

# **A Study on Start-up India: A Governmental Initiative to Boost Entrepreneurship, Growth and Employment Generation of Tribal Youth of TSP Region of Southern Rajasthan**

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## **Abstract**

The age range of 15 to 59 accounts for more than 60% of Indians, a group dubbed as the "Demographic Dividend" in that country. India is now going through a demographic change. Before India to take advantage of this dividend, the labour market needs to be capable of producing enough jobs to effectively absorb this economically engaged population. The Indian government has put in place a number of initiatives to create jobs, such as "Skill India," which seeks to train over 40 crore people by 2022, whether through self-employment or paid work. The Indian government has introduced "Start-up India," a programme intended to aid start-ups, in order to inspire young people to build their own enterprises and jobs. Young people offer a rich supply of potential employees for firms since they are frequently the driving force behind innovative concepts and technologies. In order to support the growth and development of Tribal Youth in the TSP region of Southern Rajasthan, the Indian government has created several flagship programmes, including Start-up India and Make in India, Digital India, Skill India, and others. This study evaluates these programmes.

## **Keywords**

Start-up, Tribal Youth, Skill, Entrepreneurship, Rural.

## **1. Introduction**

Even if a nation has abundant natural resources and financial capital, the use of those resources will be less than optimal if entrepreneurship is absent. In today's industrial world, the entrepreneur is a valuable asset because of his or her unique skills and experience. Entrepreneurs are held accountable for more than just their own financial well-being. They must also create jobs for others and boost the country's GDP as a whole. Entrepreneurship has a long history in India. According to a report by the Indian Industrial Commission (1916-1918), during a time when the West of Europe, the cradle of the modern industrial system, was populated by uncivilised barbarians, India was known for the wealth of her rulers and the tremendous artistic talent of her craftsmen. Even when the first merchant expeditions from the West arrived in India at a far later date, the country's economic development was at least similar to that of the more advanced European nations. To be an entrepreneur, one must be an ambitious personality with an eye for possibilities and a vision and possess business acumen and a strong sense of determination. Three groups of entrepreneurs have been identified.

- a) Entrepreneur in a broad industry: When it comes to running a company, educated people are more likely to take the lead. They choose for manufacturing things like electrical and chemical engineering, medicines, and so forth
- b) Small-scale Entrepreneur: They have no official education or training, but they've learned a few things along the way. They like to make well-known items like luxury stores, pickles, clothes, and tailoring.
- c) Small and medium-sized Entrepreneur: Women in cities and slums who are in the middle of the income spectrum assist others who are at the bottom of the income scale. They need government assistance. As an example, the government aids small business owners who want to manufacture and sell goods like files, crayons, and other stationery.

Designed to create a robust eco-system for the country's innovation and startups, Startup India is a government programme aimed at spurring long-term economic growth and creating a significant number of new job opportunities. With this programme, the government hopes to provide start-ups the tools they need to succeed via creativity and innovation.

The following sections make up the action plan:

- Simplifying and Handholding.
- Funding, assistance, and encouragement.
- Partnership and incubation between business and academia.

Many nations have grown, developed, and prospered as a result of entrepreneurship. The government of India has launched a programme called “Start-up India” in order to encourage the entrepreneurial spirit among the population, especially among the country's young. This is a first-of-its-kind effort to solve structural issues that limit the development of many prospective companies. A Start-up is, in essence, a company that starts out with fresh ideas and ventures into new markets. An entrepreneur in a revitalised and reinvigorated shape has only just begun to appear on the scene. As a result, "Start-up" in India is an endeavour to offer as much assistance and support to newly founded businesses in India as feasible.

Through this effort, the government plans to establish a framework that encourages start-ups and innovation in the nation, which will eventually lead to long-term economic growth and the creation of many jobs. That's why this program's primary goal — whether skilled, semi-skilled, or unskilled job seekers — is to establish an employment foundation for all of them. Getting land approval, environmental permits, and foreign investment offers are just a few of the numerous government processes that discourage people in India from going into business for themselves. Essentially, Start-up India aims to alter people's view of the government from one that is an impediment to growth to one that instead serves as a guide for newly created businesses, leading them along the road of efficiency and effectiveness. The government's goal is to encourage individuals to start businesses using their business ideas. Government regulations that have been restructured and liberalised enable businesses to maintain compliance costs to a minimal while being proficient in their primary areas of company operations.

A “Demographic Dividend” exists in today's globe, with India having the world's biggest demographic base of young people. There are several ways in which this revitalised young base may help the nation instead of being a burden on the government by providing them with assistance in the areas of social and economic advancements, technical advancements, and political advancements. Government of India initiated many schemes to promote entrepreneurship culture and facilitate start – up eco system. Schemes like Start – up India, Make in India, Digital India, Skill India, Bharat Mala and Mudra Bank, were initiated to flourish the entrepreneurial growth, employment and self independence (Figure 1). People tend to think of start-up India as a technology-focused effort. However, the initiative's scope includes a broad range of industries, including manufacturing, education, healthcare, and agriculture. As a result, the government expects that this endeavour would expand the entrepreneurial spirit to lower-income regions like as semi-urban and rural areas, as well as Tier 1 and metropolitan cities, in a fair and transparent manner. To summarise, this initiative aims to move the Indian economy in the direction of inclusive growth and development, which may help address issues such as regional imbalances and inequalities in the future.

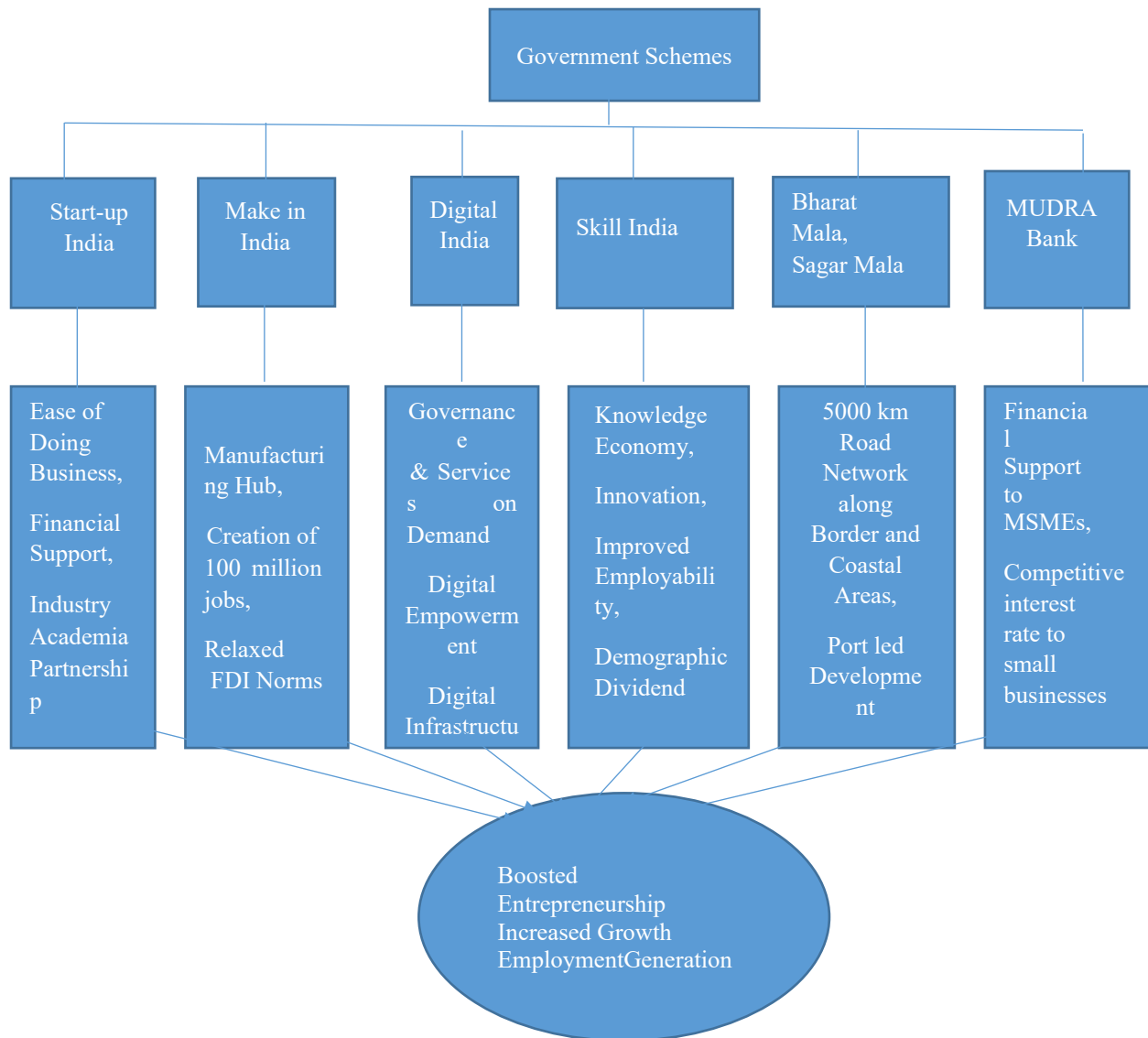


Figure 1. Government Start-up Schemes  
**Source: Authors' own compilation**

For the next ten years, India needs to generate 1 to 1.5 crores (10-15 million) new employments to give its young people something to do. Historically, it has been shown via instances from many western nations that encouraging entrepreneurship and company development is critical for large-scale job growth. In general, innovation-driven entrepreneurship helps India's many social issues, such as best-quality education, cheap and better health-care facilities, sustainably manage energy and waste globally, and financial inclusion, to be solved successfully. Both public and private, large corporations have not sparked job growth in the past several decades and are not anticipated to do so in the years to come. Since India's 1991 economic reforms, a new age of market economy has dawned, and the government's involvement in business is shrinking as a result of the country's privatisation strategy; as a result, employment has decreased in recent years. Similarly, the world economic downturn has affected the developmental rate of private domain companies as well as an increase in automation and digitalization, resulting in a decrease in employment in the private sector. An alternative to the traditional economic paradigm that depends primarily on a few giant business groups for both investments and employment may be found in the energising efforts of young entrepreneurs as well as in smaller investments and new ideas.

Demographic Dividend-Despite that China has 94 million employees in the 20–24-year age group, India is expected to have 112 million working-age people, making up a demographic dividend by 2020. With a youthful demographic profile, the economy is now well-positioned for the next phase of growth. With a demographic profile comparable to that of the United States in 1960, India is unlikely to reap the demographic dividend since a significant proportion of young people in the nation lack the education and employment necessary to provide this productivity. To take advantage of the demographic dividend, a significant number of new employments must be created during the next decade.

Indian start-ups have the world's youngest founding members, with an average age of 35. As a result, the demographic dividend is anticipated to impact the country's start-up scene positively. According to a study conducted by NASSCOM (2015), India generates about 3100 new companies per year, placing it fourth after the United States, United Kingdom, and Israel. India's start-ups are projected to create many employments over the next five years if development continues at the current rate.

MSME- Enterprises with revenues under \$10 million (MSME) account for 37.5% of the country's GDP and employ approximately 8 crore people across 3.6 crore enterprises. As a result, promoting self-employment as a job-creating strategy and encouraging entrepreneurship will help create more jobs and will help micro, small, and medium-sized businesses compete better. Structure issues including rural and urban split, regional disputes, and irrational distribution of national resources and income and wealth may be addressed to a large degree by this sector. Because of its back-and-forth connections with other sectors and cheap capital cost needs, the MSME sector is critical in fostering entrepreneurship.

Rural Economy-There are approximately 1.2 billion people living in India, representing over 200 different ethnic, religious, and linguistic groups. India's rural population (Census of India, 2011) is close to 70 percent, and in the last 20 to 30 years, people have been moving from the countryside to urban regions in pursuit of employment. Developing countries like rural India have a large untapped market for start-ups because of the scarcity of basic necessities such as clean drinking water, clean food, clean clothes, safe housing, and quality education and health care in rural areas. For the most part, the rural Indian economy is centred on agriculture, and there is widespread hidden unemployment. One of the greatest methods to grab this market is to create new entrepreneurial companies that employ huge numbers of jobless youngsters and provide essential services like health, education, and so on. When it comes to competing in the same market, Indian entrepreneurs have a unique edge over their international counterparts.

Since May 2014, the Indian government has been working to revitalise the country and bring it up to its full potential growth rate of and above nine percent. After that, the Indian government has launched a series of initiatives aimed at achieving a greater growth rate by focusing on development. As a result, when the new Prime Minister took office in the year 2014, he immediately began a "Make in India" drive to guarantee that the country's development was well-balanced and had a solid foundation. An eco-system where conducting business is simple and assistance is available when needed is essential to generate growth and guarantee the development of an industrial base. The government has shown a strong industrial sector, which has launched programmes like "Skill India, Start-up India, MUDRA Bank, Digital India, and infrastructure development projects like Bharat Mala and Sagar Mala" to demonstrate its commitment to this goal (Figure 1). The government aims to encourage young people to go into business for themselves by offering tax breaks and making it easier to conduct company. While delays have plagued major projects, the Digital India effort is making a fresh push for universal internet access as well as mobile connection.

MUDRA Bank, a bank whose main purpose is to guarantee loan availability for small business companies, has been launched by the government to encourage entrepreneurship at the grassroots level. By encouraging port-led growth in India, the Union government's Sagar mala project may save Rs 35,000 crore in yearly logistical costs while increasing India's goods exports to Hundred and ten billion dollars by 2025. The same can be said about transportation infrastructure, which is a crucial connection between the customer and the manufacturer. After the project's goals are met, the economic effect on India is expected to be enormous. Accordingly, the government's numerous programmes are designed to foster entrepreneurship, accelerate economic growth, and broaden the base of society's participation.

### **1.1 Objective**

This study paper aims to evaluate start-up India and other government-initiated programmes such as “Make in India”, “Skill India”, “Digital India” and others, which have been launched by the Indian government in order to assist the growth and development of Tribal Youth of TSP region of Southern Rajasthan.

### **2. Review of Literature**

In his book “Enterprise and Entrepreneurs”, Gangopadhyay. (2001) emphasises the strong connection between the two and emphasises the need of entrepreneurship development for a country's economic success. Entrepreneurship is a parameter linked to the nation's desire for economic development, which is linked to the country's national objectives. They are aimed at:” a) achieving social and economic justice; b) eliminating regional disputes and dispersing entrepreneurial activities and learning in rural areas that are underdeveloped; c) ensuring an rational distribution of resources and wealth by creating employments for the jobless people; d) appreciating the GNP; and e) achieving technological and economic freedom by economic reformed policies and industrial globalisation by switching from a mixed to a market economy model.”

Researchers Singh and Gupta (2009) discovered the most common cause for people to become entrepreneurs in their “Potential Entrepreneurship - Their Profile, Vision, and Motivation” study. Following “Keeping oneself occupied,” the most important factor was “Economic Gain.” It was backed by “wanted to be independent” and a slew of different reasons as the third most popular reason.

A one-sentence completion exam on accomplishment motivation was administered to determine the pattern of motivation among the sample responses. Only 13% of women scored well on the urge for success, 50% scored moderately, and 37% scored poorly on the accomplishment motivation. In a survey of high and moderate achievers, 58% of entrepreneurs said they wanted to start their own business for reasons such as becoming self-sufficient or following their own interests. Of them, 25% said that the most essential criteria for becoming entrepreneurs was 'providing employment to others,' while the remaining 80% believed that making money was more important.

For the most part, entrepreneurs have chosen traditional industries like dressmaking, needlework, knitting, and pickle-making in their studies on entrepreneurial entrepreneurs. With the shift in trend, entrepreneurs are moving into previously untapped markets such as computer, electronics, industries, security, and the stock exchange. Women who start businesses in unconventional areas often perform as well as or better than men.

Mishra (2015) conducted research on the development of Indian entrepreneurs. In terms of women's liberation and gaining a position in society's role and economic status that they have long earned; the rise of women entrepreneurs is important. Women's latent entrepreneurial potential has evolved through time as society has become more socially conscious. Women are becoming more aware of their own bodies, their rights, and their working environments as a whole. Women nowadays are venturing off the established path and finding new ways to contribute to the economy. In addition to their skills and expertise, women who manage businesses often have a strong desire to wait for something good to happen before taking action.

According to Martin and Roberts (2007), who compiled extensive work histories, the overall bimodal profile obscures the reality that the situation is more complicated for many women. Women's working lives with children are typically more continuous; there are periods of paid employment between kids and a quicker return to job when the youngest kid enters into the school age. Women with children, Women currently work for a larger percentage of their prospective working lifetimes, and that percentage is expected to rise even more in the future.

### **3. Methodology**

The research is mostly descriptive. The research is backed by secondary as well as primary data. Secondary data is gathered from newspaper articles, magazines, and different start-up action plan websites. Primary data on start-up India and other government flagship programmes was gathered via direct oral interviews with 150 tribal youth in the TSP area of Southern Rajasthan.

#### **3.1 Hypothesis Formulation and Analysis**

**Table 1. KMO and Bartlett's Test**

KMO and Bartlett's Test
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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.532
Bartlett's Test Of Sphericity	Approx. Chi-Square	99.712
	Df	15
	Sig.	.000 <sup>**</sup>

The value is a Kaiser-Meyer-Olkin measure of the ratio of variance between all variables that may be common variance. Here 0.532 measurements show a general proportion of data. Chi-Square focuses is called Goodness of Fit Test. It indicates the data collected from sample matches the entire population here, 99.712 is the value it shows the significant fit of data. (see Table 1).

**H1:** Current government policies and regulations are aimed at fostering an environment in which entrepreneurs can thrive and contribute to the growth of the TSP region of Southern Rajasthan.

**Table 1. Table of Standard Values**

Standard Values					
Parameters	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Using Latest Technology	100	3.74	.941	-.450	.173
Availability of Suitable Labour	100	2.76	.959	.233	.172
Availability of Raw Material	100	3.24	.915	-.216	.172
Using New Technology enhance Creativity	100	4.02	.833	-.777	.172
Valid N (list wise)	100				

The standard values of major factors of technical skills like Using Latest Technology mean is .74, standard deviation .941 and skewness is -.450 at standard error .173. Availability of Suitable labour mean is 2.76, standard deviation .959 and skewness is .233 at standard error .172. Availability of Raw Material mean is 3.24, standard deviation .915 and skewness is -.216 at standard error .172. Using New Technology enhance Creativity mean is 4.02, standard deviation .833 and skewness is -.777 at standard error .172. (Refer able 2).

**Table 2. ANOVA Table**

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	62.726	1	62.726	47.598	.000b
	Residual	585.113	149	1.318		
	Total	647.839	150			

a. Dependent Variable: Scale rate

b. Predictors: (Constant), H

The above table 3, gives the test result for the analysis of ANOVA. The results are given in three rows. F value in this case is 47.598 and the P-value is given by 0.000 the value of significance is less than .05 so the hypothesis is accepted. Therefore, “Current government policies are geared towards creating an environment in which start-ups flourish and contribute to the growth in TSP area of Southern Rajasthan.”

**H2:** Start-up scheme is a game changer scheme for employment generation in TSP area of Southern Rajasthan.

**Table 3. Table for Descriptive Statistics**

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Experiments with Projects	100	4.17	.983	-1.503	.172
Taking Risk	100	4.11	.790	-.758	.172
Leadership Skills	100	4.73	.442	-1.073	.172
Take Problem and complaints as Opportunity	100	4.33	.732	-.850	.172
Freedom to express suggestions	100	4.43	.630	-.646	.172

Valid N (listwise)	100				

The standard values of major factors of start-up scheme like Experiments with Projects mean is 4.17, standard deviation .983 and skewness is -1.503 at standard error .172. Taking risk mean is 4.11, standard deviation .790 and skewness is -.758 at standard error .172. Leadership skills mean is 4.73, standard deviation .442 and skewness is -1.073 at standard error .172. Take Problem and complaints as Opportunity mean is 4.33, standard deviation .732 and skewness is -.850 at standard error .172. Freedom to express suggestions as Opportunity mean is 4.43, standard deviation .630 and skewness is -.646 at standard error .172. (Refer Table 4)

**Table 4. Table for ANOVA Model**

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.576	1	23.576	19.381	.000b
	Residual	540.121	149	1.216		
	Total	563.697	150			

a. Dependent Variable: Scale rate

b. Predictors: (Constant), H

The above table 5 provides the test result for the determination of ANOVA. The results are provided in three rows. F value in this case is 19.381 and the P-value is given by 0.000 the value of significance is less than .05 so the hypothesis is accepted therefore “Start Up scheme is a life changer scheme for job generation in TSP area of Southern Rajasthan.”

The start-up programme has shown to be a successful means of combating tribal youth high unemployment rate in TSP area of Southern Rajasthan. There are many possibilities for entrepreneurs to establish their own profitable company under the programme. The plan also realises that entrepreneurs will get sufficient financing for start-ups, as well. New entrepreneurs have access to the following kinds of possibilities as a result of the programme.

Concentrate on your core business while keeping compliance costs low: Many new and small enterprises are unfamiliar with regulations and may be exposed to invasive regulatory actions. Rather of wasting time complying with regulatory procedures, the Start-Up strategy enabled indigenous young entrepreneurs to concentrate on developing their primary company. By enabling start-ups to self-certify through a mobile app, it reduces compliance expenditures.

Providing New Entrepreneurs with Appropriate Guidance: Because new tribal youth entrepreneurs lack "entrepreneurial skills, training, and seed funding, many start-up incubators are established in various locations under this scheme, which provides the necessary training and resources for aspiring entrepreneurs in order to enhance their entrepreneurial abilities and raise seed cash to start their own business.

Interaction with Government and Regulatory Institutions: For a better conversation with the government and other regulatory institutions, new tribal youth entrepreneurs can use the start-up App and start-up Portal. These apps and portals allow new entrepreneurs to register their business with the appropriate departments and authorities to save them from any delays in the registration process, place any compliance, and gather information on various clearances, approvals, or registrations that are required, as well as apply for various start-up schemes.

Protecting and Commercializing IPRs: The scheme provided legal assistance as well as cost-effective patent examination. The goal of this stage is to increase start-ups' awareness of and adoption of “Intellectual property rights



(IPRs)". A new programme called "start-up Intellectual Property Protection (SIPP)" has been launched to make it easier to file patents, protect IPRs, and commercialise them.

**Exemption from Prior Experience or Turnover Criteria:** Previously only micro and small firms were eligible for this incentive, which is now open to all new enterprises, regardless of their size. According to a regulation released by the Ministry of Finance, "micro, tiny or otherwise" start-ups are now excluded from several tendering eligibility requirements.

**Easy Exit:** When it comes to innovation in start-ups, there is a high risk of failure. Many businesses have failed in the past. This programme encouraged new tribal youth entrepreneurs to try out new and innovative thoughts and ideas without losing and stuck in a complicated and lengthy closing process where their money would be stuck indefinitely.

#### **4. Conclusion**

Opportunities cannot be guaranteed by the former role of government, which was to control all economic resources. Instead, it ought to act as a facilitator to guarantee the most efficient use of resources. The role of the government should be to help the populace make better decisions by offering a targeted policy environment and knowledge. Start-up India and the other major initiatives stated earlier have been adopted by the government in an effort to create an environment of "maximum governance and least government." These initiatives have helped to create a start-up-friendly environment in the TSP region of Southern Rajasthan.

The fundamental objective of start-ups is to change people's mentality in order to turn India from a nation of job seekers into a nation of job producers. Without a doubt, start-ups have proven to be a useful tool for encouraging people to establish their own businesses, but a lot of people have been abandoning their jobs to take advantage of the start-up programme in the hopes of earning more money as a self-employed person. Many start-ups have failed because they were unable to compete in the cutthroat market, but some have been successful and are expanding gradually. According to India's labour ministry, this is terrible news for the nation's expanding economy. Even while this initiative hasn't yet had any noteworthy positive effects, in the long run, it could be more effective at giving young people in Southern Rajasthan's TSP region work. Prospective business owners should thus pay close attention to the objectives and rules of the launch plan. By establishing start-up incubators in remote areas, it is more likely that new firms will succeed there and that the problem of seasonal employment and unemployment will be resolved.

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## Biography

**Dr. Sachin Gupta** has a brilliant academic Record. Dr. Gupta is a D.Litt Scholar Department of Business Administration, Sambalpur University, Odisha, India. He has earned his Doctorate degree (Ph.D) from Department of Business Administration, University of Rajasthan, Jaipur. He completed his Dissertation Research during his M.Phil Degree from Department of Business Administration, University of Rajasthan, Jaipur. He completed his Post Graduate Degrees specialities- One in Business Administration (Masters of Commerce) from Department of Business Administration, University of Rajasthan, Jaipur and another in Finance (MBA-Finance) From Rajasthan Technical University, Kota. Dr. Gupta cracked UGC NET Exam. He obtained his B.Com degree from University of Rajasthan, Jaipur. Dr. Gupta completed Executive Development Programme in Advanced Financial Management from XLRI-Jamshedpur, did Post Graduate Certificate Programme in Finance from IIM Indore, completed UGC Sponsored Diploma Programme in IFRS from Ramanujan College, University of Delhi in association with IAA (All India Accounting Association), NCR Chapter.

His professional activities include roles as Associate Editor, Editorial Board Member, Advisory Board Member and Reviewer for many Journals and Conferences. He has been invited as Chief Guest/Resource Person/Keynote Plenary speaker in many reputed universities and colleges. For his praiseworthy contributions in academics, he has been conferred with many awards, recognitions and appreciations. His sincere and committed efforts received applause from eminent personalities including MHRD and AICTE Chairman. He has written more than 50 Research Papers in ISSN/ISBN Numbered Journals and has presented papers in more than 25 National and International Conferences and Seminars. He has also contributed chapters for various edited books. Dr. Gupta is an author of 10 books of national and of international repute. He has directed a number of Research Project works in different areas of Management. Dr. Gupta was invited as a Keynote Speaker in 4<sup>th</sup> Singapore International Conference on Social Science & Humanities (ICSSH) on 13<sup>th</sup>-14<sup>th</sup> November, 2019 at The National University of Singapore (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore, organized by Social Science & Humanities Research Association (SSHRA). Along with being a good academician, Dr. Sachin Gupta has handled no. of administrative assignments successfully and made exemplary contributions through his dedicated, committed and innovative approach with high integrity. Delivered more than 100 Extension/Guest Lectures in India and abroad.

He is continuously engaged in the Research Work. Reading, Writing and teaching have always remained and is still his main passion. His current research interest is the investigation of the practical application and utility of Business Management theories in the Indian Context. He has keen interest in academics and research activities. Presently he is associated with Mohanlal Sukhadia University, Udaipur as Assistant Professor-Department of Business Administration, Assistant Coordinator-Entrepreneurship Development Cell, MLS University, Udaipur & Assistant Coordinator-Finishing School & Placement Cell, MLSU, Udaipur. Five Ph.D research scholars have been conferred Ph.D Doctoral degree in under guidance of Dr. Gupta and has guided one M.Phil dissertation. He is so thankful to the education fraternity for the opportunities in the last 14 years and really looks forward to learning much more and achieving new horizons.

**Prof. Biswajit Satpathy** is a Professor, Department of Business Administration, Sambalpur, University, Odisha, India. His academic Qualification are B.Sc.(Engg.), M.Sc.(Engg.) Ph.D., D.Sc. (Management). He has total Teaching Exp of more than 37 years.

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