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SAVEETHA
COLLEGE OF LIBERAL ARTS AND SCIENCES

PROCEEDING

NATIONAL SEMINAR ON START UP ECOSYSTEM IN INDIA: TRENDS AND CHALLENGES

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Dr. A. Suresh Kumar
Dr. V. Arul Mary Remy
Dr. L. N. Jayanthi



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**NATIONAL SEMINAR
ON
START UP ECOSYSTEM IN INDIA: TRENDS AND CHALLENGES**

Organised By

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Saveetha College of Liberal Arts and Sciences,
SIMATS, Thandalam, Chennai

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**EVALUATING THE IMPACT OF GOVERNMENT STARTUP INCUBATORS ON
SME GROWTH: A LONGITUDINAL ANALYSIS**

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ABSTRACT

This research paper explores the role of government funds and initiatives in nurturing and enhancing startup ecosystems. Focusing on the Indian context, the study examines the comprehensive support provided by the Indian government to promote the growth and development of startups. Through a robust methodology involving secondary research and systematic review of government sources, the research identifies and catalogs nearly 50 distinct startup schemes, including grants, subsidies, incubators and financial assistance programs. The Indian government has dedicated divisions and ministries, such as Atal Innovation Mission and the Department for Promotion of Industry and Internal Trade (DPIIT), to provide comprehensive assistance to new enterprises. The entrepreneurial ecosystem has emerged as a critical driver of economic development. Startups, incubators, and accelerators collectively play an important role in shaping new business trajectories and success. Startups bring innovation, introducing disruptive products, services, and creative business models that create jobs, stimulate competition, and enhance productivity in the market. Incubators provide structured support such as mentorship, infrastructure, funding access, and networking, which help reduce risks and foster the stabilization of new businesses. The findings of the study indicated that incubators have been successful in motivating and nurturing entrepreneurs by adopting the latest trends and technologies and promoting innovation through collaborations and support. The study also revealed that the entrepreneurs depend on incubators for funding, mentoring, and risk mitigation. The study offers practical suggestions on how incubators can act as bridges between the entrepreneurial ecosystem and entrepreneurs, thus helping startups make better use of available resources.

Keywords: Government Startup Incubators, SME Growth, Startup Ecosystem Government Funds and Initiatives, Startup Schemes, Incubators and Accelerators

**EMERGENCE OF STARTUP ECOSYSTEM IN URBAN AREAS IN INDIA WITH
SPECIAL REFERENCE TO HEALTH CARE INDUSTRY**

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ABSTRACT

The aspiration to establish a flourishing health-tech startup ecosystem in rural India is critical for bridging significant healthcare disparities and fostering inclusive economic growth. While the national startup ecosystem demonstrates remarkable vitality, largely concentrated in urban centers, rural health-tech ventures encounter a distinct array of challenges, including inadequate digital infrastructure, limited access to specialized funding, complex regulatory hurdles, and difficulties in talent acquisition and retention. Despite these obstacles, the immense unmet healthcare demand in rural areas provides a strong impetus for innovation, as exemplified by successful telemedicine initiatives. Realizing the full potential of rural health-tech requires targeted policy interventions, substantial investment in digital literacy and infrastructure, and the cultivation of local support ecosystems that integrate community needs with technological advancements. The sustainable growth of these startups is paramount not only for their economic contribution but, more importantly, for transforming health outcomes and enhancing equity across the nation.

Keywords : Startup ecosystem - urban areas – health care industry.

REGULATORY CHALLENGES IN BIOMEDICAL WASTE MANAGEMENT

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ABSTRACT

Biomedical waste management (BMWM) constitutes a critical component of healthcare operations worldwide due to its potential to harm public health and the environment if mismanaged. Regulatory frameworks, including international guidelines and national laws such as the Bio-Medical Waste Management Rules, 2016 in India, are designed to govern the safe handling, segregation, transportation, treatment and disposal of biomedical waste. However, despite well-articulated rules, compliance challenges persist at multiple levels, ranging from inadequate enforcement and infrastructural deficits to limited awareness among healthcare workers and regulators. The methodology used for this study is the secondary data focused on targeted searches of peer-reviewed literature, open-access repositories, policy documents and technical review about the regulatory framework of BMWM and the issue of compliance. This review synthesizes global and Indian evidence on regulatory frameworks and compliance issues, analyzing underlying barriers and implications for public health policy. The findings reveal significant gaps between regulatory intent and ground-level practice, emphasizing the need for strengthened enforcement mechanisms, capacity building, institutional accountability and harmonization with international best practices. The review proposes targeted recommendations to bridge compliance gaps, enhance regulatory effectiveness and promote sustainable biomedical waste management.

Keywords : Biomedical Waste, Compliance, Healthcare waste policy, Regulatory frameworks, Waste Management Practices

THE ROLE OF VENTURE CAPITAL AND ANGEL INVESTORS IN SCALING FINTECH STARTUPS

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ABSTRACT

This study develops a theoretical and empirical understanding of how angel investors, venture capital (VC), and corporate investors interact to scale FinTech startups across different national contexts. Drawing on the national innovation systems framework, the paper examines how early-stage funding, ownership structure, and market category influence follow-on financing and startup growth. The findings reveal a strong positive relationship between receiving angel and seed funding and the likelihood of obtaining subsequent rounds of financing, while startups with a single founder show a lower probability of follow-on investment. This negative effect of single-founder structure, as well as the positive effect of seed funding, is weaker in emerging markets, indicating contextual differences in investor evaluation. Additionally, firms operating in financing and payments segments are more likely to attract investment compared to other FinTech categories, highlighting sector-specific investor preferences. The study further investigates the role of corporate direct investment in FinTech startups and its impact on both startup and investor performance. These investments also enhance the operating performance and market valuation of financial-sector corporate investors through strategic alliances and enhanced monitoring mechanisms. Cross-country analysis using quantile regression indicates that VC markets and credit markets act as substitutes, and that VC effectiveness depends on the presence of a critical mass of FinTech entrepreneurship. Overall, the study contributes to understanding how different funding ecosystems collectively shape the scaling and success of FinTech startups worldwide.

Keywords: FinTech startups, angel investors, venture capital, Seed funding, corporate investment, Follow-on financing, National innovation systems, Emerging markets, Startup performance, Quantile regression.

EMPLOYMENT GENERATION THROUGH STARTUPS IN INDIA: AN EMPIRICAL ASSESSMENT

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Abstract

India is emerging as a global startup ecosystem for innovation and economic resilience. The initiative like 'Startup India' is designed to boost the economy from a job-seeking to a job-providing economy. The present study provides empirical evidence on the patterns of employment generation within the Indian startup ecosystem from 2016 to 2024. The research adopts an empirical and analytical design based on secondary time-series data. The study evaluates the relationship between the recognized startups and the total jobs created. The analytical tools include Compound Annual Growth Rate (CAGR) and Correlation Analysis to determine employment intensity of startup. Machine learning (ML) methods are also employed as secondary analytical tools to identify non-linear patterns of econometric analysis. A comparative analysis is also conducted to measure the catalytic impact of government interventions. The findings reveal an increase in startups following the ease-of-doing-business reforms in 2018. However, an employment registration lag is observed with consistent year-on-year growth. The results indicate that the ecosystem is characterized by high firm creation but relatively low employment intensity. The reason is the majority of startups operating as micro-enterprises generating 5 to 20 direct jobs. Large-scale jobs are disproportionately driven by a small cohort of growth-stage 'scale-ups.' Additionally, the IT and digital services sectors lead small job numbers. Though, manufacturing startups provide higher employment intensity per unit. The study identifies employment opportunities concentrated in Tier-1 areas like Karnataka, Maharashtra and Delhi NCR. The study concludes that the Startup India initiative has been highly successful in creating the start-up ecosystem and accelerating job creation. However, startups function as an important source of employment rather than a mass-employment solution. The policy should focus on the quantity of registrations and scalability of existing firms. Also, strengthening manufacturing startups and entrepreneurship are essential to address regional disparities with maximize dividend.

Keywords: Startup Ecosystem, Employment Generation, Machine Learning, Entrepreneurship Policy, Economic Development.

START UP ECOSYSTEM IN INDIA - TRENDS AND CHALLENGES

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ABSTRACT

The Start -Up ecosystem in India has emerged as a significant factor for economic growth, and employment generation in India over the past decade. With the rise of digital platforms and support of the government, India has emerged as one of the largest Start up ecosystems in the world. The growth of Start Up has significantly contributed towards a reduction in unemployment levels and rise of technological advancements in the country leading to optimistic economic growth. This paper focuses on analysing major trends shaping ecosystem in India and also examining the challenges faced by Start Ups in our country. This study is based on secondary data collected from journals, publications, and policy documents. This paper suggests ideas for development of our ecosystem and rapid expansion of Start Ups in India.

Keywords : Start-up ecosystem, economic growth, technological advancements.

**A STUDY ON POLICY FRAMEWORKS AND GOVERNMENT INITIATIVES
DRIVING START-UP ECOSYSTEMS IN INDIA**

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ABSTRACT

The development of start-up ecosystems has become a key driver of economic growth innovation, and employment generation in India. Government policies and initiatives play a crucial role in creating a supportive environment for start-ups by providing financial assistance, regulatory support, infrastructure, and capacity-building measures. This study examines the policy frameworks and government initiatives driving start-up ecosystems in India, with a focus on major programs such as Start-Up India, MSME schemes, and Atmanirbhar Bharat initiatives. The paper analyses the effectiveness of these policies in promoting entrepreneurship, facilitating access to finance, encouraging innovation, and enhancing ease of doing business. It also identifies the challenges in policy implementation and the gaps in reaching early-stage entrepreneurs. The study highlights that coordinated policy frameworks, institutional support, and public-private partnerships are essential for strengthening India's start-up ecosystem and ensuring sustainable entrepreneurial growth.

Keywords: Start-Up Ecosystem, Government Policies, Start-Up India, MSME, Entrepreneurship, Innovation.

**FINANCING INNOVATION: VENTURE CAPITAL, ANGEL INVESTORS AND
GOVERNMENT FUNDING IN START-UP ECOSYSTEMS**

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ABSTRACT

Innovation-driven start-ups play a crucial role in economic growth, employment generation, and technological advancement. However, access to finance remains one of the major challenges faced by start-ups, especially in their early stages. This study examines the role of venture capital, angel investors, and government funding in supporting innovation within start-up ecosystems. It analyses how these financing sources contribute to business development, risk-sharing, and scaling of innovative ventures. The paper also highlights the differences in funding mechanisms, investment criteria, and impact on start-up performance. Furthermore, the study discusses the challenges and opportunities associated with each financing source and their significance in fostering a sustainable entrepreneurial ecosystem. The findings suggest that a balanced combination of private and public funding is essential to enhance innovation and ensure the long-term success of start-ups.

Keywords: Start-Ups, Innovation, Venture Capital, Angel Investors, Government Funding, Entrepreneurial Ecosystem.

**EMERGENCE OF STARTUP ECOSYSTEM IN RURAL AREAS IN INDIA WITH
SPECIAL REFERENCE TO HEALTH CARE INDUSTRY**

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ABSTRACT

The emergence of a robust startup ecosystem in rural areas of India, with a specific focus on the healthcare industry, represents a critical but nascent development aimed at addressing significant disparities in health service delivery. While India has ascended to the third-largest global startup ecosystem, driven by innovation and economic growth, this growth has predominantly concentrated in urban centers. Rural India, which constitutes a substantial portion of the population, continues to grapple with inadequate healthcare infrastructure, limited access to medical professionals, and high out-of-pocket expenses. Health-tech startups, leveraging information and communication technologies (ICT), offer a scalable approach to bridge these gaps, but their proliferation and success in rural settings face unique challenges distinct from their urban counterparts.

Keywords : Startup ecosystem - rural areas – health care industry.

STARTUP ECOSYSTEM IN INDIA: TRENDS AND CHALLENGES

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Abstract

India's startup ecosystem has emerged as one of the most dynamic and rapidly expanding entrepreneurial landscapes in the world. Driven by a large youth population, widespread digital transformation, increasing internet penetration, and supportive government initiatives such as Startup India, the country has witnessed a significant surge in new ventures across diverse sectors. India is now recognized globally as a leading startup hub, fostering innovation in fintech, edtech, healthtech, agritech, software-as-a-service (SaaS), and clean energy technologies. The rise of Tier-2 and Tier-3 cities as emerging innovation centres has further democratized entrepreneurship, making startup opportunities accessible beyond metropolitan regions. Despite these positive developments, the ecosystem continues to face critical challenges. Early-stage funding constraints, regulatory complexities, compliance burdens, talent shortages, and intense competition limit the long-term sustainability of many startups. These structural issues contribute to high failure rates and restrict the scaling potential of innovative enterprises. This article examines the major trends shaping India's startup ecosystem while identifying the challenges that impede growth. Using qualitative and secondary data analysis, the study offers insights into policy effectiveness and ecosystem gaps. The findings emphasize the need for regulatory reforms, enhanced capital access, skill development, and inclusive support mechanisms to ensure sustainable and equitable growth. The study provides valuable guidance for policymakers, investors, academicians, and aspiring entrepreneurs.

Key Words: entrepreneurial landscapes, Early-stage funding constraints, regulatory reforms, aspiring entrepreneurs.

THE RISE OF GENERATIVE AI STARTUPS IN INDIA

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ABSTRACT

India's entrepreneurial ecosystem is witnessing a paradigm shift with the rapid-fire rise of generative AI startups. In 2025, the country witnessed a tripartite increase in generative AI gambles, with backing surpassing \$ 1 billion in the first half of the time. These startups are introducing invention across AI structure, sphere-specific model development, and enterprise operations, situating India as a global mecca for artificial intelligence. Despite challenges similar as gift dearths, high structure costs, and nonsupervisory misgivings, generative AI startups are reshaping different sectors including healthcare, education, finance, and creative diligence. Their growth reflects strong investor confidence in India's technological capabilities and underscores the nation's ambition to lead in coming- generation digital invention. This paper explores the motorists, challenges, and sectoral impacts of India's generative AI swell, pressing its strategic significance in the global AI geography.

KEYWORDS: Generative AI, Startups, India, Innovation, Digital Transformation, AI structure, Entrepreneurship.

START-UP GROWTH IN INDIA: A STUDY ON CURRENT TRENDS AND CHALLENGES

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ABSTRACT:

Technology and innovation have been essential to the growth of emerging markets and the fortification of ecosystems globally, particularly in India. India boasts a thriving startup scene with mentors, angel investors, venture capitalists, incubators, supportive infrastructure, and a supportive regulatory framework. In 2021, the startup India scheme, which was started in 2016, concluded its five-year journey and declared India to have one of the world's strongest and largest ecosystems. India is the third-largest startup ecosystem in the world as of January 2026, after the United States and the United Kingdom. The ecosystem saw a record ~44,000 new businesses filed in 2025, with over 2 lakh startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) and about 125 unicorns. In 2025, a record 44,000 new startups were registered in the ecosystem. Due to increased finance and growing profitability, the ecosystem is valued at \$419 billion. This study intends to investigate the growth of startups in India, which has been propelled by the country's youthful and skilled workforce, government assistance, and investor-provided funding alternatives. The purpose of this article is to investigate the dynamic changes that the Startup India program has brought about in the nation. Further, it aims to discover opportunities, gaps & challenges that Startups face during their stages of operation. Since its inception, the journey of startup India campaign has successfully nurtured a large number of startup firms in the country, and has enabled thousands of youth to be employed & fulfill their dreams of building a startup. Focusing on this notion, the paper tries to find out the opportunities and challenges that startups are facing in the present scenario.

Keywords: Startup ecosystem, Startup culture, Entrepreneurship, Innovation & technology, Government support.

INNOVATIVE TECHNOLOGY PRODUCTS COMPARED TO TRADITIONAL PRODUCTS: A 3-MONTH STUDY TO EVALUATE A MINIMUM 20% INCREASE IN CONSUMER SATISFACTION RATINGS AMONG CONSUMERS IN THE TECHNOLOGY SECTOR.”

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ABSTRACT

The purpose of this study is to assess the effects of innovative technology products—as opposed to their traditional counterparts on consumer satisfaction in the technology industry over a three-month period. Through the use of validated consumer happiness scores and a user experience feedback tool, the study aims to ascertain whether the adoption and use of cutting-edge technological goods leads to a minimum 20% improvement in consumer satisfaction ratings. In a few chosen product categories, assess and contrast the customer satisfaction levels of users of cutting-edge and conventional technological items. Customers using both classic and modern technological items were the subjects of this study, which aimed to raise customer happiness. 164 people in all took part in the research. The demographic was chosen in order to examine the variables affecting customer satisfaction and the selection of traditional and new technology items by consumers. To guarantee that there were enough and diverse user categories of technological items, the sample was chosen using a convenience sampling technique. Over the course of the three-month study, consumer satisfaction ratings were gathered monthly to track changes in satisfaction over that time. Sections of the questionnaire addressed demographic information, product type (conventional or creative), and preferences . This research technique guarantees the validity and reliability of the results, offering significant insights into the variables affecting customer choices for technological items and satisfaction levels.

Key Words: Innovative technology products, Traditional technology products, Consumer satisfaction,

STARTUP ECOSYSTEM IN INDIA: EMERGING TRENDS AND STRUCTURAL CHALLENGES

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ABSTRACT

India's startup ecosystem has transformed rapidly through digital innovation, supportive policies, and evolving entrepreneurial mindsets. Startups today are not just profit-driven but solution-oriented, tackling challenges in healthcare, education, finance, agriculture, and sustainability. Technologies like AI, fintech, cloud computing, and data analytics have accelerated growth and scalability. Yet, hurdles remain—early-stage funding gaps, regulatory uncertainties, skill mismatches, infrastructure issues, and intense competition, especially in Tier-II and Tier-III cities with limited access to capital and mentorship. This study reviews literature from academic, industry, and policy sources to analyze these trends and challenges. It emphasizes the need for coherent policies, stronger institutional support, and industry–academia collaboration. A balanced ecosystem built on innovation, inclusivity, and resilience is key to sustainable entrepreneurial growth in India.

Keywords : Startup Ecosystem, Entrepreneurship Development, Innovation, Digital Transformation, Policy Framework, Emerging Challenges, India

IMPACT OF DIGITAL PAYMENTS AND UPI ON STARTUP GROWTH

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ABSTRACT

The rapid expansion of digital payment systems has significantly transformed India's startup ecosystem, with the Unified Payments Interface (UPI) emerging as a pivotal driver of innovation and growth. This study examines the impact of digital payments and UPI on the growth of startups in India by analyzing their role in enhancing financial inclusion, reducing transaction costs, and enabling scalable, technology-driven business models. The widespread adoption of UPI has facilitated seamless, real-time transactions, allowing startups— particularly in fintech, e-commerce, edtech, and service-based sectors—to reach a broader customer base, improve operational efficiency, and accelerate market penetration. Furthermore, the integration of digital payment infrastructure has encouraged innovation in areas such as subscription models, micro-transactions, and data-driven financial services. Despite these advantages, startups continue to face challenges related to cybersecurity risks, regulatory compliance, and intense competition within the digital payments space. The study highlights how digital payments and UPI act as both enablers and disruptors in the startup ecosystem, contributing to India's economic growth while reshaping entrepreneurial strategies. The findings provide insights for policymakers, entrepreneurs, and investors to strengthen the digital payment ecosystem and support sustainable startup growth in India.

KEYWORDS : Digital Payments, Unified Payments Interface (UPI), Startup Ecosystem, Financial Inclusion, Fintech, Innovation, Economic Growth, India

**START- UP ECOSYSTEM IN INDIA: TRENDS, CHALLENGES, AND THE ROLE OF
CIRCULAR CLIMATE INNOVATIONS**

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ABSTRACT

India has become one of the fastest- growing startup ecosystems in the world. This growth is supported by policy changes, digital adoption, and rising entrepreneurial activity. Recently, the ecosystem has begun focusing more on climate- tech and circular economy ventures as environmental concerns increase. However, Indian startups still face structural barriers such as funding limitations, regulatory uncertainty, infrastructure gaps, and difficulties in scaling across diverse urban and rural markets. This paper examines the major trends shaping India's startup ecosystem and identifies the key challenges faced by emerging ventures. It presents LoopLarva, a decentralized organic waste- to- resource system, as a case study of a circular climate startup. LoopLarva converts food waste into high- protein larvae and organic fertilizer using Black Soldier Fly technology, connecting urban waste sources with rural production hubs. The study demonstrates how community- focused circular startups can address environmental issues while creating economic opportunities. It concludes that climate- focused, decentralized innovation models represent a promising direction for India's sustainable startup growth.

Key Words : Start -up ecosystem, entrepreneurial activity, urban and rural markets

STARTUP ECOSYSTEM IN INDIA: TRENDS AND CHALLENGES

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ABSTRACT

Over the past few years, India has seen a huge rise in startups. From small ideas started in college rooms to companies worth billions, startups have become an important part of the Indian economy. Young people today are more willing to take risks, try new ideas, and solve real-life problems through innovation. Easy access to the internet, smartphones, and digital platforms has made it possible for anyone with a good idea to start a business. The startup ecosystem in India has grown rapidly, but it is not without difficulties. While there are many success stories, there are also many startups that struggle to survive. To understand this better, it is important to look at the major trends shaping the startup ecosystem and the challenges faced by entrepreneurs in India.

Key Words : New ideas, Internet, Smart Phones, Start -up Ecosystem.

EMERGENCE OF DEEP TECH AND AI STARTUPS

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ABSTRACT

The emergence of Deep Tech and Artificial Intelligence (AI) startups has marked a transformative phase in India's innovation landscape, driving technological advancement and economic competitiveness. Deep Tech startups, characterized by their foundation in advanced scientific research and engineering innovations, are increasingly leveraging AI, machine learning, blockchain, robotics, Internet of Things (IoT), and quantum technologies to develop scalable and disruptive solutions. This study explores the growth trajectory, enabling factors, and challenges associated with Deep Tech and AI startups in India. It examines the role of government initiatives, research institutions, venture capital funding, and digital infrastructure in fostering a supportive ecosystem. The paper also highlights key challenges such as high research and development costs, talent shortages, regulatory uncertainties, and long gestation periods for commercialization. Despite these constraints, Deep Tech and AI startups are contributing significantly to sectors such as healthcare, agriculture, manufacturing, finance, and defense by improving efficiency, automation, and data-driven decision-making. The study concludes that sustained investment, policy support, industry-academia collaboration, and skill development are essential to strengthen India's position as a global hub for Deep Tech and AI innovation.

KEYWORDS: Digital Payments, Unified Payments Interface (UPI), Startup Ecosystem, Financial Inclusion, Fintech, Innovation, Economic Growth, India

ADOPTION OF EMERGING TECHNOLOGIES: INTERNET OF THINGS (IOT)

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ABSTRACT

The Internet of Things (IoT) is one of the most important emerging technologies today. It connects physical devices such as machines, appliances, and sensors to the internet so they can collect and share data automatically. This technology is transforming industries, businesses, and everyday life. This paper explains what IoT is, how it is used in different sectors, its advantages, challenges, and future trends.

Key Words : Emerging Technologies, Transforming industries, future trends.

ADOPTION OF EMERGING TECHNOLOGIES: ARTIFICIAL INTELLIGENCE (AI)

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ABSTRACT

The rapid advancement of Artificial Intelligence (AI) has transformed how organizations operate, innovate, and compete. This research paper examines the adoption of emerging AI technologies across industries, focusing on key drivers, application areas, benefits, challenges, and future trends. By analyzing current adoption patterns and real-world use cases, the study highlights how AI acts as a strategic enabler for productivity, decision-making, and competitive advantage, while also raising ethical, social, and regulatory concerns.

Keywords : Artificial Intelligence, Emerging Technologies, AI Adoption, Digital Transformation, Automation, Machine Learning.

**NAVIGATING THE VALLEY OF DEATH: A STUDY ON CHALLENGES
FACING EARLY-STAGE STARTUPS IN INDIA**

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ABSTRACT

Starting a business is exciting, but the early stages are often the most difficult. Many startups in India face a critical period known as the “Valley of Death,” where their initial funds begin to run out and they have not yet started earning steady profits. During this phase, businesses struggle to survive due to lack of sufficient funding, difficulty in finding the right market, strong competition, regulatory hurdles, and challenges in hiring and retaining skilled employees. This study explores the common problems faced by early-stage startups in India and examines why many of them fail before reaching stability. It also looks at the support provided by government schemes, incubators, investors, and startup networks, and how these can help new businesses overcome early challenges. The paper aims to suggest practical solutions that can improve startup survival rates and strengthen India’s growing entrepreneurial ecosystem. The findings are useful for entrepreneurs, investors, and policymakers who want to promote innovation and long-term business success. The study identifies major constraints such as limited access to funding, cash flow instability, inadequate market validation, regulatory complexities, talent acquisition difficulties, and gaps in mentorship and strategic guidance. Using a combination of secondary data analysis and case-based insights from Indian startups, the research highlights structural, financial, operational, and ecosystem-related barriers that hinder survival and scalability. The study concludes by proposing managerial implications and policy recommendations to strengthen the Indian startup ecosystem and improve early-stage venture sustainability.

Keywords: Valley of Death, Early-Stage Startups, Funding Problems, Startup Challenges, Entrepreneurship, Innovation, Government Support, Indian Startup Ecosystem, Business Growth, Sustainability.

**LEVERAGING RANDOM FOREST AND LSTM FOR IOT-BASED SMART
AGRICULTURE AND THE OPPORTUNITIES AND CHALLENGES FOR INDIAN
START-UPS**

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ABSTRACT

The rapid growth of the start-up ecosystem in India has accelerated innovation in agri-tech, particularly in the integration of Artificial Intelligence (AI) and Internet of Things (IoT) technologies for smart agriculture. This study explores the application of Random Forest and Long Short-Term Memory (LSTM) algorithms for intelligent data analysis and anomaly detection in IoT-based agricultural systems. IoT sensors deployed across farms continuously generate multi-modal data, including soil moisture, temperature, humidity, crop health indices, and weather parameters. Efficient interpretation of this high-volume, time-series data is critical for improving productivity, reducing resource wastage, and ensuring sustainable farming practices. Random Forest, a robust ensemble learning technique, is utilized for feature selection and classification of agricultural conditions, offering high accuracy and interpretability. LSTM networks, known for their ability to model temporal dependencies, are employed to capture sequential patterns in sensor data and predict potential anomalies such as irrigation failures, pest infestations, or adverse climatic conditions. The combined approach enhances predictive performance and enables proactive decision-making for farmers and agri-tech service providers. The paper also examines the broader opportunities and challenges faced by Indian start-ups implementing such AI-driven solutions. Opportunities include increased government support, growing digital adoption in rural areas, and rising demand for precision farming. However, challenges such as limited infrastructure, high deployment costs, data quality issues, and scalability constraints remain significant barriers. By analyzing both the technical framework and the entrepreneurial landscape, this study provides insights into how machine learning-driven smart agriculture solutions can strengthen India's agri-tech start-up ecosystem while addressing sustainability and food security concerns.

Keywords: Smart Agriculture, Random Forest, LSTM, IoT Data Analytics, Agri-Tech Start-Ups, Anomaly Detection

**EMERGENCE OF STARTUP ECOSYSTEM IN URBAN AREAS IN INDIA WITH
SPECIAL REFERENCE TO HOTEL INDUSTRY**

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ABSTRACT

The emergence of a robust startup ecosystem in urban areas of India, with a specific focus on the hotel industry, represents a dynamic shift in traditional hospitality paradigms, driven by technological advancements, evolving consumer demands, and a supportive entrepreneurial environment. India has rapidly ascended to become the world's third-largest startup ecosystem, characterized by significant innovation and economic growth. This growth, however, is largely concentrated in urban centers, which provide the essential infrastructure, talent pools, and market access conducive to entrepreneurial ventures. While the overall startup landscape is thriving, the hotel industry within this ecosystem faces distinct challenges and opportunities that necessitate detailed analysis.

Keywords : Startup ecosystem – rural areas – hotel industry.

**“THE EFFECTIVENESS OF GENDER-INCLUSIVE PROMOTIONAL POLICIES IN
INFLUENCING WORKFORCE STABILITY: A COMPARATIVE ANALYSIS OF
TRADITIONAL AND INCLUSIVE APPROACHES”**

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ABSTRACT

This study aims to evaluate the relative impact of gender-inclusive promotional positions to all other promotional positions on workforce stability, employee retention, and organizational outcomes. The participants consisted of 162 employees (81 males, and 81 females) aged 22 to 55 years. The study utilized mobile-focused Google Forms for a data collection format, and included both multiple choice and Likert scale items. Data analysis was conducted using SPSS (IBM Version 27) and Excel. Independent Sample T-tests, One-Way ANOVA, and Chi-Square tests were conducted in order to measure differences in workforce stability, workforce retention rate, and job satisfaction across the two promotional policy measures. The findings demonstrated that organizations that have gender-inclusive policies, were considerably more stable and had higher levels of employee engagement than organizations that did not. The t-test demonstrated a significant difference in retention rates ($t(168) = 3.21, p = 0.002$) for supporting gender-inclusive practices. The ANOVA showed a statistically significant difference in job satisfaction for employees working in inclusive promotional systems of job satisfaction ($p < 0.001$), while the Chi-Square test showed that there was a statistically significant relationship between gender-equitable policies and retention. While inclusion (inclusively) provided stability and satisfaction, several organizations indicated barriers to transformative change, such as resistance to changing policies and challenges to long-term outcomes. The study suggests that organizations comprising promotional strategies based on gender will stabilize the workforce greatly, adding to employee satisfaction and reducing turnover. Although it may face challenges in its implementation, the in-between strategy that has inclusive approaches working in conjunction with the traditional ones centered on efficiency will promote sustainable organizational growth and enhance employee loyalty.

Keywords: Employee Retention, Promotional Opportunity, Gender Differences, Workforce Stability, Turnover Rate, HR Strategies, Employee Satisfaction, Organizational Growth, traditional promotion approaches, modern approaches.

TRANSFORMING PLASTIC WASTE INTO ECONOMIC VALUE

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ABSTRACT

Plastic waste management is identified as a serious environmental concern in India, especially with those plastics which cannot be recycled through conventional recycling processes. Non-conventional recycling processes like landfilling and burning of plastic waste have given rise to environmental hazards. In this context, this project aims to present an environmental friendly startup concept based on the process of pyrolysis. Pyrolysis is a thermal degradation process which takes place in the absence of oxygen. This, in turn, inhibits combustion and emissions. The design also focuses on waste collection, segregation, and selection of non-toxic waste, preprocessing, and pyrolysis. At the end of the process, waste is converted into useful products that include oil, gases, and carbon. The gases produced during this process are further reused, and the waste water is treated and recycled using an effluent treatment system. This project is in line with India's Plastic Waste Management Rules and the concept of Extended Producer Responsibility (EPR), as well as Swachh Bharat Mission. It can be concluded from the study that pyrolysis is an effective way to reduce plastic waste and contribute to the development of sustainable industrialization.

Key Words : conventional recycling processes, pyrolysis, waste collection, segregation, and selection of non-toxic waste, preprocessing.

EMERGENCE OF DEEP TECH AND AI STARTUPS

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ABSTRACT

The emergence of Deep Tech and Artificial Intelligence (AI) startups has marked a transformative phase in India's innovation landscape, driving technological advancement and economic competitiveness. Deep Tech startups, characterized by their foundation in advanced scientific research and engineering innovations, are increasingly leveraging AI, machine learning, blockchain, robotics, Internet of Things (IoT), and quantum technologies to develop scalable and disruptive solutions. This study explores the growth trajectory, enabling factors, and challenges associated with Deep Tech and AI startups in India. It examines the role of government initiatives, research institutions, venture capital funding, and digital infrastructure in fostering a supportive ecosystem. The paper also highlights key challenges such as high research and development costs, talent shortages, regulatory uncertainties, and long gestation periods for commercialization. Despite these constraints, Deep Tech and AI startups are contributing significantly to sectors such as healthcare, agriculture, manufacturing, finance, and defense by improving efficiency, automation, and data-driven decision-making. The study concludes that sustained investment, policy support, industry-academia collaboration, and skill development are essential to strengthen India's position as a global hub for Deep Tech and AI innovation.

KEYWORDS : Digital Payments, Unified Payments Interface (UPI), Startup Ecosystem, Financial Inclusion, Fintech, Innovation, Economic Growth, India

**GOVERNMENT INITIATIVES AND POLICY FRAMEWORKS FOR START-UPS:
START-UP INDIA, MSME AND ATMANIRBHAR BHARAT**

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ABSTRACT

Many public spaces, including toilets and roadsides, suffer from poor sanitation, creating health risks and discomfort for citizens. At the same time, thousands of people living on the streets struggle to find stable employment. This start-up addresses both problems by providing professional sanitation services while employing individuals who are currently begging or living in extreme poverty. The main aim of this project is to provide decent standard of living to every person in India. Workers will receive training, uniforms, and safety gear to ensure dignified work and reliable service. The company will earn revenue through monthly cleaning contracts with municipalities, markets, and institutions, making the model financially sustainable and scalable. Unlike existing sanitation programs, this enterprise focuses explicitly on giving a stable livelihood to street living community, combining social impact with a contract-based business model. The start-up aligns with Start-up India, MSME, and ATMANIRBHAR BHARAT, demonstrating how government initiatives can empower socially-driven start-ups to improve public hygiene while transforming lives.

Key Words: Poor sanitation, workers, stable livelihood

THE IMPACT OF GENDER-DIVERSE FOUNDING TEAMS ON INNOVATION

OUTPUT.

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ABSTRACT

This study investigates the impact of gender-diverse founding teams on innovation output within entrepreneurial ventures and emerging firms. In an increasingly dynamic and competitive business environment, innovation serves as a critical determinant of organizational growth, adaptability, and long-term sustainability. The research explores how gender diversity in founding teams influences innovation performance through enhanced creativity, improved decision-making quality, cognitive diversity, and broader strategic perspectives. The research provides valuable implications for entrepreneurs, investors, policymakers, and incubators by emphasizing the strategic importance of promoting gender diversity in startup ecosystems. Encouraging inclusive founding structures not only supports social equity but also enhances innovation outcomes, firm resilience, and sustainable economic development.

Keywords: Gender Diversity, Founding Teams, Innovation Output, Entrepreneurial Ventures, Product Innovation,

EVOLUTION OF THE INDIAN STARTUP LANDSCAPES

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ABSTRACT

Since the launch of the **Startup India** initiative in 2016, India's startup ecosystem has undergone a structural transformation, evolving from a metro-centric, service-driven landscape into the world's third-largest startup hub by volume. The post-2014 period reflects significant expansion in the number of formally recognised startups, increased venture capital inflows, growing unicorn creation, and diversification across sectors such as fintech, deep-tech, healthtech, electric mobility, and artificial intelligence. Research indicates that policy interventions—including tax incentives, simplified compliance frameworks, seed funding schemes, and incubator support—have reduced entry barriers and enhanced entrepreneurial formalisation. Simultaneously, the ecosystem has expanded geographically, with Tier-2 and Tier-3 cities emerging as new innovation clusters, reflecting broader digital penetration and infrastructural development. However, persistent challenges remain, including funding concentration in major metros, limited R&D intensity, regulatory uncertainty in emerging technologies, and uneven access to growth capital for deep-tech and socially driven enterprises. Future enhancement of India's startup landscape will depend on strengthening industry–academia collaboration, promoting patient capital for research-intensive ventures, improving regional funding equity, fostering global market integration, and embedding sustainability and inclusivity within innovation frameworks. Overall, the evolution of India's startup ecosystem represents a shift from quantity-driven growth to a more innovation-oriented and globally competitive entrepreneurial model.

KEYWORDS: Indian startup ecosystem, Startup India initiative, venture capital growth, sectoral diversification, deep-tech innovation, regional expansion, regulatory challenges, sustainable and inclusive entrepreneurship.

STARTUPS ECOSYSTEM IN INDIA: RECENT TRENDS AND CHALLENGES

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ABSTRACT:

A startup venture could be defined as a new business that is in the preliminary stages of operation, beginning to grow and is typically sponsored by an individual or small group of entities. It is a young entrepreneurial, accessible business model built on technology and revolution wherein the founders develop a product or service for which they foresee demand through disruption of existing or by creating entirely new markets. Sources for Startup Funding Are Bootstrapping, Crowd Funding, Venture Capital and Angel Investment. Some of the major issues and challenges are Lack of Monetary Resources, Problems in Revenue Generation and Nonexistence of Supportive Infrastructure. Recent Trends in Startup India includes Artificial Intelligence, innovation, discovery and observance.

Keywords: Startup, Sources, Problems and Trends

SUSTAINABLE AND SOCIAL ENTREPRENEURSHIP TRENDS IN INDIA

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ABSTRACT

Sustainable and social entrepreneurship has become an important trend in India's startup ecosystem, focusing on solving social and environmental problems through innovative business models. Entrepreneurs are developing impact-driven solutions in areas such as renewable energy, waste management, healthcare, education, and financial inclusion. Government support, impact investing, and technological advancements have encouraged the growth of this sector. However, challenges like limited funding, regulatory issues, and scalability constraints remain. Strengthening policy support and financial mechanisms is essential to promote sustainable and inclusive development in India.

KEYWORDS : Sustainable entrepreneurship, Social entrepreneurship, Impact investing, Startup ecosystem, Inclusive development, Environmental sustainability, India.

**BEYOND UNICORNS: EMERGING TRENDS AND HIDDEN CHALLENGES IN
INDIA’S STARTUP ECOSYSTEM”**

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ABSTRACT

India has emerged as a prominent global startup hub, driven by rapid digitalization, a large talent pool, and supportive government policies. Over the past decade, startups have played a crucial role in fostering innovation, employment generation, and economic diversification. However, the widespread emphasis on unicorn valuations often presents a limited understanding of the broader startup ecosystem. This article provides a comprehensive analysis of the emerging trends and persistent challenges shaping India’s startup environment. Key trends include the decentralization of startup activity toward tier-2 and tier-3 cities, increased reliance on advanced technologies such as artificial intelligence and fintech platforms, growing participation in sustainable and social entrepreneurship, and enhanced institutional support through government and incubation initiatives. Simultaneously, the study identifies critical challenges including funding volatility, excessive cash burn, regulatory and compliance complexities, skill mismatches, talent retention issues, and high startup mortality rates. The article argues that long-term success of India’s startup ecosystem depends on shifting the focus from rapid valuation growth to sustainable, inclusive, and innovation-driven business models. It concludes that addressing structural challenges while leveraging emerging trends is essential for building a resilient startup ecosystem capable of contributing to sustained economic growth

Keywords: Startup Ecosystem, Indian Economy, Emerging Trends, Entrepreneurial Challenges, Innovation, Sustainability

**ROLE OF GOVERNMENT INITIATIVES IN STRENGTHENING THE STARTUP
ECOSYSTEM IN INDIA – A STUDY ON STUDENT PERCEPTION**

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ABSTRACT

Introduction India has transformed into one of the fastest-growing startup ecosystems in the world. Over the past decade, proactive government policies, digital transformation, financial inclusion reforms, and improved ease of doing business have significantly contributed to this growth. Students play a vital role in shaping the future entrepreneurial ecosystem. Universities act as innovation hubs, providing intellectual capital, research infrastructure, and startup incubation opportunities. This research examines how government initiatives influence student awareness, perception, and entrepreneurial intention India has emerged as one of the world's leading startup ecosystems due to proactive government interventions. Initiatives such as Startup India, Atal Innovation Mission, make in India, and Digital India aim to foster innovation, entrepreneurship, and job creation. This study analyses student perception regarding these initiatives and evaluates their effectiveness in encouraging entrepreneurial intentions. Using a structured questionnaire survey, the study finds moderate awareness but limited participation among students. The research concludes that while government policies are strong at the macro level, execution and awareness at the student level require enhancement. This study analyses the role of government initiatives in strengthening India's startup ecosystem, focusing specifically on student perception. The research uses primary data collected from 120 students through a structured questionnaire. The findings reveal that 65% of students are aware of government initiatives, and 70% express interest in entrepreneurship. However, active participation remains limited due to procedural complexity and lack of mentorship support.

Key Words : fastest-growing startup ecosystems, digital transformation, financial inclusion reforms

ECOSYSTEM AT THE ARTS–STEM CONVERGENCE: DEEP-TECH TRANSFORMATION STARTUP IN INDIA

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Abstract

This study examines the structural transformation of India’s startup ecosystem through an Arts–STEM convergence lens, analyzing emerging deep-technology trends (AI, robotics, biotechnology, climate-tech) and identifying institutional asymmetries that influence innovation outcomes. Using an entrepreneurial ecosystem framework integrated with National Innovation Systems (NIS) and Quadruple Helix theory, this study synthesizes secondary datasets (2024–2026), policy documents, venture capital analytics, and sectoral trend reports. Conceptual modeling is employed to identify governance and funding distortions. India surpassed 115,000 DPIIT-recognized startups by early 2026, with deep-tech accounting for approximately 12–15% of total ventures but attracting over 38% of venture capital inflows. AI-driven startups grew by 28% annually (2023–2025), while climate-tech funding increased by 42% post-2023 ESG mandates. However, arts-tech ventures receive less than 5% of total risk capital despite strong employment elasticity. Regulatory bottlenecks, infrastructure concentration in Tier-1 hubs, and IP commercialization gaps constrain ecosystem inclusivity. The paper introduces an Arts–STEM Convergence Ecosystem Model (ASCEM) to explain structural capital asymmetries and proposes governance recalibration mechanisms for balanced innovation growth. It contributes theoretically to ecosystem literature by integrating creative industries into deep-tech policy discourse.

Keywords: Startup ecosystems; Arts–STEM convergence; Deep technology; AI governance; Innovation policy; India; Entrepreneurial asymmetry

STARTUP ECOSYSTEM IN INDIA : RECENT TRENDS AND CHALLENGES

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ABSTRACT:

The Indian startup ecosystem has rapidly evolved into one of the largest and most dynamic in the world, playing a crucial role in employment generation and economic growth. Its growth accelerated in the early 2000s with IT and software ventures, and was further boosted by government initiatives like Startup India (2016), which provided funding, mentorship, and regulatory support. Rapid digital adoption after 2020 strengthened sectors such as e-commerce, fintech, and edtech. Startups like Flipkart, Ola, and Byju's have created thousands of direct and indirect jobs while promoting self-employment, skill development, and innovation-driven opportunities. Despite challenges like funding gaps, regulatory hurdles, market competition, scalability issues, and talent shortages, startups continue to expand into Tier-2 and Tier-3 cities. They contribute significantly to regional development, GDP growth, and inclusive economic progress. Overall, India's startup ecosystem acts as a powerful engine for sustainable development, innovation, and entrepreneurship.

Keywords: Startup Ecosystem, Employment Generation, Economic Growth, Innovation, Government Initiatives, Skill Development, Funding Challenges, Digital Adoption

EVOLUTION OF THE INDIAN STARTUP LANDSCAPES

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ABSTRACT

Since the launch of the **Startup India** initiative in 2016, India's startup ecosystem has undergone a structural transformation, evolving from a metro-centric, service-driven landscape into the world's third-largest startup hub by volume. The post-2014 period reflects significant expansion in the number of formally recognised startups, increased venture capital inflows, growing unicorn creation, and diversification across sectors such as fintech, deep-tech, healthtech, electric mobility, and artificial intelligence. Research indicates that policy interventions—including tax incentives, simplified compliance frameworks, seed funding schemes, and incubator support—have reduced entry barriers and enhanced entrepreneurial formalisation. Simultaneously, the ecosystem has expanded geographically, with Tier-2 and Tier-3 cities emerging as new innovation clusters, reflecting broader digital penetration and infrastructural development. However, persistent challenges remain, including funding concentration in major metros, limited R&D intensity, regulatory uncertainty in emerging technologies, and uneven access to growth capital for deep-tech and socially driven enterprises. Future enhancement of India's startup landscape will depend on strengthening industry–academia collaboration, promoting patient capital for research-intensive ventures, improving regional funding equity, fostering global market integration, and embedding sustainability and inclusivity within innovation frameworks. Overall, the evolution of India's startup ecosystem represents a shift from quantity-driven growth to a more innovation-oriented and globally competitive entrepreneurial model.

KEYWORDS: Indian startup ecosystem, Startup India initiative, venture capital growth, sectoral diversification, deep-tech innovation, regional expansion, regulatory challenges, sustainable and inclusive entrepreneurship.

**EMPOWERING INCLUSIVE ENTREPRENEURSHIP: A STATE-WISE ANALYSIS OF
THE STARTUP INDIA SEED FUND SCHEME (SISFS) AND ITS IMPACT ON
WOMEN-LED STARTUPS**

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ABSTRACT

While the Startup India Seed Fund Scheme (SISFS) is an essential lifeline for early-stage businesses, its nationwide reach and capacity to assist a wide variety of founders continue to be important areas of research. The effectiveness of the program in bridging regional divides and empowering female entrepreneurs is the main emphasis of this study, which looks at its success across Indian states between April 2021 and October 2025. Through the analysis of official data from the Press Information Bureau, the study monitors key indicators such as the percentage of authorised funds, the actual amount of capital used, and the precise disbursement ratios for women-led enterprises in all 28 States and 8 Union Territories. According to the statistics, there is a notable "Fund Efficiency Gap" with the national average for budget utilisation being at 60.43%, despite the fact that major industrial hubs like Maharashtra and Karnataka lead in overall funding. By achieving inclusion rates of 88.7% and 70.7%, respectively, smaller ecosystems like Haryana and Delhi are presently surpassing established hubs in terms of gender-focused assistance. Achieving truly inclusive entrepreneurship will necessitate special policy changes, such as stronger regional support frameworks to overcome current distribution disparities and explicit incubator quotas for women, the report concludes, even though the SISFS is a solid growth engine.

Key Words : Startup India Seed Fund Scheme (SISFS), early-stage businesses, gender-focused assistance.

**DIGITAL FINANCIAL INCLUSION IN CHENNAI'S STARTUP ECOSYSTEM: A
PRIMARY STUDY ON FINTECH ADOPTION AMONG MSMEs**

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ABSTRACT

Digital Financial Inclusion has emerged as a transformative force in India's MSME sector, particularly within Chennai's evolving startup ecosystem. As financial technology (Fintech) solutions such as digital payment platforms, AI-driven lending systems, and online banking services expand rapidly, Micro, Small, and Medium Enterprises (MSMEs) are increasingly shifting from traditional banking practices to digital financial tools. Chennai, being a significant commercial and entrepreneurial hub, presents a dynamic landscape to examine this transition. This study explores the extent of Fintech adoption among MSMEs in Chennai and analyzes how digital financial services influence operational efficiency, credit accessibility, and business growth. Based on primary data collected from MSME owners and startup founders through a structured questionnaire, the research highlights the growing acceptance of digital payment systems while identifying persistent challenges such as limited digital literacy, regulatory concerns, and technological barriers in suburban business clusters. The study emphasizes the need for targeted policy support and financial awareness initiatives to strengthen digital financial inclusion and enhance the sustainability of Chennai's MSME ecosystem.

Keywords: Fintech, MSMEs, Digital Financial Inclusion, Startup Ecosystem, Chennai,

Financial Technology

**FOOD TECH STARTUPS AND CHANGING HUMAN BEHAVIOUR IN INDIA: A
STUDY OF EMERGING TRENDS AND CHALLENGES**

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ABSTRACT:

The Food Technology (Food Tech) sector has emerged as one of the most transformative segments within India's startup ecosystem. The integration of digital platforms, artificial intelligence, cloud kitchens, and data analytics has fundamentally reshaped the way consumers access, purchase, and consume food. Rapid urbanization, increased internet penetration, evolving lifestyles, and rising health awareness have significantly influenced consumer behaviour patterns. This research paper aims to examine the growth of FoodTech startups in India and analyze how changing consumer behaviour is driving innovation and business model transformation in the sector. The study adopts a descriptive research design using secondary data sources such as industry reports, research articles, company publications, and government reports. The findings indicate that consumer preferences have shifted toward convenience, personalization, health-conscious options, and sustainability. While the sector offers immense growth opportunities, it also faces challenges related to profitability, logistics management, and intense competition. The paper concludes that the future of FoodTech in India depends on technological innovation, customer retention strategies, and sustainable operational models.

Keywords: Food Tech Startups, Consumer Behaviour Change, Digital Adoption, Innovation, Government Initiatives, Skill Development, Sustainable Consumption.

**NAVIGATING THE EMERGING TRENDS AND CHALLENGES OF THE INDIAN
START-UP ECOSYSTEM**

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ABSTRACT

India's start-up ecosystem has expanded rapidly in recent years, fuelled by technological advancements, supportive government initiatives, increasing venture capital investments, and a growing entrepreneurial mindset. The aim of this study is to explore the latest trends influencing the Indian start-up environment and to examine the key financial, regulatory, structural, and operational challenges affecting its sustainable growth. The research also intends to propose strategic recommendations to enhance ecosystem efficiency and long-term viability. The study employs a descriptive and analytical research framework utilizing both primary and secondary data. Secondary data were sourced from government publications, industry reports, start-up repositories, and policy documents related to initiatives such as Startup India. Primary data were collected through structured questionnaires and interviews conducted with start-up founders, incubator representatives, and industry professionals from metropolitan as well as tier-II cities. Statistical techniques including percentage analysis, ranking methods, and correlation analysis were used to analyze and interpret the data. The analysis indicates that significant emerging trends include accelerated digital adoption, expansion into sectors such as fintech, health-tech, ed-tech, and artificial intelligence, along with increasing entrepreneurial activity in smaller cities. Nevertheless, the study identifies persistent challenges such as funding instability, complex regulatory procedures, intense competition, talent shortages, infrastructural limitations, and sustainability issues. Regional disparities in ecosystem development were also observed, with major urban centers demonstrating more robust support mechanisms. The findings suggest that although India's start-up ecosystem shows strong momentum and global potential, overcoming systemic constraints is crucial for sustained development. Enhancing regulatory clarity, strengthening early-stage funding support, promoting skill development, and encouraging balanced regional growth are essential for building a resilient ecosystem. Collaborative efforts among policymakers, investors, academic institutions, and industry stakeholders are imperative to effectively manage emerging trends and address existing challenges.

Keywords: Indian Start-Up Ecosystem, Emerging Trends, Digital Adoption, Venture Capital Investment, Regulatory Challenges, Entrepreneurial Growth, Regional Disparities, Sustainable Development.

INNOVATION AND SUSTAINABILITY IN THE INDIAN START-UP ECOSYSTEM

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ABSTRACT

India's start-up ecosystem has become a significant catalyst for economic development, technological progress, and job creation. Despite its rapid expansion, maintaining innovative momentum while ensuring long-term economic, social, and environmental sustainability remains a pressing challenge. The aim of this study is to investigate how innovation contributes to sustainable growth within the Indian start-up ecosystem and to identify the critical determinants that influence sustainable entrepreneurial development across various sectors. This research follows a descriptive and analytical approach, drawing upon both primary and secondary sources of data. Secondary information was obtained from government policy documents, industry analyses, start-up databases, and sustainability-related reports. Primary data were collected through structured questionnaires and interviews with start-up founders, incubator and accelerator representatives, investors, and domain experts from major and emerging start-up hubs in India. Analytical techniques such as percentage analysis, weighted mean ranking, and regression analysis were employed to assess the association between innovative practices and sustainability performance. The results indicate that technological advancement, digital innovation, adoption of green business strategies, and socially responsible entrepreneurship play a crucial role in enhancing start-up sustainability. However, barriers such as limited availability of green financing, regulatory complexities, increased operational expenditure, and insufficient awareness of sustainability standards restrict long-term success. The study further highlights that institutional support systems, including government initiatives and incubation networks, significantly encourage the adoption of sustainable innovation. The findings emphasize that innovation and sustainability function as complementary elements within the Indian start-up ecosystem. While innovation accelerates growth and competitiveness, sustainability ensures stability and endurance over time. Strengthening regulatory frameworks, expanding access to sustainable financing, enhancing awareness of responsible business practices, and fostering collaborative partnerships among stakeholders are vital to developing a resilient and future-ready start-up environment in India. Integrating innovation with sustainable strategies will be essential for achieving balanced economic progress and global relevance.

Keywords: Indian Start-Up Ecosystem, Emerging Trends, Entrepreneurial Growth, Venture Capital, Policy Support, Digital Transformation, Regulatory Challenges, Ecosystem Development

**STRENGTHENING THE INDIAN START-UP ECOSYSTEM OPPORTUNITIES,
BARRIERS, AND THE ROAD AHEAD**

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ABSTRACT

India's start-up ecosystem has witnessed remarkable growth, emerging as one of the world's prominent centers for innovation and entrepreneurial ventures. Although substantial advancements have been achieved in areas such as funding access, digital connectivity, and policy initiatives, various structural and operational obstacles continue to influence its long-term sustainability. The aim of this study is to explore the key opportunities accelerating the growth of the Indian start-up ecosystem, examine the major barriers limiting its progress, and suggest strategic measures for future advancement. This research follows a descriptive and analytical approach utilizing both primary and secondary data. Secondary information was collected from government documents, industry reports, start-up databases, and scholarly publications related to entrepreneurial development and ecosystem frameworks. Primary data were obtained through structured questionnaires and interviews with start-up founders, incubator representatives, venture capitalists, and entrepreneurship experts from metropolitan and emerging start-up regions. The study identifies considerable opportunities including rapid digital adoption, a growing domestic consumer base, increased investor engagement, favorable government policies, and innovation across sectors such as fintech, health-tech, ed-tech, and artificial intelligence. At the same time, persistent challenges such as limited early-stage funding, regulatory hurdles, high compliance expenses, talent gaps, infrastructural deficiencies, and intense market competition were observed. The findings also reveal regional imbalances, with established urban hubs exhibiting more developed support systems compared to smaller cities. The research concludes that despite its strong growth trajectory and global potential, the Indian start-up ecosystem must address systemic bottlenecks to achieve sustained and inclusive development. Enhancing regulatory clarity, expanding diversified funding mechanisms, strengthening entrepreneurial skills, and encouraging balanced regional growth are essential for future resilience. A coordinated effort among policymakers, investors, academia, and industry stakeholders is crucial to overcome existing barriers and build a sustainable and competitive start-up ecosystem in India.

Keywords: Indian Start-Up Ecosystem, Entrepreneurial Opportunities, Structural Barriers, Digital Innovation, Venture Capital, Regulatory Framework, Ecosystem Development, Sustainable Entrepreneurship

STARTUP ECOSYSTEM IN INDIA: TRENDS AND CHALLENGES

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ABSTRACT

India's startup ecosystem has rapidly evolved into one of the most dynamic and influential innovation landscapes globally, supported by a combination of technological advancement, policy initiatives, and entrepreneurial enthusiasm. Over the past decade, the country has witnessed remarkable growth in the number of startups across diverse sectors, including financial technology, healthcare, education technology, e-commerce, artificial intelligence, and renewable energy. Factors such as widespread internet accessibility, expanding digital infrastructure, and increasing smartphone penetration have enabled startups to reach vast consumer markets and scale their operations efficiently. In addition, proactive government initiatives, startup-focused schemes, incubation centers, and investor participation have created conducive environment for entrepreneurial development. A significant trend in recent years is the decentralization of startup activity, with emerging innovation hubs in smaller cities complementing traditional metropolitan centers. However, despite these encouraging developments, several challenges continue to constrain the full potential of India's startup ecosystem. Limited access to consistent funding, particularly for early-stage enterprises, remains a major obstacle. Complex regulatory procedures, compliance requirements, and policy uncertainties often increase operational burdens for new ventures. Furthermore, startups frequently encounter difficulties in attracting and retaining highly skilled talent due to intense competition from established corporations offering greater job security and compensation. High market competition, infrastructural disparities between regions, and a substantial rate of startup failure also underline the risks inherent in entrepreneurial ventures. Many startups struggle to achieve scalability, financial sustainability, and long-term profitability.

Keywords: innovation landscapes globally, technological advancement, policy initiatives, and entrepreneurial growth



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