

Start Ups in India: A New Era of Business and Employment Begins

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Abstract: *In India the trade activities are prevails from the olden times. The concept of HUF and partnership was there In HUF the "Karta" manages all the work and perform each activity of business and in Partnership each partner performs his liabilities and responsibilities. Since before some years the concept of Startup is emerges and many start ups are working in different sectors of industries The prominent names are PayTm, Meesho, CRED, Vernacular. Ai, Pharm easy, Digital Insurance, Groww, Nykaa, Udaan, Phone Pe, Google, Uber, Facebook and Twitter These start-ups hire the best workers and search for investors to boost the development of their ideas and scale. Small business startups. These businesses are created by regular people and are self-funded.*

Keywords: Start-Up, HUF, Entrepreneurship, Portal, Ideas, Self-Funded

1. Introduction

Start-up India is a flagship initiative of the Government of India, intended to catalyse start-up culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. A startup defined as an entity that is headquartered in India, which was opened less than 10 years ago, and has an annual turnover less than ₹100 crore (US\$13 million).

Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Since the launch of the initiative on 16th January, 2016, Startup India has rolled out several programs with the objective of supporting entrepreneurs, and transforming India into a country of job creators instead of job seekers.

About the Start-up India Portal

This website, also known as the Start-up India Portal is an online platform for start-ups and entrepreneurs. It houses one of the largest networks in the Indian Start-up Ecosystem, connecting tens of thousands of key stakeholders such as start-ups, investors, incubators) on a single platform and allowing them to discover and collaborate with each other.

The Portal also aims to reduce knowledge asymmetry and better equip entrepreneurs for success by providing them with essential information, online courses, a database of government schemes, market research reports, free software applications and other useful resources.

The portal is one of the programs mandated under the Start-up India Initiative.

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The broad scope of start-up India's programs is outlined in the Action Plan below, and is managed by a dedicated start-up India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT). The 19-Point Action Plan envisages the following forms of support for Start-ups, and more:

- -Enhanced infrastructure including incubation centres
- -Easier IPR facilitation, including easier patent filing
- -A better regulatory environment including tax benefits, easier compliance, improved of setting up a company, faster exit mechanisms and more
- -An economic stimulus in the form a INR 10, 000 crore Fund of Funds managed by SIDBI, with the goal of increasing funding opportunities
- -This website, also known as the Startup India Portal, which offers a range of useful resources and a vast networking database for entrepreneurs and other stakeholders in the Startup ecosystem
- -A toll-free helpline and *quick* email query resolution for start-ups

To follow the progress and achievements of the Start-up India Initiative thus far, please view the Status Report below.

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Steve blank is the father of the Start-ups born on 1953. He was studied from University of Michigan

Start-up India is about **creating prosperity in India**. Many enterprising people who dream of starting their own business lack the resources to do so. As a result, their ideas, talent and capabilities remain untapped - and the country loses out on wealth creation, economic growth and employment.

The Silicon Valley of India, **Bengaluru** ranks first position when we talk about the city for startups. It is known as the city with the most conducive environment for trade and digitalization.

Edison General Electric company (now GE), could be thought of as one of the first startups. The growth and difficult path to victory for that company is similar to a typical startup journey. Many companies like Nokia could also be thought of as a startup in their early days.

Need and Importance of Start Ups in India

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More job opportunities, increased job satisfaction, scope of creativity and innovation, flexibility in doing the business and plenty of growth opportunities are some of the major advantages of start-up companies.

When top global investors look at India today, they see a country full of potential. A large population, sizable untapped markets, diverse cultures, spending habits; all this supported by very entrepreneur and enterprise friendly government initiatives, has meant that the Indian economy is attracting big ticket investors like a magnet.

The point to be noted here, is that these investments are being made in nimble-footed, quick thinking, sharp minded compact teams, heading new age businesses called **start-ups**.

Let the word startup not fool anyone, because these enterprises are being run by brilliant minds who are

seeking to transform the way we educate ourselves, care for our lifestyle, manage our finances, plan our travel etc. They are helping us do a lot more by blending cutting edge technology with smart intuitive processes. CoffeeMug was created to make the startup environment more approachable for budding entrepreneurs. It is a professional networking platform with some of the top business acumen.

Facilitate innovation

It is not just new age businesses but even traditional industries could do wonders by adopting the innovative technology, systems and processes that startups bring with them.

Move capital investments

Investors too need startups to put their money to work. What's more, they can even get fabulous ROI for investing in startups with promising and sustainable ideas.

Make life simpler

Everyone aspires to and needs a way to make life simpler and convenient. Things need to be done from the convenience of home, travel needs to be planned on a handset, food delivered, all this is possible with the ideas startups have come up with.

Harness the intelligence capital that India possesses

India is considered to be the home to the best minds in IT, AI, VR, deep tech and more. A startup is the best way for the talent to come up with path breaking technologies and innovations.

India needs over one hundred million jobs annually and, most of the jobs are generated from startups and not from big enterprises. Startup entrepreneurship is important in today's generation as it brings innovation, new jobs and competitive dynamics to the business world and enterprises.

'An engine of change' Technology startups are more than catalysts for growth. They are the engine of growth itself. They solve problems no other sector is addressing with innovative thinking, thus pushing society forward-all while creating jobs, stimulating the economy, and attracting foreign investment.

Impact of start-ups in the Indian economy and Importance

India is a developing country with a mixed economy so it is very important to develop the Indian economy for the growth of the nation. Half of the Indian workers rely on agriculture for their livelihoods. Here we are going to discuss the impact of startups in the Indian economy and how it helps in the growth of our country

Now India is laying on many other countries. India needs to be self-sustainable in every field such as medical,

education, technology..., for these startups are very necessary, that's why governments are implementing many schemes for a start-up. The government has introduced many policies that aim to ease the business environment for startups. Studies show that India needs more than 100 million jobs a year and the jobs, start-ups may be small companies but they play a major role in giving jobs in India. When more jobs are created more income for people are created that means the much-improved economy is created. When people have money to spend then it is circulated in the Indian market which improves the income of the government. A good entrepreneurship culture is developing in India which gives importance in quality and timely delivery of work which attract customers toward their product or service.

India is a country filled with talented professionals. They have many ideas and potentials, they all like to explore it also but they lack resources to do.

Direct Impact of start-ups in the Indian economy More job vacancies

The serious problem that India is facing is unemployment. Jobs which are generated are mostly from start-ups and not big enterprises. Since the start-ups are free from economic downturns and free from encumbrance, they can manage more staffs

Creative ideas create more works

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Creative ideas create more works.

A start-up that creates a solution easily will have more demand so every startup will try to be creative and with everyone thinks differently so that the solutions found out by different start-ups for the same problem are also different and the smartest and creative ways are encouraged more and create more outsourcing to India.

Talent explosion of professionals and entrepreneurs for better ROI

India is filled with talented professionals but they don't have the option to expose it. Start-ups are in search of talented professionals which give them a platform to showcase their talent and they are always encouraged by multinational companies which make them spend more money in India will have more demand so every start-up will try to be creative and with Everyone thinks differently so that the solutions found out by different start-ups for the same problem are also different and the smartest and creative ways are encouraged more and create more outsourcing to India.

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The new technology that cut off production cost

Technological advances will significantly improve operations and lower the cost of doing business. Start-ups will search for new technology or create new technology in India which simplifies the workload. When new technologies are accepted and demand increases then many multinational companies will show interest in investment in India.

Not only that, much Advancement in the computer industry, coupled with advancements in telecommunications, has increased job opportunities and strengthens economic growth in recent years.

Indirect Impact of start-ups in the Indian economy

More flow of money into the Indian market

When start-up gives a job to people, they start to purchase products and service which increase the flow of money and revenue of the government which boosts up the Indian economy

Changes in the face of the town or city

When many start-ups are in a particular location the demand for that location increases because many people are trying to stay there to work and the infrastructure of that city changes a lot.

More indirect jobs are very important and an Impact of start-ups in the Indian economy

When infrastructure change many hotels, home stays, restaurants, bus operators will start which indirectly creates many job opportunities which increase the revenue of the people of that city.

Increase of demand for related service

Many supporting services for star-ups starts such as Registration Company, marketing company, human resource company which also create jobs which are good for our economy.

Increase in GDP

When income increases the people start to spend more money in the market which directly influences the economy of a country.

Many believe in improving the world with their products, ideas, or businesses. And that's not all!

We have been questioning the purpose of a work life, where we have to slog for someone else's gain solely for money, which is, incidentally, never enough, or where a collapse of economics leads to a widespread unemployment, a question which eventually culminates in the pursuit of self-fulfillment. Entrepreneurs feel that they are doing something valuable with their lives, or at least trying to, which is more than what can be said for most of the working population.

Therefore everyone, everywhere, got into entrepreneurship. Not for fame and money like everyone else might believe, but to solve a problem. Like Mr. Aaron Patzer, Founder of Mint, said: *"You do not start a company because you want to be an entrepreneur or the fame and glory that comes along with it. You become an entrepreneur to solve a real problem."*

Start-ups are meant to grow fast and help make profit by inventing modern solutions to modern problems. That's why, if you've got an innovative idea all you've got to do is show that entrepreneur hiding inside of you. Get on board of the business world, and who knows, maybe you'll be the next Elon Musk of our generation?

Benefits to Start Ups by Indian Government

Start-ups are becoming very popular in India. The government under the leadership of PM Narendra Modi has started and promoted Startup India. Start-up India initiative intends to build a strong ecosystem that is conducive for the growth of start-ups. It aims to empower start-ups to achieve growth through innovation and technology.

To promote growth and help Indian economy, many benefits are being given to entrepreneurs establishing start-ups. The start-ups recognized through the Start-up India initiative are provided ample benefits for starting their own business in India.

Eligibility for Registration under Start-up India

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

Being incorporated or registered in India up to 10 years from its date of incorporation.

•Is a private limited company or registered as a partnership firm or a limited liability partnership.

•Has an annual turnover not exceeding Rs.100 crores for any of the financial years since incorporation/registration.

•Is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

It is important to note that an entity formed by splitting up or reconstruction of an existing business shall not be considered a 'Start-up'. Also, an entity will not be called a start-up after:

Completion of ten years from the date of its incorporation/registration, or

•Achieving turnover in any previous year more than Rs.100 crores.

11 Benefits Provided under Start-up India

Simple process

The government of India has launched a mobile app and a website for easy registration for startups. Anyone interested in setting up a startup can fill up a simple form on the website and upload certain documents. The entire process is completely online.

Reduction in cost

The government also provides lists of facilitators of patents and trademarks. They will provide high-quality Intellectual Property Right Services including fast examination of patents at lower fees. The government will bear all facilitator fees and the start-up will bear only the statutory fees. They will enjoy 80% reduction in the cost of filing patents.

Easy access to Funds

A 10, 000 crore rupees fund is set-up by government to provide funds to the startups as venture capital. The government is also giving guarantee to the lenders to encourage banks and other financial institutions for providing venture capital.

Tax holiday for 3 Years

Start-ups will be exempted from income tax for 3 years provided they get a certification from Inter-Ministerial Board (IMB).

Apply for tenders

Start-ups can apply for government tenders. They are exempted from the "prior experience/turnover" criteria applicable for normal companies answering to government tenders.

R & D facilities

Seven new Research Parks will be set up to provide facilities to start-up's in the R & D sector

No time-consuming compliances

Various compliances have been simplified for startups to save time and money. Start-ups shall be allowed to self-certify compliance (through the start-up mobile app) with 9 labour and 3 environment laws.

Tax saving for investors

People investing their capital gains in the venture funds setup by the government will get exemption from capital gains. This will help startups to attract more investors.

Choose your investor

After this plan, the start-ups will have an option to choose between the VCs, giving them the liberty to choose their investors.

Easy exit

In case of exit - A start-up can close its business within 90 days from the date of application of winding up.

Meet other entrepreneurs

The government has proposed to hold 2 start-up fests annually both nationally and internationally to enable the various stakeholders of a start-up to meet. This will provide huge networking opportunities.

Start-ups are being highly encouraged by the government. The benefits enjoyed by them are immense, which is why more people are setting up start-ups.

3. Conclusion

It is good that artificial Start Ups helps us in many fields. But the management should be good, minimise the risk of unemployment make efforts to open more Start-ups as it helps a lot to the man power available in the country, should follow ethics and work systematically.

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