



A Study on the Role of the Start up India Initiative in Promoting Youth Entrepreneurship with Special Reference to Coimbatore District

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Abstract- The Startup India Initiative was launched to promote innovation, encourage entrepreneurship, and build a strong startup ecosystem across India. This study examines the role of the initiative in promoting youth entrepreneurship by providing policy support, financial assistance, skill development, and simplified regulatory frameworks. The program aims to transform young individuals from job seekers into job creators by encouraging innovative business ideas and supporting early-stage startups. Government measures such as tax benefits, easier compliance procedures, incubation support, and access to funding have created a conducive environment for young entrepreneurs to establish and expand their ventures. As a result, the number of recognized startups in India has grown significantly, contributing to employment generation and economic development. Department for Promotion of Industry and Internal Trade has recognized more than 1.5 lakh startups, which together have generated millions of jobs and strengthened India.

Keywords: Startup India, Employment, Business Incubation, Government

I. Introduction of the Study

Entrepreneurship plays a vital role in the economic development of a country by creating employment opportunities, encouraging innovation, and promoting industrial growth. In recent years, youth entrepreneurship has gained significant importance as young individuals are increasingly showing interest in starting their own businesses rather than depending solely on traditional employment. The active participation of youth in entrepreneurial activities not only contributes to economic progress but also helps in solving social and technological challenges through innovative ideas. To encourage entrepreneurial activities and support emerging entrepreneurs, the Government of India launched the Startup India Initiative on January 16, 2016. The main objective of this initiative is to build a strong ecosystem for nurturing innovation and startups in the country. The program focuses on providing financial assistance, tax benefits, simplified regulatory procedures, incubation support, and access to mentorship for start

Objectives of the Study

- To analyze the level of awareness among youth about the benefits and opportunities provided under the Startup India initiative.
- To identify the challenges faced by young entrepreneurs while starting and managing startups under the Startup India initiative.
- To know the role of the Startup India Initiative in promoting youth entrepreneurship.



- To study the impact of government support, financial assistance, and policy measures on the development of youth-led startups.

II. Statement of the Study

Entrepreneurship is considered a key driver of economic growth, innovation, and employment generation. In a developing country like India, youth represent a large segment of the population and possess significant potential to contribute to economic development through entrepreneurial activities. However, many young individuals still prefer traditional employment due to various challenges such as lack of financial resources, limited access to mentorship, inadequate entrepreneurial training, and complex regulatory procedures. To address these issues and promote a culture of innovation and entrepreneurship, the Government of India introduced the Startup India Initiative. The initiative aims to provide a supportive ecosystem for startups through policy reforms, financial assistance, tax benefits, incubation support, and simplified compliance procedures. Although the program has created new opportunities for aspiring entrepreneurs, many young people are still unaware of the available benefits or face difficulties

Limitations of the study

- The study is limited to analyzing the role of the Startup India Initiative in promoting youth entrepreneurship and may not cover all government schemes related to entrepreneurship.
- Time constraints may limit the depth of analysis and the amount of data that can be collected for the research.

III. Research Methodology

Research methodology refers to the systematic process used to collect, analyze, and interpret data for a particular study. It helps the researcher to understand the research problem in a structured and scientific manner. In this study, the research methodology is used to examine the role of the Startup India Initiative in promoting youth entrepreneurship.

1. Research Design

The study adopts a descriptive research design to analyze the impact and role of the Startup India initiative in encouraging youth entrepreneurship.

2. Sources of Data

The study uses both primary and secondary data.

- **Primary Data:** Collected directly from respondents such as students, young entrepreneurs, or aspiring entrepreneurs through questionnaires or surveys.
- **Secondary Data:** Collected from books, journals, government reports, official websites, research articles, and other published sources related to Startup India and entrepreneurship.



3. Sampling Method

The study uses a convenience sampling method, where respondents are selected based on their accessibility and willingness to participate in the survey.

4. Sample Size

A sample of 120 respondents is selected for the purpose of collecting primary data.

5. Data Collection Tools

A structured questionnaire is used as the main tool for collecting information from the respondents.

6. Tools for Data Analysis

Simple percentage analysis

IV. Review of Literature

Sanjay Kumar (2020) conducted a study on the impact of Startup India on entrepreneurship development. The study found that government support in the form of tax exemptions, easier registration processes, and incubation centers has positively influenced young individuals to start their own ventures.

Ritu Sharma (2021) analyzed the challenges faced by young entrepreneurs in India. The research identified major barriers such as lack of awareness about government schemes, limited financial resources, and insufficient entrepreneurial education among youth.

NITI Aayog (2022) emphasized the importance of innovation and startup culture in driving economic growth. The report suggested that initiatives like Startup India play a crucial role in promoting youth entrepreneurship and strengthening the country's startup ecosystem.

V. Data Analysis and Interpretation

Table 1 shows the Awareness about Startup India Initiative

Awareness Level	No. of Respondents	Percentage
Yes	91	70%
No	39	30%
Total	130	100%

Interpretation

The table shows that 91 respondents (70%) are aware of the Startup India initiative, while 39 respondents (30%) are not aware of it. This indicates that a majority of the youth have knowledge about the initiative, but there is still a need to increase awareness among a significant portion of young individuals.

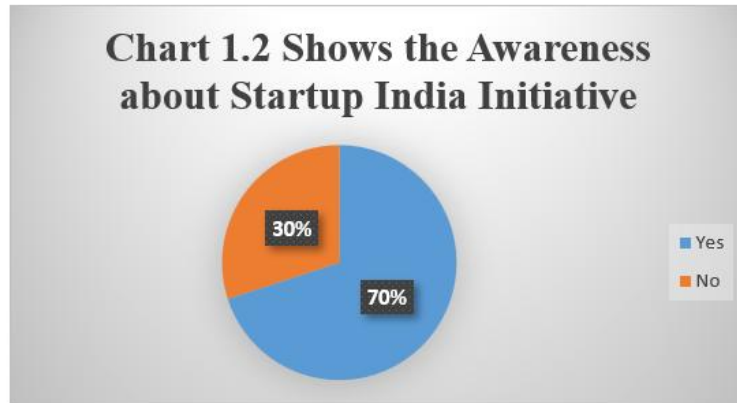
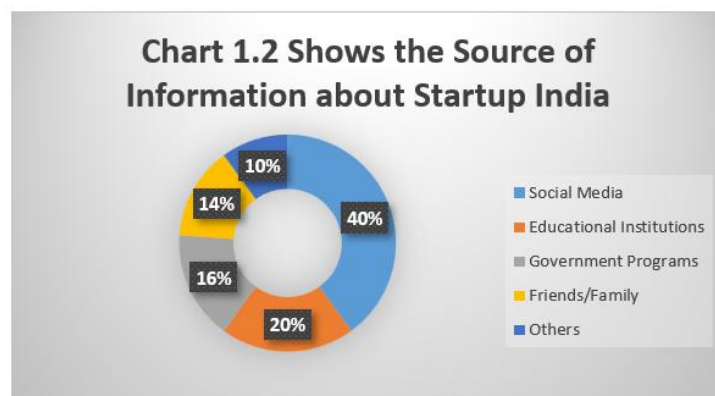


Table 2 shows the Source of Information about Startup India

Source	No. of Respondents	Percentage
Social Media	52	40%
Educational Institutions	26	20%
Government Programs	21	16%
Friends/Family	18	14%
Others	13	10%
Total	130	100%

Interpretation

The table reveals that social media is the main source of information (40%) through which respondents learned about the Startup India initiative. Educational institutions and government programs also play an important role in spreading awareness among youth.





VI. Conclusion

The Startup India Initiative plays an important role in promoting youth entrepreneurship by providing financial support, mentorship, tax benefits, and a supportive startup ecosystem. The study based on 130 respondents shows that many young people are aware of the initiative and are interested in starting their own businesses. However, challenges such as lack of funding, limited awareness, and fear of business failure still affect youth participation. Overall, the initiative has positively contributed to encouraging young entrepreneurs and strengthening the startup ecosystem in India.

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