

## STARTUP INDIA: GOLDEN OPPORTUNITIES FOR SMALL SCALE INDUSTRIES.

**Dr. Ramesh Nikhade**

*Asso. Professor*

*(HOD, Department of Commerce)*

*Vidya Vikas Arts, Comm. & Sci. College,  
Samudrapur Dist. Wardha (MS)*

### **Abstract:**

Hon'ble Prime Minister Mr. Narendra Modi has given start up India, standup India and Make in India programme based on skill development and employment oriented creation. For implementation of these programme Government of India is ready. In our annual budget supplementary machinery ecosystem will have been created for better implementation of these and he assured and gave promise for it.

He also announced direct or indirect tax relaxation for industries or occupation. Due to that special opportunity is available for down trodden and Adivasi youth of our India to start their own business. According to him, our youth should be employment creator and not job seeker. If any deficiency loss is there in business occurs, close it up procedure will be there.

IT., Hardware, capital things, cloths, defence production all have been included in make in India. Prime Minister's Make in India, start up India and stand up India will be revolutionary programme. For successful implementation of it better co-ordination between Government and industrialist is must. E-Governance is on wheel of government and dard industrialist is a second wheel. If these two wheel revolves, or India will be on top position in the field of industry and commerce.

'Make in India' programme of Hon'ble Prime Minister has been started since 2014. In our India favorable position for prosperity of

business available i.e. we have big market, sufficient and suitable land for production of goods of low cost skilled and cheap man power is also available, so we find that foreign investors are attracted towards India and he tried his level best to fetch them here. He got success in it to some limit and 'skill-development' programme has been given first priority.

In forthcoming year big companies in foreign countries will start invest here. There business and our youth will be benefited by it. Not only skilled labour but also unskilled labour will also get an employment. Due to it our unemployment problem will be solved and our youth will lead towards progress.

### **Keywords:**

*Employment, Industries, E-Governance, Marketing, Skill development*

### **Skill Development Programs for skill India:**

In 2023 an average age of our Indian people will be 29 and majority of manpower have productivity skill will be available only in India. But for fulfilling all this dream, special attention should be given on skill development and for that, 'Young India' We have to give proper concentration on skill development.

Under the leadership of Hon'ble Prime Minister, Mr. Narendra Modi. Near about 50 crore skilled human resources will have been produced up to 2025 form this ambitions programme.

For its unitization of skill development N.S.D.A. (National Skill Development Agency) N.S.D.C. (National Skill Development Corporation), N.S.D.F. (National Skill Development fund) and 33 S.S.P. (Sector skill council), all have been included in 'skill development ministry, and started skill development programme.

From all above said efforts our India will definitely proceed toward path of success and prosperity at the same time citizen of India's social, economical and standard of living level should be lifted. Above all social and economical progress is depend on and availability of an employment, and if we try our level best to fulfill it, all then our state and also all our nation will be developed rapidly and no one can stop us from making progress.

#### **Startup India Scheme-From Job Seekers to Job Creators.**

During the speech at the event, Mr. Narendra Modi said that we are trying to make the young job creators rather than job seekers. He also said that one's mindset should not be towards earning money in the initial phase, it should be rather on grabbing and using the opportunities. Technology is evolving with the pace faster than ever. This has given birth to various new business like e-commerce, internet marketing, etc. So, there is a great scope of development in such areas. Those who plan to start new business are eligible to apply.

#### **START UP INDIA YOJANA:-**

Hon'ble Prime Minister Mr. Narendra Mode inaugurated 'Start-p India Yojana' at vidhnyan Bhavan, New Delhi, and started his ambitious project. "Startup India", launched the campaign for those who wanted to start their own business.

On this occasion he said that his government would give priority to his campaign, he also asked public opinion about what government should do or should not. According to him

people have lot of ideas regarding business, if they get proper push they can create miracles.

Now a day, one can reach to millions by using advance scientific technique. He gave his own example that he himself benefitted more by using 'APS'

He urged the people that they can share their dreams of business with him by 'APS' then, he would tell success stories of theirs to rest of the world. He also said that risk factor is more important than money and those who dares shall only gain success.

He said that we have to go to steps further in the field of 'E-commerce'. Our intention behind starting this start-up India is that we wanted our youth to become job creator and not job seeker.

#### **START UP INDIA: OPPORTUNITIES FOR NEW START UPS**

Hon'ble Prime Minister, Mr. Narendra Modi, announced on 15th August 2015" start up India, stand up India" to promote bank financing for startups and offers incentives to boost entrepreneurship and job creation.

Addressing the Nation on the 69th Independence Day, he said "We are looking at systems or enabling start-ups to make India NO.1 in schemes like, start-up India, stand up India."

The Government's Union Budget allocation of 1000 crore towards the Self Employment and Talent Utilization (SETU) scheme is a major boost towards promoting start-ups in the country.

Encourage entrepreneurship among the youth of India each of the 1.25 lakh Bank branches should encourage at least one Dalit or Tribal Entrepreneur and at least one Woman Entrepreneur. In addition to existing systems to facilitated start-ups, loan would also be given to help people. Promised to do away with the current practice of interview based selection for low-skilled Government jobs. As a part of the skill India and Digital India initiative, package

of incentive will be given to manufacturing unites for generating jobs.

**Start-Ups innovation and Growth in India:**

India is the 4th largest ecosystem in the world for start-ups, after the US, UK and Israel with a rapidly evolving ecosystem, driven by an extremely young, drivers and inclusive entrepreneurial landscape.

**Opportunity to Small Scale Industries:**

Since 2014, the government of India has been introducing various valuable schemes to make the nation economically strong to meet the 9% development rate. In fact, these schemes have already been implemented throughout in the country. The moto behind the implementation of all these useful schemes is to make the different sectors economically strong and update.

For the proper unitization of these schemes, there are many training institutions working for last 15-20 years. Young and new startup are getting the required training through these training institutions. Moreover, they have been made aware of several opportunities not only regarding job but also about self-employment.

**Start-up India: A Golden Opportunity:**

There are many unemployed persons in India who want to start self-employment. For such people, the government of India, under the leadership of honorable Prime Minister. Mr. Narendra Modi, has made available the following facilities regarding their carrier.

1. For the start-up India scheme, there would be self-certificate system in which no official is expected to inspect the business.
2. For this scheme application and web-portal shall be started. For registration, there will be a simple application from in which some personal information is to be filled.
3. The fees of the patent-application has been reduced to 80%.
4. Exit system for Start-ups: Every success has its stumbling blocks. Therefore, as very simple system will be introduced in this

regard. You can exit form this within 90 days.

5. There will be a Credit Guarantee Fund for start-ups. You can avail capital Tax if you invest by selling your property.
6. No income tax is to be paid for three years.
7. Ten thousand crore fund would be established for fulfilling needs of start-ups
8. Special arrangement for women.
9. Atal Innovation Mission will be established to promote talent of youths. Also have a plan to give awards on national level to innovation.
10. PPP Modal have been included in it numbers 35.
11. To enhance biotechnology, government would give 100 crore for starting 7 research centers.
12. Innovation course will be started for students. Ten lakh pupils form 5 lakh schools will be benefited.

So such types of facilities are available under this scheme.

**Opportunity for Small-Scale Industries: -**

**1) Catering Business: -**

Now a days catering got a large opportunity in all over country as production increases so all opportunity of business. For Marriage ceremony, parties, get-together, Picnic, inauguration programme, political meeting, and exhibition and for other catering has a ample opportunity, it is a golden chance to unemployed youth to do career in it. Lot of institution are there for giving training in this field, information about it should be collected, hotel management training institute also giving such training.

**2) Plastic Industry: -**

Today plastic is an essential part of our daily uses. Form morning to night we use plastic equipment for various used. Demand for plastic thing and supply of it is a noteworthy thing go it is are

opportunity for increasing this business. In agriculture, fruit tray, plastic net, and milk can and other use of plastic is continuously increasing, and one can start business on very low capital.

**3) Signboard & Banner Making Business:**

In a world of an advertisement various means are available, but it is not possible our small-scale industry product to spend a huge amount on making an advertisement of their product, so signboard or banner is available on very low cost and also very easy to use technically and economically. Now advertisement is being made about shops, Malls, Hotels, Classless, Hospital, Temple, Wedding hall, gathering exhibition, political parties election, utsav it is also very popular among people, and very powerful at a local level. It makes large profit through an advertisement and a very low cost, so this business is flourishing now.

**4) Sweets Making Business: -**

Now-a-days sweet business is increasing on a large scale. As per changing culture, fashion, likings of people sweets are an essential ingredient, in marriage ceremony, parties meeting, sweets are essential for high category income group to low group income sweets become part & parcel of their life traditional and domestic way of making sweets are popular and demanding in all and turnover of their business is in lakh of rupees.

**5) Cereals processing Business: -**

Cereals are popular and consumed food in all over world. In India and in each state cereal like rice, Wheat, Masha, Jawar, Bajra, Nachani are famous and essential food. Now a day due to bad impact of fast food on health, people become health conscious and turned towards cereals.

**Processing on cereals: -**

**Processing on Rice: -**

Due to processing on rice we can make white rice, copper-rice, parboiled rice, half-baked rice, glutinous rice which has high demand in market.

**Jawar Processing: -**

Jawar processing other things are also highly demandable in urban market,

**Bajra Processing: -**

By making processing on bajra many eatable things can be made i.e. Papad, lachha, Churma, Bhakarwadi, etc. here things are highly demandable in market.

**Masha Processing: -**

Masha is used in our daily diet on a large scale in it calories and proteins are available in high quantity, Lahi, rola powder, Alcohol, Animal food are very popular highly demandable in market.

**Wheat Processing:**

Wheat processing materials and products are highly demandable in market. Atta, maida, lahi, are popular of it and turnover of it is in cores of rupees.

**6) Jaggery Production Industry: -**

In ancient times use of jaggery was being looked as an indication of poor family, but now side effects of sugar have been identified and people turned toward jaggery. It has medicinal use, so this business is also flourishing now-a-days.

**Cottage Industry: -**

Jaggery is being produced through traditional method, so all the essential ingredients and protein, vitamin in it can be secured and not destroyed. One can start it on low capital, and raw material of it i.e. sugar cane is also easily available. In India Uttar Pradesh is higher producer of jaggery and in international market is demandable and better opportunities are there for new entrepreneurs to start business.

**7) Bakery Business: -**

Bakery business has an ample scope in every state of India. one can start Bakery in even small village/tahasil and start their own business. Some Branded companies in bakery business makes crores of Rs. Profit very low capital is need to start this business.

It is highly demandable not only in India but also in abroad, where international market is available for its product. In it, paw, Biscuit, Cookies, Cake, Burn, Roll etc. are products. It is related to cereal processing industry in Maharashtra cookies are highly demandable and bakery product are liked by each and every class of people and also belongs to every age. It became trend of now day's people to use bakery products so in future this business has wide scope.

**Challenges: -**

**1) Financial Support: -**

Small scale industry in our country is on the edge of decline, become no proper economical aid available for it is development. Why small-scale industries in our country deteriorate, answer did show be find out if it, proper solution to restart it should be adopted.

Since last 10 year 50% total of 100% small –scale industries had been closed, it the same position is here exits new business under start up India would also be closed.

**2) Import of Foreign Goods: -**

Due to new economically policy of Govt.of India. They cancelled restriction on import of foreign goods, so goods of low price from foreign countries imported here, so Indian made goods demand decreed, if the same situation remain constant, existence of new industries would be no more.

**3) Problem of working capital: -**

In India goods are sold on credits (EMI), one kind of competition is going on to sale things/goods on credit among businessman they announced special offer for it so?

Problem created before small-scale industries, so they cannot stand to it.

**4) Reservation for Small-Scale: -**

Industries: - Before 1990 836 goods production was reserved, but in 1997 is Goods reservation had been cancelled, small scale industries were suffered, as they compared to large scale industries, in this regard small-scale industries and business cannot stand to it.

**5) Increasing Numbers of Sick Industries: -**

6) Number of Sick Industry in increasing day by day, so increase pending installment of bank loans. Lack of capital, outdated technology, Research deficiently, monopoly and command of large scale industry and multinational companies, number of sick industry in increasing.

**7) Problem of Electric, Water & Transport: -**

Electric, water & transportation is big challenge before industries in our nation 24 hours electricity should be available then only it is possible to run industry also transportation system to carry goods from one place to another should also be in good condition.

In our rural areas no proper electricity and transportation system is available, in metropolitan cities and big cities traffic jam is common on high ways, which is a great handle in the way of new interprener.

**8) Marketing: -**

Among rest of other problem, marketing is one of the major problem before shall-scale industries. For getting success in business, marketing is important thing lack of skilled person; man power is a big problem before them.

**Remedies: -**

Under the leadership of Prime Minister Mr. Narendra Modi's "Stand up India" Small Scale industry will be prospered and flourished, eventhough industrialist tried to their level best to stand on their own feet and should not

depend for everything on government, they should produce quality products are by that they can compete with another and exist themselves in competitive market.

Dud to new economical policy and globalization, Government cannot restrict import of cheap foreign goods, so if small-scale industrialist produced best quality product, they would stand first and create demand in market and compete with foreign goods. They can supply goods according do demand. Customer should also insiston on purchasing goods produced only in India.

For improving employment and solve problem of unemployment in rural area small-scale industry and cottage industry is a best solution, so facilities given to these industries should be constant.

Small-scale industry, needs to adopt advanced technology, skilled worked, new technology and produced quality goods.

For becoming successful businessman one needs to have quality like courage, patience, hard work and strength, we have many

examples of successful industrialist who with the help of above said quality had acquired great success.

Our small-scale industry in any state or nation fare many problem i.e electricity, water, road, plots, capital etc. if Government solve all these problems “Startup India” Scheme of Prime Minister Mr. Narendra Modi will come into reality and become successful.

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