

REPORT ON
ICSSR Sponsored Two Day International Seminar on
“Indian Start-Ups - Issues, Challenges and Opportunities: The Way
Forward”

Convenor
Dr. B Arun Kumar
Associate professor,
KBN College, Vijayawada,
Andhra Pradesh, India



ISO 9001-2015 CERTIFIED

NAAC 'A++' GRADE CYCLE 4

KAKARAPARTI BHAVANARAYANA COLLEGE

Kothapeta, Vijayawada - 520 001.

(AUTONOMOUS)

(Sponsored by S.K.P.V.V. Hindu High School's Committee)

ICSSR Sponsored Two-Day International Seminar
on

**“Indian Startups-Issues,
Challenges & Opportunities:
The Way Forward”**



Indian Council of
Social Science Research

21st & 22nd June, 2024

Organized by



Department of Commerce and Management



ISO 9001:2015

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Kothapet, Vijayawada - 520001



Invitation

Cordially invites you to the Inaugural Session of
ICSSR Sponsored Two-Day International Seminar
on

“Indian Startups-Issues, Challenges & Opportunities: The Way Forward”

21st June, 2024 @ 10.00 A.M.

Venue: Reading Room

Chief Guest

Sri Y. Satyanarayana (Sujana) Chowdary

MLA, West Assembly Constituency,
Vijayawada, Andhra Pradesh.

Distinguished Guest

Prof. B. Sudhakar Reddy,
Director, ICSSR-SRC, Hyderabad.

Chief Advisor

Dr. R. Kittappa Vaithiyanathan

Presided by

Dr. V. Narayana Rao

Principal, K.B.N. College

Organized by

Department of Commerce and Management



ICSSR Sponsored International Seminar on

“INDIAN STARTUPS-ISSUES, CHALLENGES & OPPORTUNITIES: THE WAY FORWARD”.



PROGRAM SESSIONS

SESSION-WISE PROGRAMME SCHEDULE: 21st & 22nd JUNE, 2024.

DATE	TIME	Sessions	RESOURCE PERSON	Session In charges/ Rapporteur
DAY-1 (21-06-2024)				
21-06-2024	10:00 AM to 11:30 AM	Inaugural Session	Sri. Y Satyanarayana Chowdary Garu Honorable MLA, West Assembly Constituency, Vijayawada, Andhra Pradesh (Chief Guest) Prof. B. Sudhakar Reddy, Director, ICSSR, SRC, Hyderabad. (Distinguished Chief Guest)	Dr. S. Venkatesh (Dept. of MBA)
21-06-2024	11.30 AM to 1.00 PM	Keynote Address	Prof. Sharan Kumar Shetty ASEAN Group of Institutions, (Malaysia)	
1:00 PM – 2:00 PM – Lunch Break				
21-06-2024	2:00 PM - 3:30 PM	Technical-Session-1	Dr. Jayasankar Prasad, Associate Professor, Department of Management Studies, Krishna University,	Dr.D.L. Pratusha (Dept. of MBA)
Followed Paper presentations				
03.30 P.M - Tea Break				
21-06-2024	3:45 PM – 5:00 PM	Technical-Session-2	Prof. Jyoti Kumar, Dean, School of Economics, Management & Information Science Department of Commerce Mizoram University,	Dr. T Vijay Babu (Dept. Commerce & Management)
Followed Paper presentations				

DAY-2 (22-06-2024)				
22-06-2024	9:00 AM to 10:00 AM	Technical- Session-3	Dr. D.V. Ramana Murthy Founder Director, Behavioural management training solution	A.Ravi Kiran (Dept. MBA)
22-06-2024	10:00 AM to 11:30 AM	Technical- Session-4	Prof. Bhanu Sree Reddy, Indian Institute of Science Education and Research (IISER- Tirupati)	Smt.V. SAILAJA (Dept. Commerce & Management)
11.30 A.M - Tea Break				
Paper presentations follows				
22-06-2024	11:45 AM – 1:00 PM	Technical- Session-5	Sri. Satish Kamath President (Operational), Sri City Andhra Pradesh.	Dr. Ch. Venu Babu
Followed Paper presentations				
1:00 Pm – 2:00 PM – Lunch Break				
22-06-2024	2:00 PM -3:30 PM	Technical- Session-6	Pro. M. Uday Bhaskar, HOD, Adikavi Nannaya University. Rajamahendravaram, Andhra Pradesh	Dr. Shiva Prakash (Dept. Commerce & Management)
Followed Paper presentations				
03.30 P.M - Tea Break				
22-06-2024	3.45 PM	Valedictor y Session	Prof. Suryachandra Rao, (Chief Guest) Member Secretary & CEO APHERMC	Dr. M. Venkateswar Rao (Vice Principal)

**ICSSR Sponsored Two Day International Seminar on
“Indian Start-Ups - Issues, Challenges and Opportunities: The Way Forward “**

DATE: 21ST & 22ND JUNE 2024

Organized by Department of Commerce & Management

INTRODUCTION

The Department of Commerce and Management has organized ICSSR Sponsored Two - Day International Seminar on 21st and 22nd June, 2024. On the day of the Seminar, inauguration programme commenced at 10.00 AM under the chairmanship of Dr. V. Narayana Rao, Principal, K.B.N College. Sri Dr. S. Venkatesh welcomed the gathering and invited the dignitaries on to the dais. Opening remarks were given by the Principal, Dr. V Narayana Rao. Lamp lighting event was done the dignitaries.

Further, Dr. S. Venkatesh, Director, PG courses from the Department of Management introduced the Distinguished Chief Guest, Prof. B. Sudhakar Reddy, Director, ICSSR, SRC, Hyderabad, Telangana. The distinguished Chief Guest addressed the gathering in the inauguration session and delivered a distinguished Chief Guest address. He shared his experience and explained about the need of Existing Opportunities for growth of Start-ups and issues and challenges facing them In India such as huge drop in women start-ups and need of SHGs in promotion of Start-ups.

Later, our Keynote Speaker [Prof. Sharan Kumar Shetty , ASEAN Group of Institutions, \(Malaysia\)](#) gave information regarding models for start-ups in India. He linked Hindu religious successful business models with Start-ups in India. Besides, He emphasized on the government initiations towards promoting start-ups in the country. He also spoke how well start-ups contributing for growth of Malaysian economy. Thereafter, Prof. R. K. Vaithyanathan beloved guest suggested need of separate ministry for start-ups promotion In India.

The theme of the seminar was explained by the Convener Dr.B Arun Kumar. The dignitaries Sri. T.Srinivas, Secretary & Correspondent of KBN College (Autonomous), Dr. M. Venkateswara Rao , Vice-Principal and the department faculty members, seminar participants were present. Our honorable Secretary & Correspondent Sri T Srinivas , Principal, Dr V Narayana Rao and our chief guests released ISBN Book volumes. Finally, Dr. D.L. Prathusha Faculty member of the department proposed vote of thanks.

Objectives of the Seminar

- The present existing opportunities for Start-ups in India
- The study of the issues and challenges facing by the Start-ups in India
- To analyse the challenges and strategies in promotion of role of Start-ups in economic growth of the country
- To study the role of government initiations for start-ups promotion in the country.

TECHNICAL SESSION I

ROLE OF START-UPS IN PROMOTING RESEARCH IN INDIA

SESSION RESOURCE PERSON

Dr. Jayasankar Prasad,
Associate Professor, Department of Management Studies, Krishna University,

The session one is chaired by the Dr Jayasankar Prasad. In this session he threw light on the various fundamental aspects such as meaning of Start-ups, status of start-ups in India, journey from start-ups to unicorn, role of research in promotion of start-up business, start-ups significant in economic development, root causes for start-ups failure in India, dominance of techno based start-ups etc. Thereafter, the following papers are presented in this session.

TECHNICAL SESSION II

SUSTAINABLE DEVELOPMENT PRACTICES IN START-UPS

SESSION RESOURCE PERSON

Prof. Jyoti Kumar, Dean, School of Economics, Management & Information Science,
Department of Commerce, Mizoram University,

The session two is chaired by the Prof Jyoti Kumar. In this session he discussed the various sustainable aspects with regarding to Start-ups such as idea sustainability, sustainable practices at production activities, marketing activities, financial sustainability, economic sustainability, overall business sustainability, role of Start-ups in achievement of SDGs and challenges in sustainable business models. Thereafter, the following papers are presented in this session.

TECHNICAL SESSION III

DYNAMIC LANDSCAPE OF INDIA'S START-UPS ECO-SYSTEM

SESSION RESOURCE PERSON

Dr. D.V. Ramana Murthy
Founder Director, Behavioural management training solution

The session three is chaired by the Dr. D.V. Ramana Murthy. In this session he discussed the rise of Indian start-up eco-system- a growth story, key challenges faced by the Indian Start-ups such as regulatory hurdles, funding constrains, infrastructure deficiencies and market access etc. sizing of opportunities for star-ups in the future and collaborative approach towards sustainable development of startup. Thereafter, the following papers are presented in this session.

TECHNICAL SESSION IV SOCIAL START-UPS IN INDIA

SESSION RESOURCE PERSON

**Prof. Bhanu Sree Reddy,
Indian Institute of Science Education and Research (IISER- Tirupati)**

The session four is chaired by the Prof: Bhanu Sree Reddy, In this session she discussed models of various social startup, role of women in social start-ups, social start-ups and sustainable development, country wise and state wise analysis, opportunities for social start-ups and challenges and strategies for social start-up. Thereafter, the following papers are presented in this session.

TECHNICAL SESSION V OPPORTUNITIES AND CHALLENGES OF START-UPS IN ANDHRA PRADESH

SESSION RESOURCE PERSON

Sri. Satish Kamath, President (Operational), Sri City ,Andhra Pradesh.

The session five is chaired by the Sri, Satish Kamath. In this session he discussed the role, opportunities and challenges of technology based Start-ups in promotion of economic development. The funding for start-ups in different countries. The role of state governments in creation of effective start-ups eco-system. Thereafter, the following papers are presented in this session.

TECHNICAL SESSION VI ECONOMIC ASPECTS OF START-UPS IN INDIA

SESSION RESOURCE PERSON

**Prof. M. Uday Bhaskar, HOD, Adikavi Nannaya University.
Rajamahendravaram, Andhra Pradesh**

The session six is chaired by the Prof M.Uday Bhaskar. In this session he discussed on the accounting, financial and economic aspects of the Startups. He opined that many start-ups are reporting failure because of poor working capital management practices. He suggested need of special training and development or guidance to the entrepreneurs before start-ups. Thereafter, the following papers are presented in this session.

THEME OF THE SEMINAR

India emerged as the world's second largest start-up ecosystem next the US. India is a hotspot for start-up and spacing forward at an exponential rate. They are the result of entrepreneurs' enthusiasm and determination. The term "startup" refers to "a company, a partnership, or a temporary organization designed to search for a repeatable and scalable business model". In India, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, the Start-up India Initiative has rolled out several programs intending to support entrepreneurs, build a robust start-up ecosystem and transform India into a country of job creators instead of job seekers. By the end of the 2023, In India, one lakh plus start-ups are recognized and reported above 120 annual growth rate. These start-ups generated 12.42 lakh jobs up to now. The role of Start-ups is very significant in balancing of regional economic development where more than half are located in tier-I and tier-II cities across the country. In total recognized, 8000 plus Start-ups are led by women which indicates their role in women entrepreneurship development. Therefore, without Start-ups the future of Indian business scenario is implausible. Thus, present seminar throws light on the different aspects of the Start-ups scenario in India.

INTRODUCTION OF THE SEMINAR

India needs more than a 100 million jobs a year and the jobs which are generated are mostly from startups and not big enterprises. Startup entrepreneurship is crucial because it also brings new innovations, new jobs and competitive dynamics into the business environment and enterprises. The role of startups in economic prosperity is enhancing in today's world. One of the main advantages of startups is that it creates new jobs. Global data shows that startups are creating more jobs in our nation than the large companies or enterprises. As of now, many of the startups have introduced latest technology Artificial Intelligence, and Robotics etc. Most of the technology giant companies outsource their tasks to startups now days. It will also help to increase the cash flow of startups. Bearing in mind the significance of responsibility that the Indian startup are allocated to play in the enlargement of Indian economy. The turnover achieved through the startups and the vast numbers of jobs that can be created by facilitate startup, even the market controller Securities and Exchange Board of India (SEBI), the ease of use of startup regulation led to facilitate the flow of funds from the market to startup.

VALEDICTORY SESSION:

This was the final session for the Two-day international Seminar on the theme of “*Indian Start-Ups - Issues, Challenges and Opportunities: The Way Forward*” on 21st & 22nd June, 2024. Prof. D. Suryachandra Rao, (Chief Guest) Member Secretary & CEO, APHERMC, Andhra Pradesh, India was invited to deliver the Valedictory Address. Being a man of varied interests, he felt that suitable reporting standards would bring the situation into order. Dr. V. Narayana Rao, Principal of K.B.N. College presided over the function. Dr. B. Arun Kumar, Convener gave brief report about the seminar and proposed a formal vote of thanks to all the Guests, delegates and participants, who evinced keen interest in making the seminar a grand success.

Acknowledgements:

Dr. V. Narayana Rao, Principal & Convenor of the seminar expressed his profound thanks to the ICSSR-SRC for extending financial support to the seminar. He conveys his heartfelt thanks to the college management, without whose support, the event could not be effectively organised. He also obliged to thank the Chief Guest, Guests of Honour and Participants for accepting their invitation and rendering their valuable time. He finally thanked the entire faculty members who assisted in making the event come true.

OUTCOME OF THE SEMINAR.

- Experts discussed on the need to strengthen the start-ups eco-system in the country
- Effective utilization of demographic dividend in the country
- Role of technology in promotion of Start-ups in the country
- Skill development and Start-ups promotion In the country
- Role of start-ups in manufacturing, Vikasit Bharath, make in India etc.
- Start-ups and women empowerment in the country

Conclusion

With the encouragement and support from the Management and Principal, the assistance of the co-convener and co-ordinators from the department it was possible to make all arrangements for the smooth and successful conduct of the seminar. Call letters and invitation brochures were sent to all the autonomous commerce and arts colleges, Engineering Colleges, Universities all over the India through post, e mails and whats app groups. More than 250 members were participated in this seminar. The seminar has six plenary sessions where six lectures were delivered by eminent personalities of various capacities in this seminar.

Photo gallery

Distinguished Chief Guest Speaking



Lighting the lamp



ISBN Book Release



Foreign Speaker Addressing



Beloved Chief Guest Addressing



Principal Sir Addressing



Convenor explaining the theme of the seminar



SESSION ONE



Session II



Participants presentations



Participants presentations



SESSION SIX



VALEDICTORY PHOTOS



Feedback on seminar



