

<https://africanjournalofbiomedicalresearch.com/index.php/AJBR>

Afr. J. Biomed. Res. Vol. 27(5s) (December 2024); 392 -399

Research Article

Growth And Development Of Start-Up Schemes In Manipur: A Case Study Of Imphal East And Imphal West District.

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Abstract

The goal of the study is to shed light on the importance of start-up schemes to Manipur's economic growth. Through job creation, innovation, the production of goods and services, regional balanced development, improvements in the level of living, and social and economic advantages, the article examines the growth and development of start-up schemes and their contributions to economies, societies, and the environment. A sample survey is used to gather data for the examination of 250 start-up units, taking into account the various stages of the startup process, such as the stand-up, revenue, and idea stages. The study offers insightful information about Manipur's startup environment. . The study lists the challenges facing start-up plans, including a lack of funding, inadequate infrastructure, a shortage of competent labor and management, as well as other social and cultural problems. The article concludes with recommendations for enhancing the start-up program that will reduce poverty and promote Manipur's sustainable development.

Key words: sustainable development, poverty alleviation, economic development, startup ecosystem, and startup program.

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Received: 30/11/2024 Acceptance :20/12/2024

DOI: <https://doi.org/10.53555/AJBR.v27i5S.5659>

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A. Introduction:

Given that any country's economic growth depends on intentional human activity, or the entrepreneurial function, industrial growth is necessary in developing nations like India. This is especially true for Manipur, a state in the far northeast of the country that falls under the category of states without industries, which needs to industrialize in order to achieve rapid and logically balanced economic growth. An important need and challenge for Manipur is the rise in the number of entrepreneurs. Small business owners have a unique responsibility to perform given the state's extreme

unemployment, poverty, and backwardness. The Government of India launched the start-up India Scheme in 2016 in recognition of the value of entrepreneurship for a country's development and progress. The Honourable Prime Minister of India, Shri Narendra Modi, introduced the program on January 16, 2016, with the intention of boosting employment in the nation and fostering product and service innovation.

The Government of India's flagship program, Start-up India, aims to create a robust environment that supports the expansion of start-up companies, guarantee long-term economic growth, and provide a significant number

of job opportunities. Through this program, the government hopes to enable startups to expand via design and innovation.

Since the Hon. Prime Minister Narendra Modi launched the initiative on January 16, 2016, a number of projects have been implemented to support his goal of making India a nation of job creators rather than job seekers. With many entrepreneurs taking advantage of the advantages of launching their own firm in India and start-ups being recognized through the Start-up India initiative, these programs have been essential in fostering the start-up culture.

Since a start-up is a new business that is just getting started, it is often tiny, initially funded, and run by a small group of founders or individuals. According to the Start-up India Scheme, an organization is considered a start-up in India if it meets the following criteria:

1. If it is registered as a private limited company (as defined by the Companies Act, 2013), a partnership firm (registered under section 59 of the Partnership Act, 1932), or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India, it will remain so for ten years after the date of incorporation or registration.
2. The entity's turnover has not surpassed Rs 100 crore in any of the fiscal years since its incorporation or registration.
3. The organization is pursuing innovation, development, or enhancement of goods, procedures, or services; also, it is determining whether the business model is scalable and has a strong potential for creating jobs or income. With the exception that an organization created by dismantling or rebuilding an existing corporation will not be regarded as a "start-up."

The following advantages are offered to approved start-ups through the Start-up India initiative:

1. Self-Certification: Verify your own compliance with the three environmental and six labor laws.
2. Tax Exemption: Capital and assets over Fair Market Value are exempt from income tax for three years in a row.
3. Simple Company Winding: Within 90 days in accordance with the 2016 Insolvency & Bankruptcy Code.
4. Launch Patent Application & IPR Protection: Get up to 80% off when you fill out patent applications with a fast track patent application.
5. Less complicated public procurement rules: exemption from the earnest money deposit, previous turnover, and experience criteria in government contracts.
6. SIDBI Fund of Funds: Money for Alternate Investment Fund investments in start-ups.

Furthermore, the Start-up India portal, located at www.startupindia.gov.in, serves as a one-stop platform for all parties involved in the start-up ecosystem to communicate, share expertise, and establish fruitful collaborations in a rapidly evolving environment.

The Start-up Scheme, which is in effect in Manipur, looks like this:

In the year 2017, out of 728 applicants for the financial help under Start-up Manipur Scheme, a total of 352 candidates have been shortlisted and 315 of them have been provided financial assistance. Only 30 of these 315 are in the revenue stage, 102 are in the ESS stage, and the remaining 183 are in the idea stage.

Table 1: Status of Applicants and Beneficiaries under Start Up Manipur Scheme, 2017-18			
Type of Scheme	No. Registered Applicant	No. Shortlisted Applicant	No. Benefitted Applicant
Revenue Stage	211	44	30
Idea Stage	517	200	183
ESS	0	108	102
Total	728	352	315

Source: <https://cmdashboard.mn.gov.in/>

Out of the 3,966 candidates who applied for the plan in 2018–2019, 612 applicants received benefits under three separate stages: 122 under the ESS stage, 467 under the Idea stage, and 23 under the Revenue stage.

Table 2: Status of Applicants and Beneficiaries under Start Up Manipur Scheme, 2018-19			
Type of Scheme	No. Registered Applicant	No. Shortlisted Applicant	No. Benefitted Applicant
Revenue Stage	275	42	23
Idea Stage	3691	579	467
ESS Stage	0	177	122
Total	3,966	798	612

Source: <https://cmdashboard.mn.gov.in/>

In 2019-20, under Stand-Up stage, another 46 applicants have been given financial assistance out of 171 applicants.

Table 3 : Status of Applicants and Beneficiaries under Start Up Manipur Scheme, 2019-20			
Type of Scheme	No. Registered Applicant	No. Shortlisted Applicant	No. Benefitted Applicant

Stand up Stage	988	171	46
Total	988	171	46

Source: <https://cmdashboard.mn.gov.in/>

Review of Literature.

In a research process, conducting a literature review is a significant aspect of the entire research process. Adhering to the previous research and theory in the area of the study would help the research in conceptualising the problems, conducting the study and interpreting the findings. Accordingly, in this paper also literature is reviewed as under.

(Das & Mohiuddin, 2015), find out the motivational factors to be an entrepreneur and the condition that hinder their entrepreneurial abilities.

Further, the study revealed that the women started their business for survival and struggle against the poverty and women are mainly interested to do their business to reduce the burden from their main family earning generally husband. Furthermore, the financial solvency also encourages them to developed entrepreneurship. Besides that the women also think about security and want to establish a strong position to overcome the gender barrier as well as religious restrictions.

(Geelhoed, 2017) , they enquired the technology start-ups in different development phases and on a different value dimension to enhance the generalizability of the findings. The finding of this study are based upon in depth Qualitative research, using both primary and secondary data. The study explored the current sustainability practices of technological start-ups in Indonesia, explaining casual relationships was never within the scope of this paper.

(Kofanov & Zozul'ov, 2018), in this paper depicted that the factors which influence the success of innovative start-ups were identified and sub stained.

The determined factors such as external environment start-up activity and an external start-up environment were analysed according to the group's which corresponds to this constituents. The results of the investigation contributed to the achievement of the UN sustainable development goals from the economic, ecological and social perspective

(Patel, 2019), in their paper, showed that Indian Government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with Introduction of liberal policies and initiatives for entrepreneurs like “, “Make in India”, “start-up India”, “MUDRA” etc. and it has a lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many start-ups offering products and services ranging from food retail and hygiene to solar and IT application for day to day problems which could be delivered at affordable prices.

(Park, 2017), in this paper depicted that young people will be able to successfully lead their startup companies through their enterprising spirit networks and leadership and learning with firm determination.

The study proves that, wish is focused on ICT departments in Busan, the student with high pro activity

and enhanced leadership actually respond more effectively to the difficulties of the fluidal variable during their start-up preparation then those who received the lecture oriented start-up education.

(Verma, 2013), analysed both the positive & negative impacts on economic development in India. The Entrepreneurship has speed up Capital formation, generate huge employment, improve the standard of living of the people and boost up wealth creation & decentralized distribution of economic resources, increase GNP & per capita income, increases country's export trade & facilities and overall development of the nation. The entrepreneurship also analysed the negative impact on economic development in two conditions such as perverse allocation towards activities that are personally profitable but socially destructive & low quality entrepreneurship.

C. Objectives of the Study:

Considering the significances of start-up scheme in the economic development, the paper studies with the following objectives.

1. To analyse the importance of start-up scheme.
2. To analyse the growth and development of start-up scheme in Manipur.
3. To analyse the barriers of start-up scheme development in Manipur.
4. To suggest measures for lessening the barriers of start-up scheme development in Manipur.

D. Methodology

The present study conducts a comprehensive analysis related to the topic. Information from a wide range of sources including textbook, journals, articles, working papers, conferences proceedings, documents and websites are collected as secondary data. Again, a systematic search of the review of literature is also conducted for proper analysis of the study and for a detailed analysis relating to the growth and development of start-up scheme in Manipur 250 start-up units are collected through sample survey. The sample constitutes several stages of start-up including the stand-up stage, revenues stage and idea stage. The study area is concentrated in Imphal East and Imphal West district of Manipur.

E. Performance of startups in Imphal East and Imphal West Districts

Generally, the number of employees indicates the size, and the entrepreneurial and managerial skills required to run the enterprise. A small enterprise may have a handful of employees and, a medium-sized enterprise may have dozens to hundreds, and a large enterprise may employ hundreds to thousands of individuals.

An enterprise having more employees' needs, the higher entrepreneurial and managerial skills required for managing a larger workforce requiring delegation, communication, conflict resolution, and strategic

planning skills. Correspondingly, in the present study, enterprises were grouped into different categories based on the size of employees for ensuring that enterprises have a minimum level of complexity in human resource

management, which would require applying managerial skills. Here, table A shows the size of employees and the pattern of the startups in Manipur.

Table A: Performance of the startups in two Districts

Number of employees	Imphal East	Imphal West	Total
Not Applicable	0 (0.0%)	2 (1.5%)	2 (0.8%)
under 5	78 (66.7%)	81 (60.9%)	159 (63.6%)
5 -10	25 (21.4%)	20 (15.0%)	45 (18.0%)
10 to 20	9 (7.7%)	16 (12.0%)	25 (10.0%)
20 to 30	1 (0.9%)	0 (0.0%)	1 (0.4%)
20 to 50	3 (2.6%)	7 (5.3%)	10 (4.0%)
50 to 100	1 (0.9%)	3 (2.3%)	4 (1.6%)
Over 100	0 (0.0%)	4 (3.0%)	4 (1.6%)

As is evident from Table 16, 63.6 percent employed less than five persons on average, while 0.8 percent employed zero. There were 89 units (35.6 percent) which employed five and above.

Of these, 18 percent employ 5-10 persons, 10 percent employ 10 to 20 persons, 0.4 percent

Employ 20 to 30 persons, 4 percent employ 20 to 50 persons, 1.6 percent employ 50 to 100 persons, and the remaining 1.6 percent employ over 100 persons.

In district-wise analysis, 81 units (60.9 percent) employed less than 5 persons, 20 units (15 Percent) employed 5-10 persons, 16 units (12 percent) employed 10 to 20 persons, 7 units (5.3

Percent) employed 20 to 50 persons, 3 units (2.3 percent) employ 50 to 100 persons, 4 units (3 percent) employ over 100 persons while the remaining 2 units (1.5 percent) employ zero in Imphal West district.

Whereas 78 units (66.7 percent) employed less than 5 persons, 25 units (21.4 percent)

Employed 5-10 persons, 9 units (7.7 percent) employed

10 to 20 persons, 1 unit (0.9 percent)

F. Status of Start-up Scheme in Imphal East and Imphal West districts

There is a vision of a developed India by 2047 as the country grows the third-largest start-up ecosystem in the world, with over 1,40,000 registered start-ups and a unicorn emerging every 20 days. This is made possible by government capital expenditures, the top five higher education institutions, and widespread internet penetration. Start-up Manipur must operate effectively through the appropriate execution of the government's plan in order to promote the growth and innovation of goods and services as well as to raise the employment rate among young people.

Table B shows the current state of start-ups in the Imphal East and Imphal West Districts, which can be studied while keeping in mind the necessity to analyze the growth and development of start-ups.

Table B: Status of the startups in Imphal East and Imphal West Districts

Status of the business	Imphal East	Imphal West	Total
Not Applicable	2 (1.7%)	3 (2.3%)	5 (2.0%)
Loss	18 (15.4%)	24 (18.0%)	42 (16.8%)
Profit	38 (32.5%)	33 (24.8%)	71 (28.4%)
Breakeven	44 (37.6%)	60 (45.1%)	104 (41.6%)
Business Loan	1 (0.9%)	0 (0.0%)	1 (0.4%)
Started Generating revenue	14 (12.0%)	13 (9.8%)	27 (10.8%)

Table B above displays the status distribution of startups. It is clear from the data that 18.8% of new businesses experienced a loss. Of the starting companies, 28.4 percent turned a profit, 41.6 percent broke even, and the remaining 10.8 percent came in money.

According to district-level analysis, 18% of startups in the Imphal West area experienced a loss.

Of the startups, 24.8 made money, the largest group (45.1) broke even, and the remaining small fraction (9.8%) made money.

Compared to the Imphal West district, the Imphal East district has a lower loss percentage of 15.4. Additionally, its 32.5 percent profit margin is considerable when compared to the other districts. The majority of startups

(37.6%) saw a breakeven point. Meanwhile, the remaining 12 percent had begun to generate income.

G. Barriers of startup in Manipur

There are several obstacles to the growth of entrepreneurship in Manipur, even with the efforts made by the Indian government through various programs like Make in India, Start Up India, and Stand Up India. Lack

of access to capital, lack of information, lack of knowledge, lack of skilled workers, lack of management skills, lack of infrastructure, rising corruption, cultural and social problems, poor record-keeping, etc. are some of the obstacles that negatively impact the potential of entrepreneurial ventures, as shown in the diagram below:

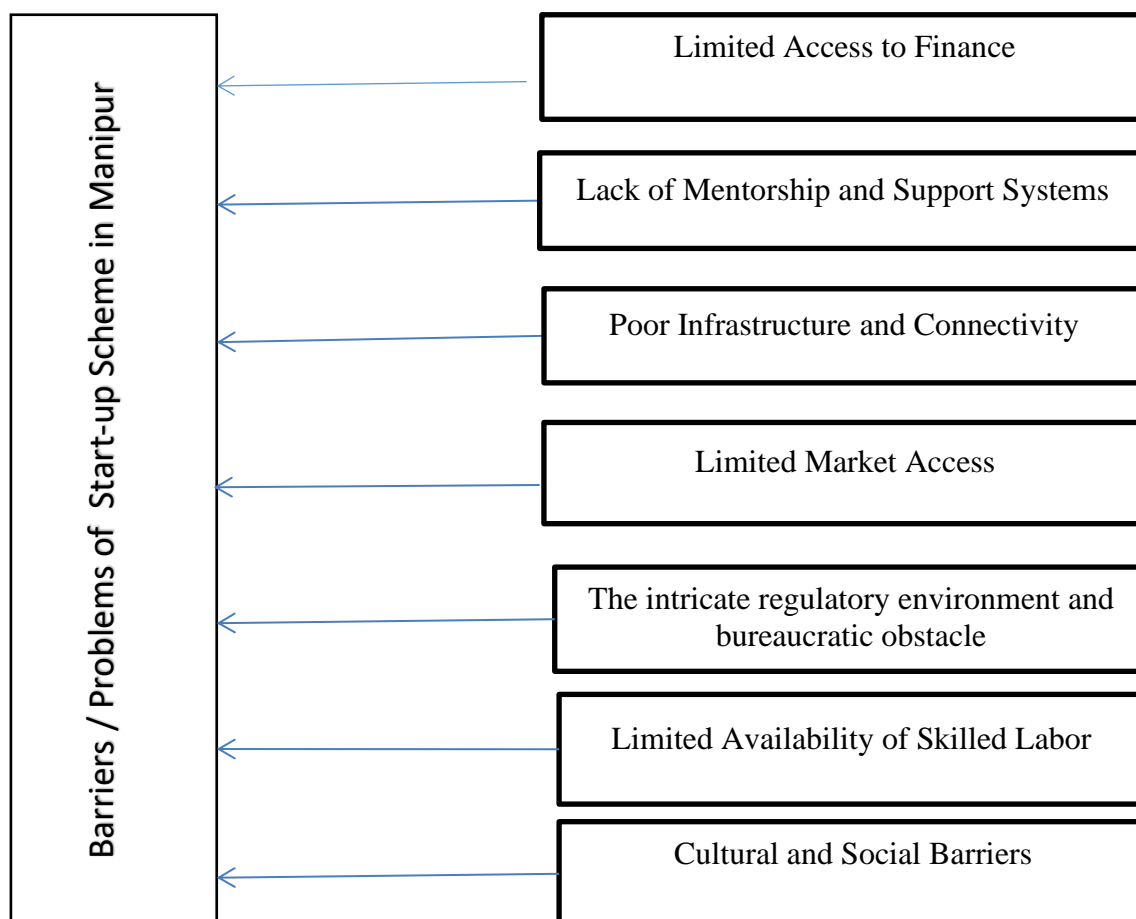


Diagram 3: Showing the barriers of Start-up Scheme in Manipur

Besides the above issues in entrepreneurial venture, there are some other issues, such as, improper business feasibility, poor marketing strategies, cash flow problem, use of obsolete technology, poor marketing facilities, poor warehousing facilities, lack of market research increase in competition, technical in competencies etc.

A part from the above barriers, there some more issues in start-up scheme development. Some of them are:

1. Limited Access to Finance

Lack of access to venture capital and financing is one of the biggest issues Manipur's businesses confront. Even though programs like Startup India, MUDRA, and the Prime Minister's Employment Generation Programme (PMEGP) offer financial aid, the cash is frequently insufficient, and the eligibility requirements might not always meet the needs of new businesses.

The inability to obtain venture capital and financing is one of the biggest obstacles Manipur's businesses must overcome. Even while financial aid is offered via

programs like Startup India, MUDRA, and the Prime Minister's Employment Generation Programme (PMEGP), the funding is frequently insufficient, and the eligibility requirements might not always meet the needs of new businesses.

Issues Related to Access to Finance:

- **High Interest Rates:** It might be challenging for startups to obtain funding on favorable conditions due to high interest rates on loans.

The Northeast region has a dearth of venture capital and angel investors who are ready to take chances because of the market's perceived difficulties.

- **Requirements for Collateral:** Many banks and financial institutions want collateral before granting loans, which makes it challenging for many young business owners who do not have enough assets.

Citation: Chhetry, R. & Singh, K. (2020).

2. Lack of Mentorship and Support Systems

In Manipur, there is a dearth of seasoned mentors who can help entrepreneurs navigate the difficulties of market competitiveness, growth strategies, and business management. Mentorship is essential to the development of companies.

Challenges in Mentorship:

- Few Incubation Centers: Imphal does have a small number of startup incubators, but not enough of them or their reach to accommodate all of the state's entrepreneurs.
- Insufficient industry-specific knowledge: A lot of companies in the manufacturing, technology, and agricultural sectors need specialist mentorship, which is frequently hard to come by in Manipur.

Sources: Department of Planning, Government of Manipur (2018). *Manipur Startup Policy*.

3. Poor Infrastructure and Connectivity

In Manipur, especially in rural regions, infrastructure problems provide a serious obstacle to the expansion of startups. Even though Imphal is more connected than other regions of the state, the state's transportation, electrical, and digital infrastructure is still lacking.

Key Infrastructure Issues:

- Limited Internet access: Even with advancements in internet access, many rural Manipur areas continue to experience sluggish internet speeds and erratic networks, which makes it challenging for e-commerce companies and tech startups to function efficiently.
- Poor Road Connectivity: Although Imphal boasts superior road connectivity, other regions of the state still lack adequate road infrastructure, which has an impact on logistics and the movement of goods for new businesses in the manufacturing and agricultural sectors.
- Inconsistent Power Supply: Power outages continue to occur in many places, which affects small enterprises and those that rely on technology.

Citation: Lhungdim, H. & Naorem, I. (2020).

4. Limited Market Access

Since the local market in Manipur is tiny and entrepreneurs frequently find it difficult to reach customers outside of the state, market access is a major barrier for many startups in the state. Small-scale producers and service providers who depend on bigger, outside markets to grow face particular challenges as a result.

Issues Related to Market Access:

Why Limited Local Market: With only about 3 million people living in Manipur, many companies have a smaller pool of possible clients. Because of the tiny market size, it is challenging for firms to expand beyond the local level.

- Limited Export Opportunities: Although Manipur's products, particularly its handicrafts and agricultural products, have a specialized market, logistical difficulties, high transportation costs, and a dearth of export promotion techniques restrict access to both domestic and foreign markets.

- Absence of Digital Platforms: Many companies are limiting their ability to reach a wider audience by not utilizing digital platforms to their full potential for e-commerce and online marketing.

Citation: Bhat, G. & Singh, A. (2019).

5. The intricate regulatory environment and bureaucratic obstacle

The complicated legal framework and bureaucratic red tape present major obstacles for entrepreneurs wishing to launch or grow their companies in Manipur. Despite the government's numerous efforts to streamline the regulatory environment, entrepreneurs continue to encounter challenges with registration, tax compliance, and acquiring the required permits.

Regulatory Challenges:

- Prolonged Approval Procedures: Getting company licenses, permits, and approvals in Manipur can be a drawn-out procedure.
- Lack of Simplified Taxation Systems: Due to the complicated tax system's ambiguous regulations and protracted processing periods for tax-related matters, entrepreneurs sometimes struggle to understand it.
- Uncertain Land and Property Rights: Because Manipur's land rights and ownership rules are complicated or unclear, startups in the manufacturing and real estate sectors may have trouble obtaining land on which to establish their businesses.

citation: Singh, R. & Sharma, S. (2017).

6. Limited Availability of Skilled Labor

The workforce in Manipur lacks certain skills, which can hinder the expansion of new businesses. Finding qualified personnel for startups is frequently hampered by the dearth of industry-specific skills and real-world experience, despite the large number of recent graduates.

Key Challenges in Skill Development:

- Mismatch Between Education and Market Needs: Many Manipur university graduates could lack the operational skills needed by startups, especially in areas like digital marketing, technology, and business operations.
- Limited Vocational Training: The pool of competent personnel available to startups is constrained by the absence of sufficient entrepreneurial education and vocational training.
- Youth Migration: In search of greater prospects, many talented young people from Manipur leave the state for other states or nations, leaving behind a small pool of competent workers.

Citation: Manipur Skill Development Mission Report (2020).

7. Cultural and Social Barriers

In Manipur, social and cultural obstacles are common for startups, especially those led by youthful entrepreneurs. Families and communities may oppose certain entrepreneurs' business choices, and the conventional attitude of the area may not always encourage risk-taking and creative thinking.

Social and Cultural Issues:

• **Risk-Averse Culture:** Manipur's culture can be more risk-averse, with a predominance of family-run enterprises and traditional occupations, making it more difficult for young entrepreneurs to advance novel or unusual ideas.

In rural and semi-urban areas, where people are frequently preoccupied with government work or traditional agriculture, there is a general lack of a strong entrepreneurial culture.

Citation: Yumnam, R. & Singson, K. (2018)

H. The Road Ahead

The path forward entails streamlining regulatory procedures, boosting financial accessibility, building out infrastructure, promoting skill development, and encouraging a more entrepreneurial culture among young people. With the correct assistance, Manipur's startup scene may overcome these obstacles and make a substantial contribution to the economic growth of the state.

Manipur's economic diversification and job creation depend heavily on the rise of startups and entrepreneurship, especially in the state's major cities like Imphal East and Imphal West. Imphal, the state capital, is located in these districts, which act as a hub for infrastructure, education, and commercial activity. Given the growing number of governmental and non-governmental programs aimed at encouraging entrepreneurship, these districts could develop into a flourishing startup ecosystem.

In this case study, the growth trajectory of startup schemes in Imphal East and Imphal West is examined, along with current obstacles, future prospects, and the path forward for startup development in these districts. Several tactics need to be used in order to assist the expansion of startups in Imphal East and Imphal West.

1. In order to empower young entrepreneurs, the government ought to concentrate on implementing international business operations
2. Appropriate communication routes and the integration of various parties are essential.
3. The government should promote start-up entrepreneurial operations by creating a favorable climate and implementing customized initiatives. Loans and other funding options need to be customized for new business owners.
4. Training for start-up, Skill development programme for packaging.
5. A startup program should offer seed money to help entrepreneurs with viable business plans and pertinent tools.
6. It is imperative that graduates have access to specialized entrepreneurial programs.
7. Coordinated efforts are needed to close the gap between the government, banks, and new business owners.
8. Instead of being hereditary, the entrepreneurial training curriculum should be tailored to the needs of entrepreneurs, emphasizing business development and creativity. Universities also need to use contextually appropriate local case studies.

9. Governmental organizations ought to have explicit funding for programs that support entrepreneurship. To guarantee that qualified applicants obtain funds, there must also be strict oversight and assessment of the funding guidelines.

10. Appropriate communication routes and the integration of various parties are essential.

11. The government should make an effort to comprehend the daily difficulties faced by beginning business owners and create systems to deal with them.

12. Infrastructure must be in place to support entrepreneurial endeavors.

13. Funding for businesses must be accessible through assisting new business owners.

14. Providing financing facilities to viable entrepreneurs rather than those that are not.

Supplying the beneficiary with the required training program to enhance their skills.

15. Giving them more loans or subsidies to help them market their firm.

16. Setting a goal amount.

17. Promoting corporate growth.

18. Offering a loan in addition to the subsidies.

19. Training for startup, packaging skill development program.

20. Making people aware of the entrepreneurship program.

Conclusion:

Startups in Manipur encounter a number of social, legislative, financial, and infrastructure obstacles that impede their expansion, per the aforementioned report. There is still more work to be done to make the state more supportive of entrepreneurship, even though it has achieved progress in this area through a number of government programs and initiatives. Both the public and commercial sectors must take a more proactive and integrated approach to addressing the main obstacles, which include inadequate infrastructure, lack of funding, inadequate mentorship, problems with market access, and bureaucratic roadblocks.

Manipur's startup schemes' growth and development are the reason the country is achieving sustainable development, which includes economic, social, and ecological development; practically all of the problems associated with poverty alleviation, hunger eradication, ensuring healthy lives, promoting well-being for everyone, achieving gender inequality, promoting continuous inclusiveness, creating jobs, and fostering peaceful and inclusive communities, among other things. A nation's unemployment problems can also be resolved by entrepreneurs who want to establish a solid reputation as business owners. To put it briefly, the list of advantages that entrepreneurship offers a country is endless. The development of entrepreneurship in Manipur is hindered by several factors, including a lack of funding, inadequate infrastructure, a shortage of trained labor and management, social and cultural hurdles, and more.

Through numerous policies and programs, the GOI is implementing a number of measures to accelerate India's development. In order to promote inclusive growth, jobs were created. Several industries that would generate

employment through the business sector are highlighted under "Make in India," "Start-Up India," "Stand up India," etc. Due to the fact that startup schemes offer numerous important advantages to the community, business, and environment, which ultimately contribute to the overall development of a country, strict measures must be taken against both domestic and foreign corporations to ensure that they comply with laws and regulations that facilitate the establishment of businesses and promote inclusive growth. Once more, effective and efficient policies for the correct implementation of start-up schemes are required.

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