

# Start-Up Initiative

Prof. Kumar Pawar

Prof. Deepak Pandita

Prof. Aditya Katkar

## Abstract

Start-ups have been the flavour over the last few years for the Indian markets. Start-ups will play a major role in the growth of economy as boosters and the huge number of employment subject. In the recent years, different countries are taking different initiatives to link up their businesses with the Indian start-ups in almost all sectors including defence. Such joint venture can attract the huge foreign fund which can boost the country's growth. Start-ups will have an economic growth by way of employment generation and impact on GDP. Setting up of small businesses by these young entrepreneurs is definitely going to boost the Indian economy in the near future.

**Keywords:** Start-ups, economic growth, employment generation, GDP.

## 1. Introduction

A startup company is an industrial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform. Startup companies can come in all forms and sizes. Some of the critical tasks are to build a co-founder team to secure key skills, know-how, financial resources, and other elements to conduct research on the target market. Typically, a startup will begin by building a first minimum feasible product, a prototype, to validate, assess and develop the new ideas or business concepts. In addition, startups founders do research to deepen their understanding of the ideas, technologies or business concepts and their commercial potential. Investors are generally most attracted to those new companies distinguished by their strong innovative ideas and "scalability". The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort. The action plan of this initiative, is based on the following three pillars:

1. Simplification and Handholding.