



Startup India Movement: A Review of Growth In Madhya Pradesh

*Ms. Neetu Kushwaha, #Dr. G.L. Puntambekar

*Research Scholar, #Professor, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh, India, *neetukushwaha14@gmail.com, #glpuntambekar@yahoo.co.in

Abstract: India adopted several policies since independence to achieve faster economic growth with equitable distribution of fruits of the economic growth but the problem of unemployment and poverty especially among the educated youth remained unsolved. The failure resulted in an unrest among the young generation and further created several social and economic problems. The main reason behind it is an obsession to get white collar jobs. If we analyze the existing economic facts, it is observed that India is the second largest country in terms of population, where about 31 million people are unemployed. Increasing unemployment become the biggest challenge for the fast-emerging India. By looking these unemployment rates, Indian government took an initiative to promote self-employment by the way of Startup India Policy in the year 2016, which gave the youth a new hope to enhance their talent and capacities. At present about 14,600 startup businesses in different category are in operation. Government is continuously reforming the startup policy for making startup businesses successful. In Madhya Pradesh a total of 423 startup businesses are in operation. But the other face of coin is also important. Many Startup businesses are facing different financial and marketing challenges. This paper is an attempt to analyze the progress of startup businesses in the country and in the state of Madhya Pradesh and to identify the difficulties faced by them.

Keywords: Government, Youth, Unemployment, Startup India Policy.

I. INTRODUCTION

India is the world's fourth largest economy and achieved the status of one of the emerging economies of the world. The strength of our economy was witnessed even during the period of recent world economic crisis, 2008. If we analyze the recent economic history of our country, the crisis of 1991 and the reform initiated after the crisis are the two major events which restructured the growth path and created a new history. Though India adopted several policies since independence to achieve faster economic growth with equitable distribution of fruits of the economic growth but the results achieved are not at desired level. Growing population is one of the major factors which is responsible for the problem of unemployment and poverty. In the country like India in which 65 percent of our population is below the age of 35, the problem of unemployment especially among the educated youth is a big problem. This failure resulted in an unrest among the young further created social and economic problems. When we analyze the problem further, it clearly indicates that the young talent is more inclined towards white collar jobs. Due to this trend, Indian talent are contributing in the growth and development of other emerging economies by serving in Multi-National Corporations instead of become an

entrepreneur. The earlier policies of self-employment initiated by the Government was not so effective and therefore a new policy in the form of movement i.e. Startup India Movement launched which is entirely different from earlier "Old wine in new bottle" approach. This new policy has been designed in such a manner that the objective of employment generation vis-a-vis changes the mindset of the youth can simultaneously be achieved.

Startup India is one of such policy which was initiated by Government of India in 2016. When the Government analyzed the entire situation and it was felt that if the ideas, talent and capabilities of young generation can be converted in to small businesses, then new areas of jobs and growth pattern can be created. Startup India Policy is certainly an inimitable effort by which a new ecosystem of entrepreneurship and economic development can be created. Total 7200 startups including eight unicorns were established till 2017 and many of them are successfully running with

high potential of growth [1]. Though the policy initiative is good but at ground level, these start-ups are facing several problems and the future growth of this model is only depends upon the correction and reforms in the policy and

¹ NASSCOM STARTUP REPORT 2018