

Study on the Facilitation of Entrepreneurial Activities in India through the Implementation of Government Schemes for Start Ups

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Abstract: *The economic advancement of any country is significantly impacted by entrepreneurship. Entrepreneurship plays a crucial role in a country's economic growth by generating employment opportunities, contributing to national income, promoting rural development, fostering industrialization, driving technical progress, and facilitating export promotion. In order to foster the development of entrepreneurship in India, the government has regularly implemented several measures. Indian policymakers are focusing on entrepreneurship. In order to foster the expansion of the private sector, several significant initiatives have been implemented, most notably Startup India. Entrepreneurship's role in development remains enigmatic to many policy observers. The main objective of this essay is to examine the ways in which the "Startup India" Scheme facilitates the growth of entrepreneurship in India. The study was conducted utilizing secondary data collected from diverse sources such as books, journals, websites, and newspapers..*

Keywords: entrepreneurship, development, start-ups, government policies, schemes

I. INTRODUCTION

Entrepreneurship, as defined by A.H. According to Cole, entrepreneurship refers to the intentional actions done by an individual or a group of connected individuals to establish, maintain, or organize a business with the goal of generating profits through the production or distribution of economic goods and services. There are three fundamental approaches to entrepreneurship. The initial approach is functional, emphasizing the active participant who is accountable for crucial decisions about expenditure, production, innovation, location, and research and development. From this perspective, entrepreneurship is defined as the combination of energy, ingenuity, and distinctiveness as psychological characteristics. The method encompasses managers of multinational firms, state-owned enterprises, for-profit and non-profit organizations, as well as innovative entrepreneurs within companies.

The second strategy prioritizes the corporation as the primary economic factor. This list includes many types of businesses, such as owner-operated firms, incorporated joint stock companies, state-owned joint venture enterprises, and subsidiaries of worldwide corporations. These businesses are responsible for making crucial decisions about investments, diversification into new disciplines or industries, and expanding internationally. The third strategy centers on privately owned enterprises. Based on this approach, the entrepreneur possesses ownership of the company and is actively involved in its management. This primarily pertains to fledgling enterprises, modestly-sized companies, and self-employed professionals.

Indian small enterprises maintain their dominant position in the entrepreneurial environment. They include over 95% of enterprises and account for 80% of employment in the manufacturing sector. Furthermore, they have augmented their production. A significant amount of the job growth in the manufacturing sector can be attributed to small enterprises in trade industries, whereas businesses in non-tradable sectors have experienced a decline.

II. PURPOSE OF THE STUDY

The researcher sheds light on the entrepreneurial ecosystem in India by addressing the following:
Examining India's Entrepreneurship from a Global Outlook

The functions and purpose of entrepreneurship, the entrepreneurial qualities, and the necessity of entrepreneurship.
Topics covered: Youth Entrepreneurship, Entrepreneurship Growth in India, and Factors Influencing Entrepreneurial Growth

The Indian government provides support for innovation and entrepreneurship in India. However, Indian entrepreneurs face certain challenges before starting their ventures.

III. METHODOLOGY

The study mostly relied on secondary data as its main source of information. The present study is a preliminary and detailed conceptual survey. This study employs an analytical research technique that relies on quantitative data. Study-related data has been collected from many sources including books, journals, periodicals, newspapers, and websites.

Theoretical background: Entrepreneurship in India from a global standpoint:

Entrepreneurship is crucial for problem-solving, economic advancement, and the generation of new employment opportunities. Furthermore, it showcases the audacity, adventurousness, and ingenuity of a society. According to the Global Entrepreneurship Development Institute (GEDI), there is a substantial positive correlation between entrepreneurship, economic growth, and innovation.

The 2018 Global Entrepreneurship Index, which ranks 137 nations, was just announced by the GEDI.

One factor used to rate nations is as follows:

Opportunity start-up (whether entrepreneurs are motivated by opportunity rather than necessity); Opportunity perception (whether the population can identify opportunities to start a business); Start-up skills; Risk acceptance; Networks; Cultural support; Opportunity start-up; Technology absorption; Human capital; Competition; Product innovation; Process innovation; High growth (business intention to grow); Internationalization; and Risk acceptance.

2. How does India's entrepreneurial climate fare?

Given the importance of the "start-up India" efforts and the critical role that entrepreneurship plays in creating jobs in a stagnating Indian labour market, India's success is significant.

3. India's performance according to the 2018 GEDI index:

India performs "middlingly," coming in at number 68 out of 137 nations, according to GEDI.

India was ranked 69th the previous year (2017).

US is placed first in the index, which included 137 different nations.

Each nation is scored based on its GEI score, which represents its overall entrepreneurial culture and potential.

The Global Entrepreneurship Development Institute (GEDI), a policy-development organisation devoted to enhancing economic possibilities for people, communities, and countries, creates the Global Entrepreneurship Index.

India is once again ranked 14th out of 28 nations in the Asia Pacific area, near the centre of the pack.

Australia, Hong Kong, and Taiwan are the top three regional competitors, occupying the first, second, and third spots, respectively.

It is interesting that India is ranked below more developed regional economies in the area, including Korea (4th) and Japan (6th), as well as China (9th).

The performance according to particular criteria also provides for engaging watching. India's performance is stronger than its total score in the following areas: process and product innovation, internationalisation, opportunity start-up, risk acceptance, opportunity perception, and fierce market rivalry. Its human capital performance is largely on line with its overall performance.

What are India's areas of excellence?

India excels in product innovation, achieving the highest score globally in this criterion. This measures a country's ability and capability to create new products, as well as to modify or imitate those that are already available on the market. India's strength lies in its ability to identify opportunities and take risks, which is linked to its inclination for product innovation, favorable attitude towards internationalization, and ambition to enter new markets.

Reasons for India's mediocre performance

India's performance is below average in several areas, including start-up skills, networks, cultural support, technology absorption (which is particularly weak), fast growth, and the availability of risk financing. Nevertheless, India's ability to assimilate and utilize external information, known as technology absorption, is still its least developed area. India faces significant challenges in terms of networking and cultural support. India's entrepreneurial community falls short in terms of their knowledge and networking capabilities to share ideas, technical expertise, market connections, and engage in collaborative endeavors, in comparison to many other countries. One significant deficiency in the Indian system is the absence of cultural assistance. This measures the way in which a society views entrepreneurship in relation to its social standing and as a vocation, as well as how corruption impacts this perception. The influence of corruption on societal perceptions of entrepreneurship implies that, despite numerous reforms and improvements in this domain, corruption continues to manifest itself in India. Furthermore, the perception of entrepreneurship as a viable career choice among Indians highlights the enduring inclination towards stable and guaranteed employment in India, rather than pursuing entrepreneurial ventures.

India's underperformance in terms of risk capital availability is surprising, notwithstanding the several initiatives launched under the "start-up India" umbrella. Consequently, the entrepreneurial sector continues to encounter a substantial challenge in guaranteeing consistent access to the appropriate type and quantity of finance over the entire entrepreneurial life cycle. In order to significantly improve its GEDI index ranking, India should prioritize enhancing the skills required for entrepreneurship. This includes investing in staff training, ensuring labor market flexibility to hire individuals with the necessary skills at the appropriate time, and promoting higher educational attainment among entrepreneurs. Furthermore, it is imperative to enhance the capacity of the educational system to provide top-notch support, with a particular focus on bolstering entrepreneurship courses.

IV. GROWTH OF ENTREPRENEURSHIP IN INDIA

In India, entrepreneurship has significantly increased during the last several decades. The early 1990s witnessed a huge influx of international corporations prepared to participate in the Indian market as a result of India opening up to foreign investors through the urgently required liberalisation of regulations.

Any nation's economic progress is greatly influenced by entrepreneurship. As it results in the creation of jobs, a contribution to national income, rural development, industrialization, technical progress, export promotion, etc., entrepreneurship serves as a cornerstone for a country's economic growth.

India is becoming a flourishing place to raise new businesspeople. The current markets are far more stable than those of other nations, liquid, energetic, and recent economic variables have demonstrated. It is commonly known that one of the main factors influencing the growth of entrepreneurship is education. Every day, new opportunities arise due to increased access to technology, a growth in foreign direct investments, and other deregulation measures. One can arrange capital. New businesses can get financing and angel finance from organisations like the National Entrepreneurship Network (NEN) and the National Social Entrepreneurship Forum (NSEF). As a result, we may conclude that India has the potential for entrepreneurship.

Social entrepreneurship is a significant component of entrepreneurship in India. Many individuals in India have made the decision to take matters into their own hands, with or without the assistance of the government, in order to strive for a brighter tomorrow while high levels of poverty and unemployment still remain. Teach for India, Tata Jagriti Yatra, and other ideas support entrepreneurship among young people while also giving them practical experience. There is a growing understanding that social companies could contribute to resolving societal problems. To encourage entrepreneurs to build business models that help the disadvantaged, we must foster an atmosphere where they feel secure in their ability to do so.

It is important to understand that starting a business in India is not simple. Yes, it is true that Indian businesspeople today do not need to travel abroad to achieve their goals. However, creating an empire involves more than just access to possibilities; it also calls for a particular mindset and set of incentives, qualities that are common in Indian culture. One is no doubt that India would dominate global commerce in a few years.

Challenges faced by Indian entrepreneurs prior to initiating their ventures

The courage to establish your own firm: Establishing your own company is a challenging undertaking. Resigning from your job and starting your own business needs a significant amount of courage and determination. To accomplish one's objectives, it is necessary to possess determination and confidence. It is imperative that you convince yourself that there is a demand in the market for a product like this and that you possess the most suitable qualifications to offer it.

Does your concept has sufficient magnitude? The primary challenge that every entrepreneur must surmount is a deficient idea. What is your intended pursuit? What type of business do you plan to establish? Who is your target demographic? Is your concept genuinely worth pursuing? You will have several inquiries in your mind and will be required to reveal the solutions.

Another significant challenge faced by entrepreneurs is securing funding. It is imperative that you make a decision regarding the timing, method, and source of acquiring the required funding. Occasionally, individuals are required to self-fund their startup for a significant duration. Acquiring the appropriate talent: After deciding to start your own firm, you will require a team. An exceptional team, comprising either the team that established the company or the co-founders, is the fundamental element of a successful enterprise. The most challenging, yet crucial, aspect of any endeavor is locating an individual who possesses the same level of enthusiasm for the undertaking.

Efficient marketing with little resources: For a newly established business, it is essential to develop brand awareness among clients. To effectively engage with your intended customer base, it is imperative to employ efficient marketing tactics.

Financial Stability: To ensure the success of a start-up, it is essential to address two critical questions: "Do I possess sufficient funds to provide financial security for my family?" and "Does the business have enough resources to sustain operations for at least a year?" By having confidence in your family's financial situation, you can focus more effectively on developing your start-up. Furthermore, if your business possesses ample operational resources, you may afford to undertake more substantial risks.

Stress management: The saying "No pain, no gain" is accurate. Every entrepreneur has stress, whether it is related to personal matters or business obligations. To effectively run a prosperous firm, one must possess a high level of resilience and composure. Consequently, if you are in the process of starting your own firm, be prepared to manage the daily pressures.

Confronting Failure: It is not guaranteed that all of your ideas will be successful. The concept of "failing quickly" is linked to the launch of new products and the growth of new markets. Engaging in numerous novel endeavors inevitably results in a mixture of triumphs and failures, precluding the achievement of success in every single one of those concepts.

VI. GOVERNMENT OF INDIA'S SUPPORT FOR INNOVATION AND ENTREPRENEURSHIP IN INDIA

In order to foster an environment that promotes innovation and entrepreneurship inside the country, the Indian government has initiated several programs and enacted regulatory reforms. The primary challenge faced by India is the generation of employment opportunities. India possesses significant potential to drive innovation, promote entrepreneurship, and create employment opportunities, both domestically and globally, owing to its extensive and unique demographic advantage.

In recent years, the Indian government has implemented various initiatives to promote innovation, along with a diverse array of new programmers. Interacting with scholars, corporations, investors, small and large business owners, non-governmental organizations, and disadvantaged individuals. The Indian government has prioritized policy efforts that aim to ensure gender equality by recognizing the importance of women's economic participation and entrepreneurship in driving the nation's progress and prosperity. The government aims to promote the progress of women in India's entrepreneurial ecosystem by providing them with access to capital, networks, markets, and trainings. In order to foster the development of entrepreneurship in India, the government has consistently implemented several measures. Indian policymakers are focusing on entrepreneurship. In order to facilitate the expansion of the private sector, a number of significant initiatives have been implemented, one of which is the Startup India program. For numerous observers of policy, the role of entrepreneurship in development remains enigmatic.

India has implemented several programs to promote entrepreneurship and innovation. One such project is Startup India, which is a government program that provides guidance, support, and assistance to firms at every stage of their development. Since its inception in January 2016, the project has effectively provided numerous ambitious entrepreneurs with a competitive advantage. The project employs a comprehensive strategy to assist enterprises, encompassing a four-week online learning program and the establishment of research parks, incubators, and startup centers across the country. This is achieved by creating a robust network of academic and commercial organizations. In addition, a "Fund of Funds" has been created to facilitate enterprises in acquiring financing. The primary objective of the program is to establish a conducive environment for startups to engage in innovation and achieve success without encountering any limitations or restrictions. In order to achieve this objective, various mechanisms such as online recognition of startups, the Startup India Learning Programme, streamlined patent filing, simplified compliance standards, flexible procurement standards, support from incubators, student programmes focused on fostering innovation, financial support, tax benefits, and resolution of regulatory issues are employed.

The Make in India initiative, launched in September 2014, seeks to transform India into a dominant force in global manufacturing and innovation. The statement acted as a compelling appeal to Indian citizens and business executives, as well as a plea to potential partners and investors worldwide, to modernize outdated procedures and regulations and to gather comprehensive information about the opportunities in India's manufacturing sector. India's skills have regained the trust of potential international partners, the local corporate sector, and the general public. An outstanding endeavor in recent recollection was the Make in India campaign. The initiative has ensured that obsolete and obstructive frameworks are replaced with transparent and user-friendly ones, among other improvements. Consequently, investments have been drawn, innovation has been promoted, talents have been cultivated, intellectual property has been safeguarded, and state-of-the-art industrial infrastructure has been constructed.

The Atal Innovation Mission (AIM) is the Government of India's endeavor to promote innovation and entrepreneurship. The platform facilitates the promotion of top-tier Innovation Hubs, Grand Challenges, start-up ventures, and other forms of self-employment, with a particular focus on technology-driven sectors. AIM has implemented Atal Tinkering Labs (ATL) nationwide in order to foster inquisitiveness, ingenuity, and inventiveness within educational settings. ATLs, or Areas of Technological Literacy, are designated spaces where students can engage in hands-on activities using specialized tools and equipment to apply and explore STEM (Science, Technology, Engineering, and Math) principles. The primary objective of AIM's Atal Incubation Centers (AICs) project is to nurture innovative start-up enterprises and facilitate their growth into sustainable and scalable organizations. AICs provide excellent incubation facilities with the necessary physical infrastructure, including operational facilities and capital equipment. These incubation centers, located around India, offer innovative start-ups the opportunity to access specialized experts in their respective fields, receive support with business planning, secure initial funding, establish industry partnerships, and participate in training programs.

The Support to Training and Employment Programme for Women (STEP) was initiated by the Ministry of Women and Child Development of the Indian Government. Its objective is to offer formal skill training to women who face limited opportunities, especially in rural areas of India. The Guidelines of the 30-year-old initiative were recently revised by the Ministry of Skill Development & Entrepreneurship and NITI Aayog to align with contemporary needs. The program is available to any Indian women who are 16 years of age or older. The program imparts skills in diverse domains such as horticulture, farming, food production, artisanal crafts, needlework, travel & tourism, hospitality, computer science, information technology, and traditional handloom weaving.

The Jan Dhan-Aadhaar-Mobile (JAM) initiative is a technological intervention that facilitates the direct transfer of subsidies to their intended recipients. By eliminating intermediaries and leakages in the system, JAM has the potential to significantly enhance the lives of millions of Indian people. Furthermore, JAM not only serves as a vital deterrent against corruption, but also provides banking services to all marginalized regions, ensuring accessibility to end users.

The objective of the **Digital India initiative** is to enhance the Indian economy by ensuring that all government services are accessible online. India aims to transition into a knowledge-based economy and culture, ensuring that its citizens have extensive access to goods and services. This endeavor aims to provide high-speed internet access to the most isolated regions, where internet usage has historically been little. This project aims to enhance public participation in the digital and financial domain, bolster the safety and security of cyberspace in India, and streamline business

transactions. Digital India aspires to enhance justice and efficiency by offering digital information and services in all Indian languages, according to the diverse needs of the nation.

The Department of Biotechnology founded the **Biotechnology Industry Research Assistance Council (BIRAC)**, a non-profit public-sector corporation, with the aim of providing support and enabling emerging biotechnology enterprises. Its goal is to eliminate the boundaries between industry and academia and incorporate strategic research and innovation into all biotech firms. The ultimate goal is to utilize state-of-the-art technology to produce products that are of superior quality and available at a reasonable cost. BIRAC has formed partnerships with many domestic and international organizations to enhance the growth of the Indian biotech industry, particularly start-ups and small and medium-sized enterprises (SMEs). BIRAC has also facilitated several rapid advancements in medical technology.

The Department of Science and Technology (DST) consists of various divisions that work together on important projects requiring scientific and technological expertise. The Technology Interventions for Disabled and Aged program in India utilizes scientific and technological advancements to provide technical solutions and improve the quality of life for aged individuals. The objective of the ASEAN-India Science, Technology, and Innovation Cooperation is to reduce the disparity in development and enhance the level of connectedness among the ASEAN countries. The program fosters collaboration in the fields of science, technology, and innovation by facilitating cross-sectoral cooperative research. Additionally, it provides scholarships to academic and research institutions in India for scientists and researchers from ASEAN member countries, enabling them to enhance their research capabilities.

Stand-Up India: This 2015 project seeks to leverage institutional credit for the benefit of impoverished Indians. The objective is to enable women entrepreneurs, individuals belonging to Scheduled Castes, and individuals belonging to Scheduled Tribes to actively engage in economic activities and benefit from India's economic growth. In order to achieve this objective, loans ranging from Rs. 1 million to Rs. 10 million are provided to both a woman and a member of the SC or ST community for the aim of establishing new businesses in the manufacturing, service, or commerce sectors. The Stand-Up India platform functions as an online marketplace for small business proprietors, providing comprehensive information on credit assurance and financing options.

The **TREAD** program aims to address the pressing issue of limited access to finance among disadvantaged women in India by providing loans through non-governmental organizations (NGOs) to women who are interested in starting their own businesses. Registered non-governmental organizations (NGOs) can help women access financial resources, counseling, and training to start enterprises outside of farming, hence creating chances for women to participate in non-farm activities.

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a prominent initiative of the Ministry of Skill Development & Entrepreneurship (MSDE). Its primary objective is to provide specialized training to young individuals in sectors that are directly applicable to their field of work. The aim is to enhance their chances of securing sustainable employment and fostering their overall livelihood development. Individuals with prior learning experience or skills are assessed and accredited as Recognition of Prior Learning experts. Through this initiative, the government fully covers all expenses related to training and assessment.

The National Skill Development Mission, initiated in July 2015, seeks to establish harmonious relationships between states and sectors in the field of skilled industries and projects. The objective is to expedite decision-making in various sectors to provide skills on a large scale, while maintaining high standards and efficiency, with the aim of establishing a "Skilled India." The mission's skill development initiatives throughout India will be directed by the seven sub-missions initially suggested: (i) Institutional Training; (ii) Infrastructure; (iii) Convergence; (iv) Trainers; (v) Overseas Employment; (vi) Sustainable Livelihoods; and (vii) Leveraging Public Infrastructure.

Science for Equity Empowerment and Development (SEED) aims to facilitate collaboration between committed researchers and field people to work on location-specific, action-oriented projects that promote socioeconomic development, with a special focus on rural regions. In order to facilitate access to specialized knowledge and top-notch facilities, initiatives have been implemented to establish connections between national laboratories, other specialized science and technology institutes, and grassroots inventions. SEED prioritizes egalitarianism in its development efforts, aiming to ensure that a wide range of individuals, particularly those who are disadvantaged, can reap the benefits of emerging technologies.

VII. RESULT AND DISCUSSION

Most businesses in India are still small-scale enterprises. India's performance is ranked as average, placing 68th out of 137 nations, according to GEDI. India ranks 14th among the 28 nations in the Asia Pacific region, placing it in the middle of the pack.

India excels in the category of product innovation, achieving a score that is comparable to the top performers globally.

India's areas of weakness, in which it lags behind the global average, are start-up skills, networks and cultural support, technology absorption (which is notably the most deficient), rapid growth, and the accessibility of risk financing.

India should prioritize enhancing the skills required for entrepreneurship, such as providing training for staff, ensuring flexibility in the labor market to hire individuals with the appropriate skills when needed, and improving the educational qualifications of entrepreneurs. These measures will contribute to a substantial improvement in India's GEDI index ranking. The Indian government has instituted many initiatives and strategies to foster a culture of innovation and entrepreneurship in the country.

The Indian government promotes entrepreneurship through the Startup India programme, offering enterprises comprehensive assistance, coaching, and resources at all stages of their growth.

IX. CONCLUSION

In recent decades, there has been a substantial surge in entrepreneurship in India, making it a fertile environment for aspiring young entrepreneurs. Social entrepreneurship plays a prominent role in the field of entrepreneurship in India. Initiatives such as Teach for India and Tata Jagriti Yatra not only foster entrepreneurship among young people, but also provide them with practical experience. In India, a country grappling with significant poverty and unemployment, numerous individuals have chosen to proactively address these challenges, irrespective of official assistance, in order to strive for a more promising future. There is an increasing recognition that social enterprises have the potential to address and solve societal issues. We must cultivate an environment in which business professionals feel confident that they will not face any obstacles when creating business models that benefit the underprivileged. The government in India has implemented various initiatives to promote entrepreneurship.

Indian policymakers are focusing on entrepreneurship. In order to promote the growth of the private sector, several significant initiatives have been implemented, most notably Startup India.

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