



## A STUDY ON ECOSYSTEM STARTUP INDIA

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### ABSTRACT:

In recent years, the Indian startup ecosystem has really taken off and come into own driven by factors such as massive funding, consolidation activities, evolving technology and domestic market .it's a revolution. It's going change the markets are working today in India. The central government dates into collective enterprise of the Indian the startup movement attains critical mass. Startup India argument is a better packaging of existing in institutional support. The complexities of managing the processes of India. The plan of startup Indians is to flourish under an ocean of changes in mindset and thinking. It is giving feather to wings of the unstoppable Indian. The world is struggling to avoid another meltdown. Startup India is all about challenging conventions and spurs a revolution of unique and emphatic business models developed by new. It is the precursor to India taking centre stage in the new world order. The study concluded that making capital more accessible and cheaper, easier patent filing, giving research and development credits, and easier entry for the success of Startup India as a growing economy.

### KEYWORDS:

**STARTUP INDIA, ENTREPRENEUR DEVELOPMENT, INNOVATION, AND E-COMMERCE.**

### INTRODUCTION

Start-ups have been the flavour of the season over the last few years for the Indian markets. This has resulted into the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the periods. on account of the consumer demographics ,with china being out of bounds ,India offers the largest pie of investment opportunity that the world is eyeing .this is despite the multitude of operational ,regulatory and taxation issues that surround the business running environment in India.

Start up is defined as “an entrepreneurial venture or a new business in the form of a company, a partnership or temporary organization designed and search of a repeatable and scalable business model. Start up India brings excitement and immense passion abilities for the future. India acknowledged the stark reality of modern business and its complexity. Policy paralysis and lack of transparency were just few of the bottlenecks faced by the entrepreneur. Technology has a predefined role to play in start-ups. The internet-led industry contributes \$30 billion today.USA internet business could grow from \$240 trillion today to \$3.5 trillion and \$700 billion to 1.5 trillion during the same period.

The larger problems plaguing the businesses, such as the unorganized and fragmented Indian marker, lack of clear and transparent policy initiatives, lack of knowledge and exposure, complications in doing business, etc. arc at l cast now being identified as issues that need to be addressed.

various stakeholders such as the government, corporate, educations institutions and others are and should join hands to build a better ecosystem for young people. Various stakeholders such as the government, corporate, educational infrastructure and others are and should join hands to build a better ecosystem for young people. The indomitable spirit of the young Indian, full of verve and energy, is seeing an inspiring transformation unfold in their own country.

Indian institutes of technology have been ranked the world's fourth largest of billon-dollar start up, according to a study by UK-based according company. IIT alumnus accounts for 12 billion-dollar start-ups including flip kart, snap deal, shop clues, zomato and Ola.

### LITERATURE REVIEW

Start up India has been promised an initial capital of 10k crore over a period of four year from the government .this seed capital is capable of attracting tenfold investment by 2022.credit guarantee for start up lending is another booster. Start up plan unfolded on January 16, 2016 in front of domestic and international entrepreneurs. Internet-based businesses from food to fashion, health to education, and travel to payment platforms-all have taken centre stage recently. The developed countries have worked hard to make start up operations simple. It is this backdrop which makes policy making challenging and interesting enough for the government of the day.

### OBJECTIVES

- To understand the initiative and life cycle of start up

- To study the awareness about start-ups in the light of recent changes in industry

**RECENT ACTIVITY IN INDIA**

Traxcn, a start up tracking deal-making involving start-ups, provides some perspective here. In 2014, 43 start-ups were acquired so for this year the number has been 41, with start-ups themselves been the most acquisitive of the lot. Of the 41, nearly two deals were struck by large corporate, with godrej and mahandra and mahendra as the buyers.

**INDIAN START UP ECOSYSTEM ENABLERS ARE:**

Start up in India has given rights to more start-ups. Enables, accelerators, and incubators are firms providing start up with growth advice and decision-making tools. Enables like NASSCOM and ispirit bring together key stakeholders of the ecosystem including start up incubators, accelerators, angel investors, venture Venture

capitalist, support groups, mentors, and technology corporations.

NASSCOM has came up with an ambitious initiative called “10,000 start-ups” aiming to

Scale up the start up ecosystem in India by 10x. The program is supported by Microsoft, Google, Intel, VeriSign, and Kodak. 10,000 start up aims to enable incubation, funding and support for 10,000 start-ups in India over the next ten years.

**STAGES OF THE STARTUP LIFECYCLE**

There are three stages of start up life cycle pre-start up in that discovery and validation are two important steps after that start-up in that efficiency and scale are two steps then third step is growth in which maintenance and scale or renewal be the important part for development of life cycle of start-up.

PRE-STARTUP	STARTUP	GROWTH
<p>Discovery: Identity a potential scalable product/services idea for a big enough target market.</p> <p>Validation: The service or product discovered hits the market looking for the first clients ready to pay for it.</p>	<p>Efficiency: The entrepreneur begins to define his/her business model and looks for ways to increase customer base</p> <p>Scale: Pushing the growth of the business aggressively while increasing its capacity to grow in a sustainable manner.</p>	<p>Maintenance: Maximizing benefits and facing problems derived from the global dimension that the business has achieved.</p> <p>Sale or Renewal: The decision to sell the start up to a giant or acquire huge resources that the brand will need to continue growing.</p>

**INDIAN ECOSYSTEM ARE BEST IN FEW POINTS**

- ❖ Acquit-Hiring, technology acquisition, market consolidation, and customer acquisition a are the main drivers for increase of Indian Start-ups.
- ❖ With increase of momentum in India, investors are getting more exit opportunities.
- ❖ Start-ups are adopting inventive approaches to attract and retain top talent.

**CONCLUSION**

The success of Start up India campaign hinges on initiatives like faster and easier registration of Companies, self-certification for many legal requirements, zero inspection for three years, funding for patents, and speed of patent protection. It is important to add provisions which aid the closure of dead companies within the 90 days.

Incentives in the form of tax holiday for the three years are a benefit worth considering. It is also apt to consider equating capitals gains with the regime in the listed market.

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