

Entrepreneurship and Startups

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Abstract: *Entrepreneurship is the art of starting a business, basically a startup company offering creative product, process or service. We can say that it is an activity full of creativity. An entrepreneur perceives everything as a chance and displays bias in taking decision to exploit the chance. An entrepreneur is a creator or a designer who designs new ideas and business processes according to the market requirements and his/her own passion. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is a demand. These companies generally start with high costs and limited revenue which is why they look for capital from a variety of sources such as venture capitalists. To be a successful entrepreneur, it is very important to have managerial skill and strong team building abilities. In this study data gathered from different sources that is secondary data like websites and different author books and also latest news. Entrepreneurs are facing trouble in Lack of basic skills, Lack of capital, Lack of contacts. Different programs were conducting by the government of India to protect Entrepreneurs. The last step is to balance opportunity, resources, and team so that the entrepreneurial business can be operated successfully.*

Key Word: Creator, Designer, Business Processes, Market Requirement, Demand.

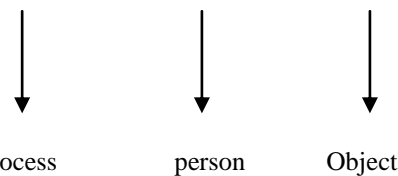
Introduction:

Entrepreneurship is the act of being entrepreneur, which is French word meaning “to undertake”. Entrepreneurs assemble resources including innovations, finance and business acumen in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity.

Entrepreneurship is a complex term that's often defined simply as running your own business. But there's a difference between a “business owner and an entrepreneur” and although one can be both, what distinguishes entrepreneurship is a person's attitude. It is a process of creating something different with value by devoting necessary time and effort, assuming the accompanying financial, psychic, social risks and receiving the resulting rewards of monetary and personnel satisfaction and independence.

It is a process involving various actions to be undertaken to establish an enterprise. It is, thus, process of giving birth to a new enterprise.

Entrepreneurship = Entrepreneur + Enterprise



THE IMPORTANCE OF ETHICS IN KEY AREAS OF BUSINESS

Integrity:

Hand in hand with entrepreneurial ethics is integrity in business. It is important that entrepreneurs today don't get caught up in moneymaking schemes and lose sight of the importance of doing the right thing for the common good. Any entrepreneur who willfully and dishonestly engages in business activity with the motive of ripping people off or profiting at the

expense of others, creates a harmful business environment of distrust and antagonism.

When you build a business on integrity, and set off with an attitude of nobility, humility and service, and the intention of making a living by providing your community with needed goods and services, you contribute to, rather than detract from, the general good. An early and consistent stand against questionable conflicts of interest is an important aspect of any entrepreneur's ethics effort.

Labour:

How a company treats its workers is a good indication of its ethical practices. An entrepreneur who sets out to cheat or underpay his employees will indefinitely cause his organization to suffer and be subject to high staff turnover, low morale, and dishonesty among other negative things that could cause the downfall of the business.

It is important to treat all employees well as they represent the business daily, but it will also benefit the entrepreneur because most people are more likely to reciprocate what behaviours and attitudes they receive. It goes without saying, that when good work habits are developed and practiced by all within an organization, a special bond is formed and a loyalty to the company becomes apparent. Entrepreneurs, who manage to keep open lines of communication with their employees, grow to understand their feelings about things taking place within the workplace, and they work together to ensure that everyone is in alignment to benefit from their association with the organization.

Environment:

It is difficult, and possibly unavoidable, to engage in business while having no impact on the environment. Even if you're in the craft business, your clients are looking on to see how you utilize resources or recycle products. If you are truly invested in reducing your business's Eco-footprint, then you can have a much greater impact, not just in the business world, but in the community and environment as a whole.

The ethical entrepreneur today should explore, welcome, and employ the many ways that a business can reduce its Eco-footprint on the environment, including recycling, reducing energy

waste, carpooling, minimizing paper packaging and usage, and reducing wasteful business practices among other things.

ETHICS REALITY CHECK FOR THE ENTREPRENEUR ETHICS

- ✓ Entrepreneurs must first recognize that there are ethical dilemmas surrounding them within the culture of entrepreneurship.
- ✓ They must decide to make ethics a principle value of their business's objectives and mission. The entrepreneur today should embrace doing business ethically in order to improve their standards.
- ✓ Good business ethics should be visible to all who come into contact with the business. Ethical policies should be included in business plans, in the business's mission statements, and in all other business documents.
- ✓ The ethical entrepreneur ought to seek out favourable opportunities to make his or her ethical commitment bona fide. It is the business of an entrepreneur to communicate clearly to all, from the initial stages of business, the ethical standards they employ. This entrepreneur will no doubt enjoy both financial success and a superb reputation.
- ✓ The ethically made entrepreneur should be unnaively aware of the inevitable and unavoidable tensions in the business world, and anticipate these tensions not with fear, but with resilience, and so be able to put in place, a reasonable action plan that helps the entire team to deal with these tensions before the situations are actually encountered. This practice should be included in the business's plan and mission and become part of a more formal "ethics training" for all.
- ✓ Not every situation can be anticipated, but the ethical entrepreneur must always keep an open door policy so that new and uncommon ethical issues can be worked out as they arise.
- ✓ The ethical entrepreneur looks for opportunities to engage the business as a whole and align them to the community and its needs. This aids in team building and strengthening interpersonal relationships
- ✓ The ethical entrepreneur thinks and talks about the ethical values that matter at any given opportunity. The frantic and elaborate, rapid growth of start-ups makes it easy to submit to the temptations of malpractices in order to stay

alive in this highly competitive business world. Always keep your objectives clear in front of you and visible for all to see and acknowledge.

Objectives

- ❖ Sketching an apt business plan. ...
- ❖ Hiring and retaining a skilled workforce. ...
- ❖ Financial stability.
- ❖ Aligning marketing and sales. ...
- ❖ Generating greater ROI. ...
- ❖ Online positioning. ...
- ❖ Growth, growth, and growth.

Methodology

In this study I used the secondary data which is collected from various sources, like online references, different authors books, websites and latest news about the entrepreneurial development .

Analysis:

The government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship on the country with a significant and unique demographic advantage, India, however, has immense potential to innovate, raise entrepreneurs and create jobs for the benefit of the nation and the world.

1. START-UP INDIA

Through the startup India Initiative Government of India promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle.

- ✚ With a 360 degree approach to enable startups, the initiative provides a comprehensive four week free online learning program.
- ✚ More importantly, a 'fund of funds' has been created to help startups again access to funding.

2. MAKE IN INDIA

- ✚ The Make in India initiative was launched in September 2014. It came as a powerful call to India's citizens and business leaders, and an invitation to potential partners and investors around the world to overhaul out dated processes and policies, and centralize information about

opportunities in India's manufacturing sector

- ✚ This has in turn helped procure investments, foster innovation, develop skills, protect intellectual property and build best-in-class manufacturing.

3. ATAL INNOVATION MISSION(AIM)

- ✚ It is not of India's Endeavour to promote a culture of innovation and entrepreneurship, in technology driven areas

- ✚ In order to foster curiosity, creativity and imagination right at the school, Atal Incubation Centers(AICs) another program of AIM created to build innovative Start-Up business as Scalable and sustainable enterprises.

4. SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN

STEP was launched by the Government of India's ministry of women and children development to train women with no access to formal skill Development and Entrepreneurship and NITI Aayog recently redrafted the guideline to reaches out to all Indian above 16years of age to impart skills in several sectors such as agriculture, horticulture, food processing, handlooms, traditional crafts like embroidery travel and tourism, hospitality, computer and IT services.

5. JAN DHAN-AADHAAR-MOBILE(JAM)

- ✚ It is for the first time is a technological intervention that enables direct transfer of subsidies to intended beneficiaries and therefore, eliminates all intermediaries and leakages in the system which has a potential impact on the lives of millions of Indian citizen.

- ✚ Besides serving as a vital check on corruption, JAM provides for accounts to all underserved regions, in order to make banking services.

6. BIO TECHNOLOGY INDUSTRY RESEARCH ASSISTANCE COUNCIL(BIRAC)

It is not for profit public sector enterprise, setup by Department of Bio technology to strengthen and empower emerging biotechnology enterprises. It aims to embed strategic research and innovator in all biotech enterprise, and bridge the existing gaps

between industry and academia. BIRAC has initiated partnerships with several national and global partners for building capacities of the Indian Bio tech Industry, particularly startups and SME's and has facilitated several rapid developments in medical technology.

7. STAND-UP-INDIA

Launched in 2015, stand up India seeks to leverage institutional credit for the benefits of India's under privileged. It aims to enable economic participation of & share the benefits of India's growth among women entrepreneurs, schedule castes and scheduled Tribes. Towards this end, at least one woman and one individual from the SC or ST communities are generated loans between Rs 1 million to Rs 10 millions to set up green field enterprises in manufacturing, services or the trading sector

The startup India portal also acts as a digital platform for small entrepreneur and provides information on financing and credit guarantee.

8. TRADE RELATED ENTREPRENEURSHIP ASSISTANCE & DEVELOPMENT

To address the critical issues of access to credit among India's under privileged women, the TREAD program enables credit availability to interested women through non-governmental organizations (NGOs). As such, women can receive support of registered NGO's in both accessing loan facilities and receiving counseling

and training opportunities to kick start proposed enterprises, in order to provide path ways for women to take up non-form activities.

9. PRADHAN MANTRI KAUSHAL VIKAS YOJANA(PMKVY)

A flagship initiative of the ministry of skill development & Entrepreneurship (MSDE), this is a skill certification initiative that aims to train youth in industry relevant skills to enhance opportunities for livelihood creation and employability (Training and Assessment fees are entire Government under this program)

10. NATIONAL SKILL DEVELOPMENT MISSION

Launched in July 2015, the mission aims to build synergies across sectors and states, in skilled industries and initiatives with a vision to build a skilled India it is designed to expedite decision making across sectors to provide skills at scale, without compromising on 7 sub missions proposed across India are

- Institutional Training
- Infrastructure
- Convergence
- Trainers
- Overseas Employment
- Sustainable livelihoods
- Leveraging public Infrastructure

11. WOMEN ENTREPRENEUR SUPPORT PROGRAM IN INDIA

Woman Entrepreneur Support Programs in India			
S.No	Scheme	Agency/Bank	Details
1	TREAD scheme for women	Ministry of Small and Medium Enterprises	30 percent of total project cost as government grant, 70 percent by the appraising institution
2	Bharatiya Mahila Bank	Bharatiya Mahila Bank	Working capital and term loan up to INR 20 Cr. Specific Loan schemes for setting up home catering, beauty salons and day-care centers. Since the bank do not insist on collateral, the loans of up to INR 1 Cr are insured with Credit Guarantee Fund Trust for MSMEs
3	ALEAP and CGTSI	Andhra Bank	Credit facility up to Indian rupees 10 million without collateral security or third party guarantee for a tenure of five years.
4	Akshaya Mahila Arthik Sahay Yojna	Bank of Baroda	Movable and immovable asset-based term loans and working capital limits.

Woman Entrepreneur Support Programs in India			
S.No	Scheme	Agency/Bank	Details
5	Schemes for professional and self-employed women	Oriental Bank of Commerce	Term Loan - Maximum Indian rupees 500,000 including working capital limit of Indian rupees 100,000 for Five to seven year tenure
6	Dena Shakti Scheme	Dena Bank	Term loans and working capital limits with a ceiling of Indian rupees 2 million
7	Stree Shakti Package	State Bank of India	Interest concessions of 5 percent based on business enterprise for self-employed women
8	Cent Kalyani	Central Bank	Loans up to Indian rupees 10 million without any collateral security or third party guarantee.
9	Marketing Fund for Women (MFW)	SIDBI	Provides assistance to women entrepreneurs and organizations involved in marketing products manufactured by women entrepreneurs to increase their reach in domestic and international markets.

Here are the top 10 Government schemes every entrepreneur should be aware of:

1) Multiplier Grants Scheme (MGS) for IT Research and Development

Launched by Department of Electronics and Information Technology (DeitY), MGS has been launched to 'encourage collaborative R&D between industry and academics/ R&D institutions for development of products and packages.' This startup scheme is valid till March 31st, 2020, and has a corpus of Rs 36 crore for Startups, incubator/academia/accelerators engaged in electronics and information technology domain. **Applicable Industries:** Artificial Intelligence, Technology, Hardware, Internet of Things, IT Services, Enterprise Software, Analytics.

2) Modified Special Incentive Package Scheme (M-SIPS)

Launched by Department of Electronics and Information Technology (DeitY) and supported by Center for Development of Advanced Computing or CDAC, M-SIPS aims to 'promote large-scale manufacturing in the Electronic System Design and Manufacturing (ESDM) sector.' Besides infusing the startups with funds for expansion, M-SIPS will also provide subsidy up to 25% in establishing offices, research centers in SEZs, all over the nation. **Applicable Industries:** IT Hardware, Medical-tech, Solar Power, Automobiles, Healthcare, Semiconductors, Processors/Electronics, LEDs, LCDs, Avionics,

Industrial Electronics, Nano-Electronics, Biotech, Strategic Electronics, Telecom and more.

3) The Venture Capital Assistance Scheme

Launched in 2012 by Small Farmers' Agri-Business Consortium (SFAC), this special scheme aims to assist agriculture based entrepreneurs to kickstart their agri-business. SFAC has tied up with 42 banks, which help them to disperse interest-free loans to farmers (individuals/groups), partnership firms, self-help groups, agriculture pass out/graduates, agri-preneurs, producer groups, and companies. **Applicable Industry:** Agriculture

4) Credit Guarantee

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) has launched this unique Government scheme to help assist retailers, educational institutes, self-help groups, farmers and SMEs. Basically, the Credit Guarantee scheme has been launched to smoothen credit delivery system, as guarantee cover up to 85% is provided to the SMEs for loans up to Rs 5 lakh. **Applicable Industry:** SMEs

5) Raw Material Assistance

National Small Industries Corporation or NSIC has launched Raw Material Assistance scheme, which aims to assist manufacturers and MSMEs with procuring raw materials, both indigenous & imported. As per the Government Schemes helps the manufacturer's to focus on the quality of their products, as they can avail low-interest loans and

financial help to get raw materials. **Applicable Industries:** Manufacturing, MSMEs

6) Infrastructure Development Scheme

National Small Industries Corporation (NSIC) has launched this unique scheme to help startups establish their own offices and infrastructure. However, only those companies which fall under the official definition of startups, as highlighted by the Ministry of Micro, Small and Medium Enterprises can avail this grant. Startups which are not registered with Software Technology Parks Of India Scheme can now get office space ranging from 467 sq.ft. to 8,657 sq.ft.

There is no lock-in period, and it is **applicable to all industries.**

7) MSME Market Development Assistance

Office of the Development Commissioner (MSME) has launched this scheme to help SMEs and small retailers get more attention at international trade fairs and exhibitions. Companies registered with Directorate of Industries/District Industries Centre can get up to 100% reimbursement on air-fares and cost of placing their stalls in such fairs/exhibitions, all over the world. This scheme is not specific to any industry and **applicable** to SMEs, retailers, and startups.

8) Credit Linked Capital Subsidy for Technology Up gradation

Office of the Development Commissioner (MSME) has launched this Government scheme to help manufacturers, SMEs, and agri-startups to upgrade their existing machines and technologies. In case any SMEs registered with State Directorate of Industries have upgraded their machines, plants with state of the art technology, then they can apply for this grant, and receive funds to compensate their expenses. **Applicable Industries:** Khadi, Village or Coir industry, Manufacturing, Small Scale Industry, SMEs

9) Atal Incubation Centres (AIC)

Headed by Atal Innovation Mission, AIC aims to promote innovation and entrepreneurship in India. Approved startups can get funding up to Rs 10 crore for a maximum period of 5 years, to cover capital and operational expenses. **Industries Applicable:**

AI, AR/VR, Automobiles, Telecom, Healthcare, Aeronautics, Aviation, Chemicals, Nano-Tech, Pets, Animals, IT, Computers, Design, Non-Renewable Energy, Social Impact, Food and more.

10) Bridge Loan Against MNRE Capital Subsidy

Launched by Indian Renewable Energy Development Agency (IREDA), Bridge Loan Against MNRE Capital Subsidy aims to promote startups engaged in renewable energy ideas such as biomass power and small hydropower projects. Up to 80% of the project cost will be funded by IREDA, and the minimum funding allocated shall be Rs 20 lakh.

Top 5 Young Entrepreneurs to look out for in 2020

What is the decisive factor that separates generation X from generation Y? The answer would be entrepreneurship, i.e., the idea of turning a solution into a possible business idea. It is this quality of turning a solution into an innovation that differentiates a common man from an entrepreneur. And entrepreneurship seems to be the way to success in the present times. With countless podcasts, YouTube videos, self-help books filling up book shelves, being an entrepreneur has never been this in demand. People are increasingly looking for potential ideas that would transform their idea into an everyday service or a commodity.

While the search for the perfect ingredient for being a successful entrepreneur is on, there are quite a few Indians who have already found out the recipe for their success. Most of these entrepreneurs are young and have garnered an impeccable quality of responding remarkably to any adverse situation. These young representatives of entrepreneurship have shown that there is no set formula for success. Their background, age, degrees and social circumstances are a testament to this statement. Their invincible spirit and their ability to foresee their talents into an economic churning idea, i.e., the 'entrepreneur mindset', are the qualities that let them scale even greater heights of success than the others.

Mentioned below are 5 such young Indian entrepreneurs who are all set to be big social influencers in 2020:

I. Ritesh Agarwal, 26, CEO of OYO Rooms:

The genius of Ritesh Agarwal is the reason why thousands of Indians now have access to affordable stays. Ritesh Agarwal, the founder of OYO Rooms, came up with the idea of a budget hotel chain with a bed and breakfast feature when he was just 18. He soon dropped out of college to carry this idea forward. He founded the start-up Oravel Stays Pvt. Ltd. which soon became OYO Rooms, a national sensation. What started as an initiative with only 11 rooms in a Gurgaon Hotel in 2013, now has over 65000 rooms across 170 Indian cities spanning over 5500 properties. Ritesh's journey to success is one of the most influential entrepreneurial journeys in India. Being an ardent traveler himself, he understood the need for budget accommodation for Indians with standard amenities. Ritesh's story is a living proof of how a teenage mind can change the face of the Indian hospitality industry with a moving concept.

II. Vishal Jain, 23, Social Media Marketing Expert and founder of Sunshy Group of Companies:

Vishal Jain is one of the most successful digital marketing experts in the country. While the youth of his age were busy getting a college degree and placed in a company with a fixed pay package, Vishal dreamed to make it big. It was this very dream that drove Vishal to drop out of college and venture into the digital world to find his calling of becoming a social media marketer. What makes Vishal's success story more influential is its reliability. Vishal felt stuck to the confines of his hometown and had dreams to explore more and take risks in his life out of the hunger to learn more. Thus, he was never a fan of being an employee of a company as that would give him very little scope of exercising his creative prowess. So instead, he founded his own company called Sunshy Group of Companies, after realizing the potential of driving businesses through social media.

Vishal is also a founder of another establishment called 'Journey to a Million Dollars'. This is an international endeavor that coaches young and aspiring entrepreneurs to make their breakthrough in the digital space by starting their own digital agency. These are not all. Vishal has more achievements up his kitty. Apart from working and contributing to digital marketing, Vishal is also the

creator of the projects 'Client Takeover Program' and the 'Digital Entrepreneur Community'. He trains digital marketing entrepreneurs and provides them with the required resources on how to expand their businesses online through unique marketing skills and to make profits out of their passions.

At 23, Vishal Jain is the epitome of hard work, resilience, and fearlessness who ventured out of his comfort zone to achieve the impossible. He sits prettily at the top with his social marketing skills and lives each day to conquer unknown territories through his entrepreneurial abilities.

III. Shravan and Sanjay Kumaran, 18 and 16, President and CEO of Go Dimensions:

These teenage siblings have been in the news for the last few years for their innovation skills. At 18 and 16, they are the youngest Mobile Application developers in the country and are in the contention to become the best entrepreneurs in the upcoming year. The brothers are the founders of the start-up company 'Go Dimensions' which develops mobile applications for both the Android and the iOS platforms. The boys share a common motivation of helping out people with simple technological solutions that can be accessed readily. Recently, they developed an application called 'GoDonate' that aids in the donation of leftover food to the needy people which would have otherwise ended in the trash. Social contribution is a big driving factor behind their own projects which are funded by their own father. On being asked about how they could do so much at such a young age, they accredited their prowess to books and finding solutions to problems given to them.

Sanjay and Shravan Kumaran wish to see their apps being used by people throughout the world. They have started their journey towards achieving their goals as they have already designed over out 11 apps that have a record 60,000 downloads across 60 countries of the world. They were handsomely facilitated for their achievements in 2017 when Forbes included them in the list of 'Forbes 30 Under 30'.

IV. Farrhad Acidwalla, 25, Founder of Rockstah Media and CYBERNETIV DIGITAL:

Farrhad Acidwalla is the founder of a Web Developing Media Firm called Rockstah Media. His company helps in web development, advertisement, marketing, and branding. Rockstah Media is just over a couple of years old and it is already handling clients across several countries with its team of developers, designers, analysts and market strategists places throughout the world. But what really make the man stand out from others are his perseverance and his ability to overcome hardships. Farrhad's entrepreneurial journey started when he was just 13 years old with the building of an online community with just 1200 bucks. And then with 500 bucks, he bought an online domain. And such was his vision and charisma that he was already attending interviews and talk shows on CNN when he was just 17 years old! Farrhad has now successfully climbed the ladder to become one of the most sought-after young Indian entrepreneurs in the present times and holds the prestigious honor of being the youngest guest lecturer in IIT Kharagpur's 'Annual Entrepreneurial Summit'. He has also voiced his story, his philosophy, and his inspirations by being one of the elite speakers of TEDx.

V. Sreelakshmi Suresh, 21, World's Youngest CEO and World's Youngest Web Designer, Founder of eDesign:

A name to reckon with, Sreelakshmi Suresh, has received tons of national and international awards for her achievements. She has been a go-getter since her childhood and designed her first website when she was just 6! She was fascinated with computers since she was just 3 years old and at 21, she is the youngest CEO and web designer in the world. She is also the founder of a web designing company called eDesign, which delves into SEO services, web design, and various other web-related services. Sreelakshmi came up with the idea of eDesign when she was just 10 and has designed over 100 websites for well-acclaimed institutions and organizations all over the country. She is currently completing her education and aims to design more than 100 websites in a span of just a year. In the list of the young achievers, Sreelakshmi breaks the monotony of male entrepreneurs and holds the torch up high for young girls and women in the country to follow their own dreams.

Startup:

Startup India Scheme is an initiative by the Government of India for generation of employment and wealth creation. The goal of Startup India is the development and innovation of products and services and increasing the employment rate in India. Benefits of Startup India Scheme is Simplification of Work, Finance support, Government tenders, Networking opportunities. Startup India was launched by Prime Minister Shri. Narendra Modi on 16th January 2016. Let us learn more about Benefits and Eligibility of Startup India.

Action Plan of Startup India Scheme

The action plan of Startup India is based on the following factors:

1. Simplification of Work

This initiative simplifies the work for the new entrants in order to motivate them. This includes following steps taken by the government:

- ♣ Firstly, the government has set-up Startup India hubs where all the works related to incorporation, registration, grievance handling, etc.
- ♣ Secondly, an application and an online portal is set-up by the government to facilitate registration from anywhere and anytime.
- ♣ Thirdly, the patent acquisition and registration is now fast for the startups.
- ♣ Lastly, according to the Insolvency and Bankruptcy Bill, 2015 facilitates fast winding up of the startups. A new startup can wind-up itself within 90 days of the incorporation.



2. Finance Support

In order to motivate the startups, the government provides various financial supports. These steps taken by the government are as follows:

The government has set up a corpus of Rs.10,000 crores for 4 years (Rs.2500 crore each year). From such fund, the government invests in various startups.

Special funds are provided, investment in which leads to exemption from the income tax on the Capital Gain. Income tax exemption is available for the startups for the first 3 years after the incorporation. Under The Income Tax Act, where a Startup (company) receives any consideration for issue of shares which exceeds the Fair Market Value of the shares, such excess consideration is taxable in the hands of the recipient as Income from Other Sources. Investment by venture capital funds in Startups is exempted from the application of this provision. The same extends to the investment made by incubators in the Startups.

Benefits of Startup India

♣ Financial Benefits

Most of the startups are patent based. It means they produce or provide unique goods or services. In order to register their patents, they have to incur a heavy cost which is known as the Patent Cost. Under this scheme, the government provides 80% rebate on the patent costs. Moreover, the process of patent registration and related is faster for them. Also, the government pays the fees of the facilitator to obtain the patent.

♣ Income Tax Benefits

Startups enjoy a good amount of benefits under the Income Tax head. The government exempts their 3 years income tax post the incorporation year. But they can avail it only after getting a certificate from the Inter-Ministerial Board. Also, they can claim exemption from tax on Capital Gains if they invest money in specified funds.

♣ Registration Benefits

Everyone believes that incorporation and registration of business are far more difficult than running it. It is because of the long and complex steps of registration. Under the Startup India

scheme, an application is there to facilitate registration. A single meeting is arranged to at the Start-up India hub. Also, there is a single doubt and problem-solving window for them.

♣ Government Tenders

Everyone seeks to acquire Government tenders because of high payments and large projects. But it is not easy to acquire the government tenders. Under this scheme, the startups get priority in getting government tenders. Also, they are not required to have any prior experience.

♣ Huge Networking Opportunities

Networking Opportunities means the opportunity to meet with various startup stakeholders at a particular place and time. The government provides this opportunity by conducting 2 startups fests annually (both at domestic as well as the international level).Startup India scheme also provides Intellectual Property awareness workshop and awareness.

Registration of the Startup can be done only from following types of companies

- ❖ Partnership Firm
- ❖ Limited Liability Partnership Firm
- ❖ Private Limited Company

Eligibility for Registration under Startup India Scheme

- a. Firstly, the company to be formed must be a private limited company or a limited liability partnership firm.
- b. Secondly, the firms should have obtained approval from the Department of Industrial Policy and Promotion.
- c. Thirdly, it must have a recommendation letter by an incubation.
- d. The firm must provide innovative schemes or products.
- e. It should be a new firm or not older than five years.
- f. The total turnover of the company should be not exceeding 25 crores.
- g. Lastly, it should not be a result of splitting up, or reconstruction, of a business already in existence.

Challenges faced by Startup India

- a. People generally believe startups are just about thinking about a new idea or plan. But in reality, execution of such plan is more necessary than just thinking about it.
- b. The view or perspective of the government on startup India plan is quite short-term in nature. It does not look at the long-term path of the startups.
- c. For the success of any new business, competent workforce is necessary. But in case of startups, skilled workforce is not possible due to the lack of funds at the initial phase.
- d. The risk of reaching failure is greater in the startups as compared to other organizations. It is because they tend to take steps quite fast.

Findings

Budget 2020 India: Aiming to boost entrepreneurship, Finance Minister Nirmala Sitharaman on Saturday said that an investment clearance cell would be set up to support the startup owners or entrepreneurs in funding. The budget also proposed to launch a new portal for the same purpose, Nirmala Sitharaman also said. Entrepreneurship is the spirit of India and has been its strength, she added. Indians have given up greener pastures to come back to India and look at local challenges, Nirmala Sitharaman also said. It will create more opportunities for startup owners and an investment clearance cell will be set up for entrepreneurs, she added. These individuals will be offered assistance in funding as well and a portal will be set up for this purpose, she said.

What is the difference between business, entrepreneurship and startups?

Entrepreneurs run new businesses vs. businessmen/businesspeople that run businesses, old or new. Entrepreneur-run new businesses are of two types: Startups and MSME (Micro Small & Medium Enterprises.) MSME, like salons, gyms, dairy farms, software houses, digital marketing firms, web design firms, and freelancers are usually relatively risk averse, service-oriented, lifestyle businesses, which grow to a certain size, depending on preferences of owners. Note that just because a firm creates digital content or does programming, even at a world class level, does not make it a startup; it can still be a tech SMSE. Owners usually

own 100% of the business and if they seek funding, it's in the form of credit or maybe grants, if they are a nonprofit.

On the other hand, startups are risky, innovative, and product-oriented. They abstract their business model and seek to scale over time. They obtain equity investment, in the form of angel or Venture Capital to fund product development and market expansion, and therefore the ownership/equity share of founders dilutes over time. They may also qualify for innovation or R&D grants. Chaye Khana is an MSME; McDonalds was a startup, before it grew up.

The key differentiator between a startup and an MSME is scale. So how does one discern scale potential in a startup? After all an MSME can also express intent to scale. The litmus test is that startups abstract their business model in a way that it can be replicated. This abstraction could be in the form of "franchises", like McDonalds Restaurants, Easy Paisa Mobile Payments Retailers, and Sehat Kahani Telemedicine Clinics, or it could be expressed in a product, such as the Apple iPhone, LMKR Geographix, unconventional hydrocarbons E&P software, and Mauqa UI for the illiterate, or it could be expressed in the form of specialized services like in the Google Search Engine, WebHR, and Telenor mAgriculture, a farmers information network. I use "products" to refer loosely to all three categories.

Startups can disrupt the way people live, work and play: For example, Rozee.pk, like monster.com, changed the way employers hire, Careem, like Uber, is changing intra-city travel, Easy Paisa fixed domestic remittances in Pakistan, AirBnB is fixing housing for travelers that limited hotel space cannot address. These are also examples of Tech Startups, because unlike McDonalds, tech is core to their business models. Innovation is now coming through tech like Artificial Intelligence, Internet of Things, and Augmented Reality, which together with other such tech, is sometimes called 4IW, Fourth Industrial Wave.

MSME are a backbone of the economy, and 4IW is trending work toward a "human cloud" where work is discovered, assigned and performed through gig exchanges. Tech Startups revolutionize the economy and take it to a new level; the five most

valuable corporations in the world were tech startups. Both are important.

Problems of Entrepreneurship:

- Finance
- Risk of Losing invested capital
- Weak management
- Ineffective Marketing
- Lower quality of Life until the Business is Established

Concussion

To be successful in sustainable business practices often requires entrepreneurship and innovation. This chapter provides an overview of entrepreneurship and innovation as it relates to sustainable business. The discussion is most relevant to sustainable businesses focused on offering new products and services in response to societal concerns. The importance of entrepreneurship and innovation also applies to companies that change how they produce products and services. The latter companies can use innovative practices and entrepreneurship to establish their brand name and to be market leaders in doing things that create shared value for society and their companies and also, over time, contribute to changes in practices in their industry.

Suggestions

- As a business owner, explore the existing business models, how it works & which is not working etc... don't always look for someone to define your business. Don't play others game.
- Don't give much importance to your analytical thought process. When you hear something authentic. Just believe & move on.
- You will never get anything just hearing others success stories.
- Stop running like a rabbit for cheese. Everyday ask you "What is the market share of my business?"
- Nothing is going to happen by taking a selfie with World's Richest person, come out of that perspective.
- Your business model must support your community.
- Never get into the factor of overwhelmed name & fame, which will destroy you.

Limitations:

- ♣ It is very difficult to gather the data
- ♣ Lack of Knowledge about the updated technology and programs
- ♣ Time consuming
- ♣ Insufficient Incentives
- ♣ Management Skills
- ♣ Lack of efficiency
- ♣ Shortage, under and over utilization of resources

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