

# To Study Marketing Strategy for Startup India (SI)

**Pravesh Pipariya**

Researcher, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

**Abstract:** *A marketing strategy for SI is a comprehensive plan for interacting with the public and attracting potential participants in the organization's programs. The brand value of the SI, essential marketing messages, details on the target market, and other essential aspects are all included in the marketing plan. A document that specifies the kinds and timing of marketing operations is called a marketing plan, and it is informed by the marketing strategy. Since the brand value and the essential components of a Scheme benefit are contained in the SI's marketing strategy, it should last longer than any particular marketing plan. In an ideal world, these items don't change too much over time. The Government of India's flagship program, Startup India, aims to create a strong environment that is supportive of the development of new firms, to promote sustainable economic growth, and to create significant numbers of job opportunities. The goal of the government's effort is to enable startups to develop via innovation and design. Since the Hon. Prime Minister's plan was launched on January 16, 2016, a number of initiatives have been carried out to further his goal of making India a nation where people create jobs rather than seek them out. With businesses being acknowledged through the "Make in India" initiative and many entrepreneurs taking advantage of the benefits of beginning their own firm in India, these programs have spurred the startup culture. The 19-Point Startup India Action Plan includes, among other things, a Rs 10,000 Crore corpus fund, a number of incubation centers, simpler patent filing, tax exemptions, ease of business setup, and a speedier exit mechanism*

**Keywords:** Startup India, Govt Scheme, Marketing Strategies

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