An Analysis of Indian Startups and Government-Sponsored Startup Programs

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Abstract: *An enterprise that is just getting off the ground is called a startup. The largest challenge for every startup firm is proving the validity of its future potential in order to attract lenders and/or investors. Although potential lenders and investors have a range of tools at their disposal to project returns, startups are constantly seen as the riskier investment choice.*

After the United States and the United Kingdom, India is the country with the third-highest number of startups. It is clear that India now has over 4,400 technology businesses, and by the end of 2021, that number is expected to rise to over 13,000 enterprises. India must also take pride in becoming a billion-dollar club member. This category includes startups like Flipkart, Paytm, Zomato, Snapdeal, Ola, InMobi, Hike, MuSigma, and Quikr. A fintech company named MobiKwik wants to join the unicorn club with its next $100 million fundraising round.

The NASSCOM Start-up Report 2015 states that start-ups created 65,000 new jobs in 2014, and that number is expected to rise to 250,000 by 2021. Currently, the private sector is mostly responsible for this expansion. If the government is successful in building the proactive startup environment that it has envisioned, there is a lot of potential for new job creation, most of which will be significantly larger than NASSCOM's projections.

Keywords: Indian Government, Entrepreneurship, Innovation

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219