

# Indian Startups: Exploring the Market Scope, Drivers & Challenges on the Road

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## ABSTRACT

India is the second biggest crowded nation on the planet with 1.2 billion populaces. To conceal this huge populace there exist enormous potentiality of job market India. In any case, according to the most recent Asia Pacific Human Development Report, India is confronting serious scarcity of job among young graduates. To tackle this, Government of India in 2016 came up with a new action plan called start-up India. The objective is to encourage the young population of India to take up entrepreneurial role and be job creator rather job seekers. It also hopes to accelerate of the start-ups movement from IT sector to a wide range of sectors including agriculture, manufacturing, etc. By providing various Financial assistance and Incentives, Industry-Academic collaboration. This paper investigates the present condition of the Indian start-up's ecosystem and effectiveness of the of the start-up India initiative.

