

An Assessment of Startups Performance in India : Literature Review

PRAMOD KUMAR SINHA*
ANAND MOHAN AGARWAL**

Abstract

In terms of population, India is the second largest country in the world and more importantly the majority of them fall under the youth category and thereby offering huge opportunities for expansion of start up. According to the report of International Labor Organization, the unemployment rate in India during the year 2018-19 stands around 3.5 percent. This is the serious challenge for policy makers and crucial problem to the young, emerging and professional talents. This paper examines the policy issues and a conceptual framework related to Startup Mission in India launched in 2016. The Government of India has taken a major policy decision to overcome unemployment to a large extent through launch of the Start-up India and Stand-Up India Campaign. A model of growth and employment adopted to bring out better performance of start-ups in India.

I. Introduction

ACCORDING TO OFFICIAL definition, a Startup has been defined as an entity which is incorporated in India but not earlier than seven years and in case of Biotechnology start-ups, not earlier than ten years of its establishment. According to another criterion, the annual turnover of such entity should not be more than ₹ 2500 lac in any of the previous financial year. Further, the main focus of the entrepreneur should be to work towards innovation in a new product or service or value addition and improvement of products or processes or services. Even, the unit must be working on a project or a business model having higher potential growth as well contribute to employment generation or wealth creation. The prescribed norms also envisage that the business entity should raise independently

* Head HR and Corporate Communication Standing Conference of Public Enterprises (SCOPE) and PhD Research Scholar, GLA University, 17 KM. Stone, NH-2, Mathura Road, Post- Chaumuha, Mathura, Uttar Pradesh 281406, INDIA

** Pro-Vice Chancellor and Director, Institute of Business Management, GLA University, 17 KM. Stone, NH-2, Mathura Road, Post- Chaumuha, Mathura, Uttar Pradesh 281406, INDIA

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