

# Empowering India Through Startup And Inclusive Growth

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*Abstract: India has the 3rd largest ecosystem in the world for Start-ups, after the US and UK, with a rapidly evolving ecosystem, driven by an extremely young, diverse and inclusive entrepreneurial landscape. It is expected that if the current pattern continues, within 1-2 years India will reach the 2<sup>nd</sup> spot after the US and UK will be among the top Asian start-up ecosystems, along with China and South-east countries. India accounts for four percent of global GDP today. India is a country in South Asia. It is the seventh-largest country by area and the second-most populous country with over 1.2 billion people. Startup India is the flagship initiative of the Government amidst fanfare and euphoria. The complexities of managing the diversity of thoughts, processes and people of India are very well known. The plan of Startup Indians is to flourish under an ocean of changes in mindset and thinking. It is giving feather to wings of the unstoppable Indian According to the NASSCOM India Start-up Report 2014; around 11,500 Start-ups will come up in the country by 2020, creating over 2.5 lakh jobs, compared to the current 75,000 jobs. According to a report by iSpirit, the Top 30 software product Start-ups in India are now valued at USD 10.25 billion, a 20% increase from October 2014 – these Start-ups employ 21,200 people and has 80% of their customer base abroad. The slowdown in China, the human crisis in the Middle East and the current dynamics in US and Europe are having their impact on the Indian economy. Despite two successive droughts and many challenges faced, the startup initiative promises to take growth beyond 7.5 percent as projected by Modi's. This paper is intent to explore the main difficulties faced by startups in India, and discuss the financing resources of startups in India by using a literature-based analysis.*

**Keywords:** Startup India, Innovation, Entrepreneur

## I. INTRODUCTION

“I see startups, technology and innovation as exciting and effective instruments for India’s transformation.”

“A poor person somewhere uses manual labour to earn a living. Some other young individual may create something new and innovative that can make the work of the poor labourer slightly easier. I will say even this is a start-up. I will tell the banks to support such individuals. I will tell the individual that he must move head. ‘Start-up India Stand Up India’ will bring a big opportunity for young people across the country, be in manufacturing, service sector or agriculture,”

P.M Narendra Modi

Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage start ups with jobs creation. The campaign was first announced by Prime Minister Narendra Modi in his 15 August 2015 address from the Red

Fort. (MANN KI BAAT) ‘Start-up India Stand Up India’, a new initiative that Prime Minister Narendra Modi spoke about during his Independence Day speech this year, will be the government’s New Year gift to “young people” who want to set up new businesses or innovative projects. The initiative was not just about the IT or digital world, but an effort to assist people starting new business ventures, especially those that involved innovation, said Modi. With the launch of Prime Minister's ambitious Startup India mission on 16th January at Vigyan Bhavan auditorium in New Delhi, it seems that India is progressing to become the next big startup nation. According to the World Bank’s Doing Business Report 2016, India moved up nine spots in the starting a business category to 155 but slipped six spots in terms of ease of accessing credit to 42. This implied that it has become more difficult to get loans in India, especially for start-ups and the medium and small scale enterprises. Never before in the history of India, have so many influential forces congregated to promote

startups and enable them to flourish globally. In the past few years, the Indian startup ecosystem has witnessed an immense growth, despite several roadblocks, adoption of play-to-win approach by the young and enthusiastic entrepreneurs was all time high. However, the direct involvement of government in empowering startups will certainly give a real boost. There was a time in India when much importance was given to government jobs. Later, higher pay scales and good perks offered by several private sectors or multinational companies enticed greatly to the people. A lot of factors, including the globalization and rise of IT industry in the 90s were majorly responsible for the rise of entrepreneurship in India. Today, Indian Economy is undergoing an immense makeover with new strategies rolling into the market emphasizing and enhancing the role and contribution of startups. In 2016, Indian market is foreseeing market domination for startups, especially in the online retailing and service industry where high priced business entities have been created. Moreover, it is projected that there will be over 11,500 startups by 2020 and that will change the way markets are working today in India. The new age India today is ready to walk on the path- follow your hearts- shown by the business maven Steve Jobs and Mark Zuckerberg. Moreover, with the environment in India for starting own venture has become conducive and a great deal of entrepreneurship opportunity India presents, more and more people are now prepared to take the leap.

#### OBJECTIVES OF THE STUDY

The study was undertaken with the following specific objectives in view

- ✓ To study the major initiatives taken by the Government of India for startup India.
- ✓ Giving an instant to the concept of startup India and inherent benefits accruing from the adoption of startup India to the nation.

#### GOVERNMENT'S ROLE

The Ministry of Human Resource Development and the Department of Science and Technology have agreed to partner in an initiative to set up over 75 such startup support hubs in the National Institutes of Technology (NITs), the Indian Institutes of Information Technology (IIITs), the Indian Institutes of Science Education and Research (IISERs) and National Institutes of Pharmaceutical Education and Research (NIPERs).

The Reserve Bank of India said it will take steps to help improve the 'ease of doing businesses in the country and contribute to an ecosystem that is conducive for the growth of start-up businesses.

#### INDIA'S POPULATION HAS OPENED NEW GATEWAYS

The population of India is a huge asset for the country in the next few years. By 2020, it is supposed that the nation will be experiencing a "demographic bonus" period, where the working age population would surpass the non-working population. This unique demographic advantage will offer a

great opportunity to any firm or organization trying to become successful and create a dominant position in the Indian market. And, therefore it comes as no surprise when Facebook with its Internet.org initiative aims to bring Indians on-board and Google ramps up its efforts in India to connect with next 1 billion users through its Balloon Internet Project. Entrepreneurs in India have identified the nascent and unorganized stage of infrastructure in a country that is presenting a huge opportunity for them, and hence are trying to digitize or organize various segments.

#### MANY IIT-IANS AND MBA FRESHERS OPT FOR ENTREPRENEURSHIP

Recruiting trend among IITs and top MBA colleges always make news because of the higher packages that are offered to the students. The talented students from these top colleges either lining up to get placed in the startup or opted out campus recruitment process itself, mostly, due to their growing interest to start their own ventures.

#### TALENT IS INCLINED TO WORK WITH STARTUPS

India is all set to break away the traditional career paths as a lot of talent is tending towards working with the Indian startup space. Challenging assignments, huge funding that brings huge compensation packages and an associated cool quotient are making startups a very lucrative place and attractive value proposition. Increasingly, a trend is being noticed where several mid-level officials are also quitting their jobs at big firms in order to work for startups. Besides, a survey conducted by Economic Times also confirmed that the number of students joining startups and e-commerce companies has grown considerably. Even to attract the best talent in the world, many startup firms have been taking bold moves by offering high remuneration packages.

#### INDIAN AND FOREIGN INVESTORS MAKING HUGE INVESTMENTS IN STARTUPS

The startup ecosystem is getting substantial support from foreign and Indian investors, who have shown more faith in the industry and have provided funds to help these companies to grow leaps and bounds. In 2015, India saw almost 300+ active angels and VC/ PE players, who carried out more than 300 deals. Various VC/PE investments happened in the expansion stage. Moreover, according to a data, Indian startups raised around \$6.5-billion (Rs 42,300 crore) billion from investors in the last year. New York-based Tiger Global Management (TGM) is currently the top foreign investor in India, followed by the Russian company- DST Global, Japanese telecom giant Softbank, Kalaari Capital, Sequoia Capital and Accel Partners.

#### GOVERNMENT FUNDS FOR STARTUP FIRMS

Funding by the GOI has been the biggest backbone for the young entrepreneurs in India. By launching several plans, Indian government has assisted the start-up firms a lot to perform and sustain both in domestic and global market. There

are numerous government and semi-governmental initiatives to assist startups.

#### STARTUP INDIA INITIATIVE

Launched by the honorable Prime Minister of India, Mr. Narendra Modi, Start-Up India initiative is a great relief for start-up firms that will give them a final break from the conventional License Raj of India. The program includes three-year tax and compliance breaks intended for cutting arduous government regulations and red tapism.

#### MAKE IN INDIA INITIATIVE

"Make in India" has not only encouraged the manufacturer, but also the Indian buyer to trust and invest in the in the domestic brands. Make in India is an initiative launched by the Government of India to encourage multi national, as well as national companies to manufacture their products in India. It was launched by PM Narendra Modi on 25 September 2014. India emerged, after initiation of the programme in 2015 as the top destination globally for foreign direct investment (FDI), surpassing the United States of America as well as the People's Republic of China. In 2015, India received US\$63 billion in FDI.

#### STANDUP INDIA

Standup India was launched by Prime Minister Narendra Modi on 5 April 2016 to support entrepreneurship among women and SC & ST communities. Prime Minister Narendra Modi launched the 'Stand up India' scheme on 5 April 2016 as part of the government's efforts to support entrepreneurship among women and SC & ST communities.

#### DIGITAL INDIA

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. It was launched on 1 July 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. These include:

- ✓ The creation of digital infrastructure
- ✓ Delivery of services digitally
- ✓ Digital literacy

#### SKILL INDIA

Skill India is a campaign launched by Prime Minister Narendra Modi on 15 July 2015 with an aim to train over 40 crore (400 million) people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and the "Skill Loan scheme".

#### MUDRA YOJNA

Many small entrepreneurs find difficulty in getting loans or finance to start or run their businesses. Through this scheme, they will easily get loans from the banks to set up, grow and stabilize their businesses. Generally, while applying for loans, these small firms are asked for large collaterals by the banks, which made their business unsustainable. Atal Innovation Mission (AIM): This is an innovation promotion platform launched by the Mr. Arun Jaitley, the finance minister of India during the budget 2015 that involving academics, entrepreneurs and researchers.

#### SETU FUND

To facilitate the growth of startup firms, SETU (Self-Employment and Talent Utilization) fund had been set up by the government. The Government's Union Budget has allocated INR 1,000 crore towards the Self Employment and Talent Utilization (SETU) scheme, which is a major boost towards promoting start-ups in the Country and new jobs mainly in technology-driven domains.

#### ELECTRONICS AND SEMI CONDUCTOR MANUFACTURING INDUSTRY UNIT IN INDIA

The Indian electronics industry is poised for significant growth thanks to enormous demand in the domestic market and an ongoing shift to building an end-to-end manufacturing ecosystem. This growth is being encouraged both by government policies, incentives and by international investment. Its key and most resource-intensive segment, the semiconductor industry has substantial potential for growth since demand is growing briskly. Semiconductors are required by a large number of industries, including telecommunications, information technology (IT), IT enabled Services (ITeS), Office Automation (OA), industrial machinery and automation, medical electronics, automobile, engineering, power and solar photovoltaic, defense and aerospace, consumer electronics, and appliances. According to a NOVONOUS report, a steady and significant spurt in the semiconductor industry will increase the domestic market size fivefold during 2013-2020.

#### E-BIZ PORTAL

To bring down the complexities and obstructions in setting up a business, Government launched e-biz portal that integrates 14 regulatory permissions and licenses at one source. The widespread usage of this portal will enable faster clearances and improve the ease of doing business in India.

#### ROYALTY TAX

In a bid to make the cost of technology more accessible and affordable, Finance Minister Arun Jaitley has reduced the royalty tax paid by businesses and startup firms from 25 to 10 per cent. Honorable Prime Minister Dr. Narendra Modi announced on 15th August, 2015 "Start-up India, Stand up India" to promote Bank Financing for startups and offer

incentives to boost entrepreneurship and job creation. Addressing the Nation on the 69th Independence Day, he said, "We are looking at systems for enabling start-ups. We want to enable start-ups to make India No. 1 in this field.

"START-UP INDIA; STAND UP INDIA."

### SALIENT FEATURES

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.

## II. START UP INDIA

### START OF INDIA INITIATIVE

- ✓ In addition to existing systems to facilitate Start-ups, loans would also be given to help people.
- ✓ Give a new dimension to entrepreneurship and help set up a network of start-ups in the Country.
- ✓ Promised to do away with the current practice of interview-based selections for low-skilled Government jobs.
- ✓ The practice of "interviews" for recruitment at relatively junior levels and departments concerned to end this practice at the earliest and promote merit by recruiting only through transparent, online processes.
- ✓ As part of the Skill India and Digital India initiative, package of incentives will be given to manufacturing units for generating jobs.
- ✓ India has declared 2010-20 as the Decade of Innovation. The Government has stressed the need to vocalize a policy to synergies science, technology and innovation and has also established the National Innovation Council (NIC).
- ✓ It is expected that if the current trend continues, within 1-2 years India will reach the 2nd spot after the US and will be among the top Asian Start-Up ecosystems, along with China and South East Countries.

### START UPS INNOVATION AND GROWTH IN INDIA

- ✓ According to the NASSCOM around 11,500 Start-ups will come up in the Country by 2020, creating over 2.5 lakh jobs, compared to the current 75,000 jobs.
- ✓ According to a report by iSpirit, the top 30 software product start-ups in India are now valued at USD 10.25 Billion 20% increase from October 2014-these start-ups employ 21,200 people and has 80% of their customer base abroad.
- ✓ Angel and VC funding in India has hit its highest ever mark. Over USD 3.5 Billion has been poured into 380 disclosed deals in the H1 2015.dealsl in the first half of the year have already surpassed the number of Start-up deals in 2014.
- ✓ The 50 Most Innovative Companies:  
The TATA are the only Indian Company to find place in the top 50 rankings

- Apple
- Google
- Samsung
- Microsoft
- IBM
- Amazon
- Tesla
- Toyota
- Facebook
- Sony
- TATA

- ✓ State owned banks have been asked to ensure that each of the 125,000 odd branches gives at least one loan to a startup venture proposal by a Dalit or a Tribal Entrepreneur.
- ✓ The Government, which wants to raise the share of the manufacturing sector to 25% of GDP by 2025, is looking at startups to create jobs for an estimated 15 million people who joined the workforce every year.
- ✓ In the first budget in July 2014, Finance Minister Arun Jaitley had announced at Rs.10, 000 crore-fund to act as a catalyst to attract private capital by way of providing equity quasi equity, soft loans and other risk capital for startups.
- ✓ Make in India, focus shifts to small enterprises
- ✓ Current number 30mn of small ,micro and medium enterprises in India
- ✓ Estimated 60mn number of employees at these units
- ✓ These factories contribute half of India's factory output, 455 of exports
- ✓ 85 of India's GDP is accounted for by small enterprises
- ✓ 45% of India's total manufacturing output comes from these companies.  
Prime Minister Narendra Modi announces Action Plan for encouraging Start -Ups on 16 January 2016

### ACTION PLAN FOR START UP INDIA

#### START UPS DRIVE ON BANKS

- ✓ Funding Support through fund-of-funds with corpus Rs.10,000 crore. Challenge is that the Government Starts disbursing the Rs. 2500 crore earmarked every year
- ✓ Starting business in one day. The action plan provides entrepreneurs to register a company in one day, against 15-20 days as of now. The Government plans to implement it by April 1, 2016.Challenges include integration of DIN, TAN, DSC etc.
- ✓ No tax on profit, inspection for three years
- ✓ Capital gains tax exemption
- ✓ Credit guarantee scheme
- ✓ Easy and faster exits policy:  
The action plan envisages exits within 90 days in case of a start-up in a simple debt structure.  
Challenge is getting pass the new Insolvency and Bankruptcy Act, 2015. Also the phrase "simple debt structure" needs to be defined properly.
- ✓ No capital gain if money invested in another start up

- ✓ Relaxed Norms of Public Procurement for Startups
  - ✓ Self certification-based compliance for labor and environment laws
  - ✓ Single point start up India hub for clearance
  - ✓ Mobile App, Portal for registrations
  - ✓ Handholding with Government acting as a friend and colleague
  - ✓ New intellectual property rights protection, 80% reduction in patent free and fast tracking patent examination
  - ✓ Encourage start ups in government purchase, with relief in experience and turnover criteria
  - ✓ Special scheme for women entrepreneurs
  - ✓ Encouragement to incubation centers
  - ✓ Support to biotechnology start-ups
  - ✓ Programme to encourage innovation among students in 500,000 Schools
  - ✓ Building Innovation Centres at National Institutes
  - ✓ Setting up Research Parks
- Startup India Action Plan announcements for Start Up eligible for tax benefits only after obtained certification from the Inter-Ministerial Board. Such as:
- ✓ Must be a private limited Company/Limited Liability Partnership/Partnership firm
  - ✓ Registration should not be more than 5 years

#### *ACTIVITIES SUGGESTION FOR EDUCATION INSTITUTE*

- ✓ Innovation and excellence through interaction and expression of thought.
- ✓ Coordination with Make in India and Digital India.
- ✓ Facilitating a vibrant entrepreneurial ecosystem.
- ✓ Platform for Entrepreneurs, Financers, Mentors and other Stakeholders to engage and collaborate across the World, to share ideas, best practices, develop solution and partnerships that benefit India.
- ✓ Showcase Economic, Social and Cultural contribution of entrepreneurs.
- ✓ Collaborative approach Entrepreneurship and Youth Empowerment

### III. 10 REAL PROBLEMS IN INDIA STARTUPS CAN AIM TO SOLVE

In this day and age of entrepreneurship, there are startups that take care of basic needs such as food, clothes, and a roof for shelter. If you're hungry, there is Foodpanda. If you have a party to turn to and can't find anything to wear, there is Myntra and Jabong to the rescue. And Housing.com provides, well, housing. India is seeing a growth phase under the leadership of able people. However, there still exist many challenges that need to be addressed. To solve these challenges and problems, the country as a whole must be engaged, and talent must be brought from outside the government domain, especially where domain knowledge or entrepreneurial leadership is required. People who are passionate create great things, and companies that aspire to solve bigger problems do much better than those who just look around for funding and money. A combination of talent and

diverse experiences backed by strong political will are the key ingredients to coming up with out-of-the-box solutions to address the many challenges we face as a developing country. We look at some of the real issues in India that startups can aim to address.

#### A. INSTANT ACCESS TO HEALTHCARE

One of the most critical needs today is access to good healthcare. Billions around the world, particularly people in the Indian subcontinent, struggle because they do not get proper access to healthcare. Even those with access have a sour experience. We have apps that let us book movie tickets and seats in a jiffy or even find that perfect restaurant! However, finding doctors is still unbelievably tough. Patient records are either maintained in fat files or if they are online, they are often not accessible or understandable. Doctors do not usually have the time to go through all the reports and this may lead to a compromise on the health front. Health-based startups can address a lot of issues plaguing instant access to healthcare in India. Healthcare is undergoing a major change and smartphones will soon replace doctors for more than 80 percent of health-related problems!

#### B. PUBLIC TRANSPORTATION

In India, the pains of a city's chaotic public transport system, public trains and metros operating well beyond their capacity, and a limited taxi service, are some of the roadblocks to an efficient public transport system. State-sponsored mass transit systems are unable to keep pace with people, private enterprises haven't been able to do enough, and dated regulations have not allowed them to do enough to try to fill the breach. Private car ownership has exploded and so has the surge of taxi majors like Ola (in 102 cities with 20,000 vehicles on its platform) and Uber (announcing billions investment to expand in India). The explosive growth of newer options such as Uber and Ola shows there is a massive need for public transport options because not everyone can afford these cab services, and private enterprises can fill the breach left by state-sponsored infrastructure.

#### C. SANITATION

Lack of sanitation is a major problem in developing countries like India. Much deliberation has given way to the fact that the private sector is needed to tackle sanitation service problems. It is imperative to invest in solutions by offering different sanitation products and services at appropriate prices. Improved sanitation is considered to be a huge market for private businesses, since 2.6 billion people or 41 percent of the world's population until now does not have access to basic sanitation. An increased focus on sanitation and hygiene is something that can be a motivating idea for startups. Sulabh is a glaring example of a startup that began work in this area and has today raised the benchmark for many others in this field.

#### D. WASTE MANAGEMENT

Urban areas of India generate 1,88,500 tonnes of municipal solid waste (68.8 million tonnes per year), and waste generation increases by 50 percent every decade. More than 80 percent of this waste reaches open dumpsites causing public health issues, environmental degradation, and resultant climate change. Plastic and e-waste form the major chunk of this waste, with minimal facilities to take care of such environment degrading substances. India needs to find solution to these problems. Fresh and innovative ideas in consonance with the ambitious Swachh Bharat Abhiyan are required to solve this problem, which otherwise can have drastic repercussions in the near future.

#### E. POLLUTION

Pollution in India is a definite offshoot of many other environmental problems - be it air, water, land, or noise. New technologies have the potential to revolutionise the way air pollution research and policy are conducted, with a more efficient people-focussed approach. Technology can also help harness new sources of energy. One major source of environmental emissions are cars. A typical driver spends 106 days of his/her life looking for a parking space. This commute itself contributes to increased traffic and air pollution. India needs smarter transportation options as well, and this is where startups can pitch in apart from other ways to tackle pollution. One such way is carpooling; this will have a two-way benefit in the form of reducing pollution (both air and noise) and the traffic on the roads. The odd-even traffic rule imposed by the Delhi government to combat toxic air pollution in the national capital also kicked off on a good note. An MoU signed between the Delhi government and University of Chicago in December 2015 was a step aimed at combating the pollution levels in the city. A two-month-long challenge called the 'Urban Labs Innovation Challenge - Delhi' was planned under this to invite fresh ideas to improve air and water quality in the capital. The best idea would be rewarded with a seed fund of Rs 2 crore. Startups are now making a beeline to address this issue and they are the best in the field both in terms of technology and intelligence. Smart Air Filters, a Delhi-based startup, produces an indoor air purifier that is highly effective against PM 2.5, the primary air pollutant affecting urban Indian cities. This PM 2.5 results from combustion, such as exhaust from cars and trucks (diesel and petrol), coal production, and other biomass burning.

#### F. EASY ACCESS TO QUALITY EDUCATION

Higher education in India was earlier limited to only a handful of people who could afford training and coaching. Coaching institutes and classes were meant only for some. Today, despite increase in incomes, access to quality learning is still limited to what is available to students around. This is where startups are and can be the game changers. Ed-tech products have proved to be a boon in this regard. Gaming is an addiction with the younger generation who feels happy and satisfied with rewards. Why not then change study into play and develop apps that can educate students while making it a

child's play, literally! More such innovative and out-of-the-box ideas are the need of the hour for easy access to quality education. Education in India is undergoing a transformation like never before. Ed-tech startups can thus champion the cause of access, quality, and performance.

#### G. ELECTRICITY

A simple device like an incubator needs continuous supply of electricity. In smaller towns, particularly for hospitals catering to old people and new born babies, electricity cannot be a major impediment. It has to be a way ahead. Innovating products and services around the conditions prevailing in the country is the need of the hour. One such condition is unreliable and fluctuating power, particularly in the rural and semi-urban clusters. This does not need any fundamental technological breakthrough but innovative solutions. There are problems related to phase balancing, overload, and loss in the distribution network as a whole. A Bengaluru-based startup has come up with an innovative product that guarantees zero power loss due to theft and commercial reasons. The product designed by them enables peak reduction without causing any inconvenience to customers. It also eliminates the need for power cuts and automates the entire power distribution, billing, and payment processes.

#### H. SAFETY OF WOMEN

The National Crime Records Bureau (NCRB) reveals that there were 3,09,546 incidents of crime against women in 2013 in India. Crimes against women have only shown an increase in the last five years. Safety is definitely one of the growing concerns in our country, particularly with regard to women. Technology and access to it can solve many issues that women face in their day to day lives. Many startups have already taken the initiative to introduce products in the form of apps to ensure safety for women. They utilize features like GPS tracking, safe and unsafe areas on maps, ways to send alerts to emergency contacts, and scream alarms.

#### I. ACCESS TO CLEAN DRINKING WATER

In most semi-urban areas of India, the tap gets water every two to 10 days. However, mostly it is difficult to say which days. Another point to ponder is whether this water is fit for human consumption or not. Access to clean drinking water is one of India's biggest challenges. A growing population, rapid urbanisation, and the growing demand for water from agriculture, energy, and industry are the other contributing factors. According to UNICEF, only a quarter of the total population in India has drinking water on their premises and nearly three-quarters of all diseases in India are caused by contaminants in the water supply. As an example, P. Lakshmi Rao, a self-made entrepreneur, has decided to ensure that people have access to clean drinking water. In November 2015, she launched the water ATM facility, where people can draw a litre of clean water for as little as Rs 5. This water ATM purifies the water extracted from ground water and municipal corporation water. It is no ordinary purifier. The

machine follows a seven-stage water purification process. Startups are the right platform for innovative solutions that can provide access to clean water in the country.

## J. CRIME

In India, where crime rates shoot above the roof, the need of the hour is for innovative and technological solutions to prevent and address crime. Much has been spoken about funding for startups, but are the entrepreneurial minds developing something to address crime? For instance, Shruti Dixit is one among the many entrepreneurs working to solve this problem. Deeply disturbed by the molestation and rape incidents at schools and a parent herself, she decided to develop my Safe Bus, a hardware smart phone-like device that is embedded with software, and can be fitted in school buses for real-time visual surveillance and monitoring. While technology is one of the ways to monitor crime, the solution is not this alone. Changing the fabric of the society and the government is also imperative. India is changing everyday and it's changing to get better. Although, India does not require the 'cut and paste' innovation, it needs to address these issues by creative 'out-of-the-box' thinking and resolve various pain points which are not addressed by the traditional ways. At present, there are more than 3,100 startups established and

running, which are focusing and working tirelessly to address various pain points to make our lives simpler and efficient. However, the challenges mentioned above still require serious contemplation and robust solutions.

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