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A Study on Prospects and Provocation of Startups in India

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ABSTRACT

India's population is growing day by day as the growing population has increased the second largest in the world. In order to cover up the huge population large capacity of job markets have been charged. In the Current scenario the people are afraid of taking risk they are shifting their mind set from a corporate or a government job and rather are inventing or trying to be a self-entrepreneur and entering the field as innovative startups. Instead come across that generally the jobs the person who do a corporate or a government job or a service person can only contribute to the basic requirement of their family by doing an 8-hour job but only other hand and entrepreneur not only managers to fill the basic and sometimes high and needs of his family but also contributes to the economic development of the country. With full support and welcoming the young generation innovative ideas our honorable prime minister Shri Narendra Modi have recently launched the aspiring program called startup India in New Delhi at Vignan Bhavan Stadium on 16th January. In today's time Indian business is undergoing through fragmented and unorganized Indian market, business complications, lack of infrastructure, lack of transparent policy initiatives, lack of knowledge exposure.

In this article tries to focus on the opportunities received and challenges faced by the new startups in India and discuss the top govt schemes for entrepreneurs and their benefits.

Keywords: Startup, Innovation, Entrepreneur, Economy, Youth and Government schemes.

INTRODUCTION OF THE STUDY

As we all know that India is a developing country and the growth in population day by day has led to the lack of unemployment. India launch startup program by Shri Narendra Modi our prime minister on 15th of august to bring awareness about the startups now as a result everyone is looking forward to static company form of business but the resources like funds manpower headset unlimited because of these reason most of the graduates are showing interest to join in an established entity or a company but some people are taking it as a challenge and becoming on opinions India is full of innovative ideas which will definitely lead to start a new business and startups

The startup or one of the major driven of job opportunities that economic growth like creating jobs and creating impact on the economy by increasing per capita income the funding is the main challenge in starting up a company any business. Any idea to become successful requires entrepreneur abilities to anticipate business opportunities.