

**INDIA MEANS BUSINESS - REFORM
PERFORM & TRANSFORM**



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AWARENESS TOWARDS START-UPS

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INTRODUCTION

A small scale industry is an industrial undertaking in which the investment under fixed assets in plant and machinery or equipment does not exceed ₹ 10 crore for manufacturing enterprise and 5 crore for service enterprise. However, the investment limit changes overtime as prescribed by the government. Small scale industries in India and abroad exhibited a considerable unswerving rate of growth and employment generation during the global recession and economic slowdown. The Indian economy during the past few years has shown considerable growth performance by contributing to create livelihood opportunities to millions of people, in magnifying the export potential and in increasing the overall economic growth of the country. SSI sector comprises almost about 80% of the total industrial units in the country. In India SSIs occupy 36 million units, contribute to 45% of industrial production, 40% to the export sector through more than 6000 products ranging from traditional to high-tech and provides employment to about 80 million persons. Therefore the small scale industries (SSI) in a

developing country like India occupy a special place in the industrial structure. In view of the vast potential of small-scale industries, the government has given this sector an important place in the framework of Indian economic planning for economical as well as ideological reasons.

Government has initiated start-ups to strengthen One Person Incentivision (OPC), which will help the aspiring entrepreneurs to set up their business in India. This will encourage young citizens to get aboard the start-up journey and in turn create more employment and create wealth. Start – Up India involves e-Registration, a dedicated web portal and mobile app will be developed, relaxation in Income Tax for first 3 years and so on. These start-ups are beginning to spread benefits beyond traditional locations into regional economies. For that the support of small-scale industries are needed. This project will reveal the impact of start – ups in small scale industries and also the challenges faced by

Review Of Literature

1. **Waseem khan (2022)**, in his study entitled "Understanding the Dynamics of Small-Scale Industry" with the view to find out the Analyse the Performance of

Small-Scale Industries in India and to suggest the Growth with respect to unit establishment, production, employment and export recorded remarkably in most of the year. He observes that analysing the performance small-scale industries, as it would guide the policy makers to understand external and internal business environment of SSIs export.

2. **Dr.Umesh, D.Jadhav (2020)**, in his study entitled "Problems of Small-Scale Industries in India" with the view to find out the Growth and Performance of small-scale Industries & to Analyse problems of small-scale Industries and to suggest that It is important to examine the growth of small-scale industries in the context of more liberal economy and see what kind of technology flexible specialization or mass production should be followed for further growth and to encourage employment generation. He observes that the small-scale industries need to be educated and informed of the latest development taking place globally and helped to acquire skills necessary to keep pace with the global developments.

3. **Lavanya.G, K. Deepika Rani (2020)**, made a study about "A Study on Impact of Covid-19 on small scale Industries in Bangalore city" with the view to find out Effect of Covid-19 on small scale Industry and to find out the solution to avoid it and to suggest that As COVID-19 moves from a wellbeing emergency to a financial emergency, we are attempting to envision how private companies far and wide will face this hardship and where we have to centre our endeavour's. She observes that understanding the money related issues looked by MSMEs and to Identifying the zones which have been disregarded by Government and MSMEs itself.

4. **Dr.Pesala Peter (2018)**, in his study entitled "Export Performance of small-scale Industries" with the view to find out the Indian small scale Industrial Contribution to Exports Indian small scale and to suggest that Government has to give some special incentives SSI, provide market facilities and purchase SSI products in Government institutions. He observes that the success of the Globalization of the Indian economy

should be measured by its export performance.

5. **Dr. S.N Babar (2012)**, in his study entitled "Small Scale Industries and Economic Development" with the view to find out the Highlighting the role of small-scale Industrial units in Economic Development of India and to suggest the small-scale industrial units contribute around 15 percent to exports indirectly and he observes that the small-scale industries sector contributes significantly to the manufacturing output, employment and export of the country.

Statement Of The Problem

Small Scale Industries have occupied an important place in the process of industrialization in India as these industries are spread over rural and economically backward areas and can help in raising income. So there is a need to accelerate the development of small scale industries in order to generate employment opportunities and raise the living standard of the people. Start-up India, an initiative taken by the Government of India is growing rapidly. But how far it has reached the small-scale industries? Are the emerging entrepreneurs aware of these start-ups? After reviewing many studies at International and national level, there were only few studies

relating to impact of start-ups in small scale industries. This article paves a way to analyse the awareness level of start-ups among entrepreneurs.

Objectives

Based on the above statement of the problem, the following objectives are being framed

- ❖ To find out the socio-economic profile of the entrepreneurs
- ❖ To examine the awareness level of start-ups among entrepreneurs

Research Methodology

Sources of Data

Primary data was used to collect the data from emerging entrepreneurs. A structured questionnaire was framed and distributed to the entrepreneurs for collecting the data. Random sampling method was used to collect the data. Sampling size was 150 entrepreneurs.

Tools Used

Simple percentage analysis is used to analyse the collected data.

Analysis and Interpretation

The collected data has been entered in an excel sheet and tools have been used to analyse the data. The analysis and interpretation of the data is given below.

1. Awareness towards start-ups

Respondents are classified on the basis of their awareness towards Start-ups by SMEs.

The table is given below

Out of 150 respondents, 70(46.66%) of respondents highly agree that startup is a scheme offered by Central government and 90(60%) of respondents Highly agree that startup is a scheme offered by State government. 60(40%) of respondents Agree that startup is a scheme offered by Central government and 50(33.33%) of respondents Agree that startup is a scheme offered by State government. 20(13.33%) of respondents response is Neutral for Central government and 10 (6.66%) of respondents response is Neutral for State government.

2. Awareness on Various Schemes in Start-ups

Respondents are classified on the basis of their awareness level towards various schemes offered through Start-ups by SMEs.

The table is given below

Table No.2

Awareness on various schemes

Particulars	No. of Respondents	Percentage
-------------	--------------------	------------

Pradhan Mantri Mudra Yojana (PMMY)	90	60%
Support for International patent protection in electronics and Information Technology (SIP-EIT)	0	0
Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)	60	40%
Total	150	100

Out of 150 respondents, 90(60%) respondents are aware on Pradhan Mantri Mudra Yojana (PMMY), no respondents are aware of Support for International patent protection in electronics and Information Technology (SIP-EIT) and 60(40%) of respondents are aware of Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

Hence, the Majority of respondents aware of 'Pradhan Mantri Mudra Yojana (PMMY)'.

3. Source of Knowledge about Start-ups

Table No. 3
Source of Knowledge about Start-ups

Particulars	No. of	Percentag
Family	10	6.66%
Friends	60	40%
Advertisement	0	0
Bank	0	0
Newspaper/Journ	0	0
Social media	80	53.3%

Out of 150 respondents, 10(6.66%) respondents came to know about the start-ups through their Family members and 60(40%) came to know about the start-ups through their Friends and 80(53.3%) respondents came to know about the start-ups through social media.

Hence, the majority of the respondents came to know about start ups through social media.

4. Startup Business

Table No.4

Startup Business

Optio	No. of	Percenta
Yes	30	20%
No	120	80%

Out of 150 respondents, 30(20%) respondents have started business through startup schemes and the remaining 120(80%)

respondents have not started the business through startup scheme.

Hence, it can be said that majority of the respondents have not started the business through Start-up program.

Findings and Suggestion

It is found from the analysis that, majority of the respondents are not aware of the startup schemes. So the government can come forward to give awareness to the emerging entrepreneurs about the various schemes available through startup india .

Conclusion

Start up India program has been initiated to motivate the small scale industries. Whatever the situation that prevails in the society, certain industries will not be affected. In that way small scale industries adopt to the local and regional demand. So the solution to these problems might be useful for the society and also for the policy makers.