The Indian Startups- a way to atmanirbhar renaissance?

‘A posterchild of emerging market’: India has been renamed in the global market. With nearly few billion population, niche Indian products have the capability to gain market control and have significant market potential. But are they turning out to be successful in the long run; this question still remains unanswered. Let us know about the current state of Indian startups.

India is one of the fastest growing countries in the world having one of the fastest growing GDP and fastest growing economy. Indian startups not only give opportunities of work for many people but also give chance for entrepreneurs to shine in the global world. We should also give credit to Sony Entertainment for introducing a television show like Shark Tank where Indian startups have been given importance, thus leading people to think with a different mindset and use Indian made products. They even show how the sharks have grown from having no support to having the seat amongst the best marketing geniuses in the world. India is a country having rich diversity in culture, ethnicity, language and religion. This is a boon as well as a bane. Handmade and natural products have gained importance in India but the problem lies in the fact that most of the people have less understanding over the market and economy system. However, if they are supported, scalability is easier in India. The social infrastructure we have today will help to propel India into the digitalized 21st century.

The environment we have today is increasingly uncertain and fast-paced. The big companies feel the pressure to innovate their product quickly as new emerging startups usually come up with new ideas. Let us know about the entrepreneurs who have been successful. They are the ones who are willing to take risks and put their ideas into practice and seize opportunities. They are strongly motivated and work with dedication. They have the passion within themselves to work in such a way such that they could change the society and make the difference. However, nothing works without getting minimal help. A successful company have a bunch of people having the same vision including incubators, accelerators, investors, service providers, educational and research institutions. Indians are generally visionary and if they support each other with grit and determination, no one can stop them from achieving what they want.

Indian market thus provides with bunch of opportunities. In this growing ecosystem of Indian market, things will better. Angel and venture capital supporting these startups have increased tremendously. Market and user research have also increased helping this to succeed as well. Even these startups have increased attention in media as well and subsequently the unicorns have achieved a status where people consider them as their role model. People like Aman Gupta, Vineeta Singh, Anupam Mittal, Namita Thapar and Peyush Bansal are showing the world what Indians are capable of. Thus, India is on its way to become atmanirbhar where people are striving hard to achieve success and fame.