

A Study on Entrepreneurship and its Promotion Under the Start Up India with Special Reference to Tirunelveli City

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Abstract: *Entrepreneurship plays a significant role in the economic development of any country. Entrepreneurship acts as a pillar for the economic prosperity of a nation as it leads to generation of employment, contribution in national income, rural development, industrialization, technological development, export promotion etc. In India, various initiatives have been taken by the government from time to time for entrepreneurship development in the country. Entrepreneurship has attracted the attention of policymakers in India. A series of high-level initiatives, including Startup India, have been launched to promote private sector development. The study was done primary and secondary data primary data are collected 140 respondents and secondary data are collected from various newspapers, government magazines, sources of books, journals and websites. With the opportunities, there are many challenges also which hinder the entrepreneurship growth such as lack of proper infrastructure, risk factor and talented labour deficit. The benefits of Startup India Schemes are many such as financial benefits, Government tenders, Registration benefits, the opportunity of huge networking and Income tax benefits, etc. A series of high-level initiatives, including Startup India, have been launched to promote private sector development. However, the role of entrepreneurship in development remains a mystery for many policy observers. The main purpose of this paper is to study about Entrepreneurship in India and its Promotion Under 'STARTUP INDIA' SCHEME.*

Keywords: Start-up India, Entrepreneurship, Innovations

