospects.

5. Conclusion

There are many schemes to promote women entrepreneurship but it is necessary to make them sensitive to the needs of women entrepreneurs. The size and scale of enterprises of women traders is often of the level of micro enterprises. It is possible that many women businessmen do not get higher education. Access to the market is also often a big challenge for them. Absolutely, Startup scheme launched by government of India will help many women for their empowerment.

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