

PEOPLE MANAGEMENT IN 21st CENTURY

Practices and Challenges

Mc
Graw
Hill
Education

SOMBALA NINGTHOUJAM | TEENA SINGH





McGraw Hill Education (India) Private Limited

Published by McGraw Hill Education (India) Private Limited,
444/1, Sri Ekambara Naicker Industrial Estate, Alapakkam, Porur, Chennai-600 116, Tamil Nadu, India

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This edition can be exported from India only by the publishers,
McGraw Hill Education (India) Private Limited.

1 2 3 4 5 6 7 8 9 D103074 22 21 20 19 18

Printed and bound in India.

ISBN (13): 978-93-5316-121-7

ISBN (10): 93-5316-121-5

Portfolio Lead—Business & Economics: *Nikhil Wadhwa*

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Typeset at APS Compugraphics, 4G, PKT 2, Mayur Vihar Phase-III, Delhi 96, and printed at Sanat Printers, 312, EPIP, HSIIDS, Kundli, Haryana.

Cover Designer: *Richa Singh*

Cover Printer: *Sanat Printers*

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CIN: U22200TN1970PTC111531

Toll Free Number: 1800 103 5875

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Stages of Fundraising for Start-Up Companies in India: A Descriptive Study

Kamala Kant Das and A. K. Das Mohapatra

Abstract

Start-up India is a campaign based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage start ups with jobs creation. This paper presents the burgeoning growth of start-up companies, and their potential sources of financing in India. The various stages of development for start-ups, as well as their financing sources at each stage have been explored. The goal of the research was to investigate whether India has made sufficient arrangements to fund the entrepreneurial ideas that have potentials of success and growth in times to come. This paper intends to provide an insight into the prolific funding being made available to Start-up Companies in India, thereby backing any research in this regard. Long sustainability of an entity depends upon changing risk attitude with prevailing circumstances and life cycle of business. Also, at the international level, there is more and more research associated with the importance and ways of financing new businesses and businesses that are in their early phases of development, especially in the period of intense globalization. Therefore, the progress made by India so far and the incentives and regulations framed by the Government of India have been discussed hereunder.

Key words: Globalization, start-up, Sources of finance, incubators, Venture capital

Introduction

A start-ups is a young company that is just beginning to develop. Start-ups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market. Finance is the life span of every business, in early globalization sources of finance for innovative ideas are limited, presently numbers of sources are available at different growing stages of a start-ups. Availing right sources of finance at the right stage of start-ups is essential, which gives inclusive potential to grow. In 2004 Start-ups report, NASSCOM unveiled that India is the fastest growing start-up eco-system and with approximately 3100 strtups it is third largest ecosystem globally. On average, more than 800 strat-ups are setting up annually NASSCOM project that there would be approximately 11500 start-ups employing 250k people by 2020.