

STUDENT ENTREPRENEURSHIP CHALLENGES IN INDIA

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ABSTRACT

This paper examines the challenges faced by student entrepreneurs in India, aiming to slip light on the factors impacting their entrepreneurial trip. The disquisition employs mixed-styles approach, combining qualitative interviews and quantitative checks to gather comprehensive receptivity. Findings reveal a myriad of challenges, including limited access to backing, lack of mentorship, nonsupervisory hurdles, and societal spots also, cultural morals and educational systems impact scholars' perceptions and amenability to pursue entrepreneurship. Understanding these challenges is vital for policymakers, educators, and stakeholders to develop targeted interventions and support systems to foster a thrivin ecosystem for student entrepreneurship in India.

KEYWORDS - Research paper, Challenges to start a Startup, Entrepreneurship, Barrier for Startup, Barriers for Entrepreneurs.

INTRODUCTION

Entrepreneurship challenges define the problems or issues that faced by entrepreneurs and students who start startups in India. In recent years, the entrepreneurial landscape in India has witnessed a significant transformation, fueled by a burgeoning ecosystem and government initiatives aimed at fostering innovation and entrepreneurship. Among the key contributors to this evolving entrepreneurial landscape are students, who, armed with passion, creativity, and ambition, are increasingly venturing into the realm of startups. However, despite the promising opportunities, students face a myriad of challenges when embarking on the journey of starting a startup in India. This dissertation explores these challenges in depth, shedding light on the complexities and obstacles that students encounter along the way. One of the foremost challenges faced by students in India is the lack of adequate funding and financial support. Unlike seasoned entrepreneurs who may have access to capital through personal savings or established networks, students often struggle to secure funding for their ventures. Limited access to funds not only impedes the development and scalability of their startups but also restricts their ability to compete in the market effectively. Additionally, the stringent criteria imposed by financial institutions and investors further exacerbate the funding woes of student entrepreneurs, making it challenging for them to translate their ideas into viable businesses. Furthermore, navigating the regulatory landscape poses a significant challenge for student startups in India. The bureaucratic red tape and regulatory complexities often act as barriers to entry, deterring aspiring

entrepreneurs from pursuing their ventures. From obtaining licenses and permits to complying with tax regulations and labor laws, students are confronted with a labyrinth of regulations that can be overwhelming to navigate, especially for those with limited experience in business operations. Moreover, the dearth of mentorship and guidance presents a considerable obstacle for student entrepreneurs. While mentorship plays a pivotal role in the success of startups by providing invaluable insights, advice, and networking opportunities, students often find themselves lacking access to experienced mentors who can offer guidance tailored to their unique needs and challenges. The absence of mentorship not only hampers the growth and development of student startups but also deprives them of the opportunity to learn from the successes and failures of seasoned entrepreneurs. Additionally, the competitive nature of the startup ecosystem poses challenges for students trying to carve a niche for themselves. With a proliferation of startups vying for market share and investor attention, students must contend with intense competition, making it imperative for them to differentiate their offerings and demonstrate a clear value proposition. Moreover, the lack of brand recognition and credibility often puts student startups at a disadvantage, making it harder for them to gain traction and establish themselves in the market. Furthermore, societal perceptions and cultural attitudes towards entrepreneurship present a formidable barrier for student startups in India. Despite the growing recognition of entrepreneurship as a viable career path, traditional mindsets and societal expectations often favor conventional employment over entrepreneurship, discouraging students from taking the entrepreneurial plunge. Moreover, the fear of failure and stigma associated with it can deter students from pursuing their entrepreneurial aspirations, leading them to opt for safer, more conventional career paths. In conclusion, while the entrepreneurial landscape in India holds immense promise and potential, students face a multitude of challenges when embarking on the journey of starting a startup. From funding constraints and regulatory hurdles to the lack of mentorship and societal pressures, navigating these challenges requires resilience, determination, and a strategic approach. By addressing these challenges and leveraging available resources and support systems, student entrepreneurs can overcome obstacles and realize their aspirations of building successful startups that drive innovation and economic growth in India.

REVIEW OF LITERATURE

Section presents the scientific publications related through the exploration protocol outlined and the state-of-the-art business developments. Some common themes observed in the literature and in practice are briefed in this section. The areas in which startups and business supply most value to incipency will be explored in the coming section.

Articles & Journals

1) P. Pujari, Monika arora, Anuj Kumar (2024), "A study on technology adoption challenges" businesses by studying the literature available. The factors impacting are similar in some ways to technology adoption in other businesses but family businesses bring along their own set of challenges to the mix. The study relies on a qualitative research design to identify the factors impacting the technology adoption. Drawing on the secondary data with an in-depth literature review, this study explores how family-run businesses approaches technology adoption. The analysis shows that family-run businesses may face multiple obstacles in the process of acquisition and adoption of technology.

2) Priyanka, Priya, (2024)," A STUDY ON RURAL STARTUPS -CHALLENGES AND OPPORTUNITIES" According to a 2021 World Bank report, 15.3% of people in India live in rural areas. Urban population is subtracted from the overall population to determine the rural population. 15.3 % clearly shows how important rural areas are for India's future development. Entrepreneurship is essential to the development of rural areas. However, past studies solely presented an economic viewpoint on rural development. On the other hand, new approaches to indentifying the difficulties and chances faced by rural startups in small businesses were required.

3) Chandan kumar (2023), "PROBLEMS AND CHALLENGES OF STARTUP UNITS IN INDIA" India is the second largest populated country in the world with a population of 1.2 billion. The job market in India has immense potential to cover this huge population. To this extent, the Government of India has taken initiatives to promote bank financing for startups and provide incentives to promote entrepreneurship and job creation. Startups have been the flavor of the season in the Indian markets over the years. This has resulted in the rise of several domestic startups across India. One of the major contributors to this growth has been mega funding. It is pledged in most firms between the period 2007 and 2015. This has been achieved in line with the global trend that is dominating the space.

4) Dr K Balaji, (2023), "STARTUP INDIA – OPPORTUNITIES AND CHALLENGES" Startups have gained significant attention in recent years due to their potential for driving innovation, economic growth, and job creation. The study aims to explore the ecosystem of startups in India, focusing on the opportunities and challenges faced by these emerging ventures. This paper provides an overview of the Startup India initiative launched by the Indian government and examines the key elements and support mechanisms provided to promote entrepreneurship and startup development. Through a comprehensive review of literature, this research paper highlights the opportunities that the Indian startup ecosystem offers. It explores factors such as access to a large consumer market, a growing economy, availability of skilled talent, and supportive government policies and initiatives

5) Misha V. (2022)," Indian Startup Ecosystem – Challenges and Opportunities" India is a growing market for entrepreneurs and businesses. The startup ecosystem in India has become a global topic of discussion. The business world has seen an explosion of ground-breaking startups giving solutions to genuine problems at a mass level in recent years, thanks to hundreds of bright young people deciding to pursue startups instead of joining multinational businesses and government enterprises. Young entrepreneurs starting tiny enterprises would undoubtedly help the Indian economy in the near future.

6) Pranav Singhal (2023), according to the paper," The Modern Challenges for startups and small businesses in India" Startups are the initial stage organizations, who generally seeks funds in a regular interval of time for growth and expansion. Startups are different from a traditional business as they perform their operations in more corporate way and with the aim of quick growth and expansion.

OBJECTIVES OF RESEARCH

- 1) Identifying Challenges:- Conduct comprehensive literature review and experimental research to identify the key challenges faced by student entrepreneurs in India.
- 2) Analyzing Factors:- Define the factors contributing to these challenges, such as socio-economic background, educational institutions' support, regulatory environment, and market dynamics. Compare the challenges faced by student entrepreneurs in India with those in other countries to provide insights into the unique aspects of the Indian reference.
- 3) Future Directions:- Suggest avenues for future research to admit the understanding of student entrepreneurship challenges in India and develop more targeted obstacle

RESEARCH OF METHDOLOGY

In order to outline the current research and provide some meaningful insights for future research, we first located the relevant articles and then conducted a thematic literature review for a deeper analysis. The methodology of this work is organized as follows. There are two types of the data collection to know well about the research.

A) Primary Data Collection.

B) Secondary Data Collection.

A) Primary data collection source:- The data is collected through a questionnaire using Google Forms from entrepreneurs, students who are starting a startup, and others. Create a Google Form and send it to them to gather research data for the study. Ask entrepreneurs and students some random questions directly to collect the data as well

B) Secondary data collection source:- The data collected by previous research, Google, Internet and collected by others who had done the research about related this topic. This is the type of auxiliary source gathered by previous research paper. Clearly define the research objectives, focusing on understanding the challenges encountered by students when they initiating a startup in India to generate profit and get success.

Articles/journals

Websites

Books

Newspapers

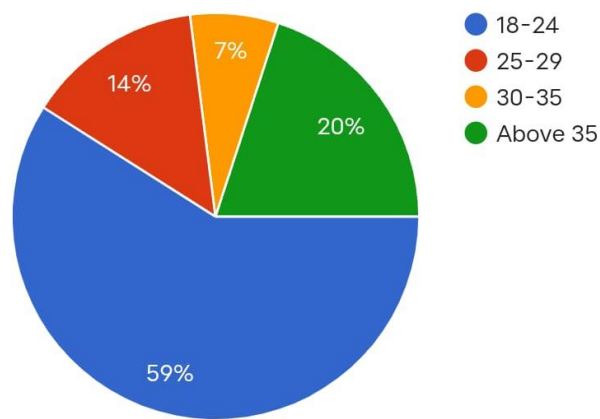
C) Sample size (100 Response)

Questioner data collection-: The data collected by people like Students, Entrepreneurs and Random people by ask some questions through the Google form. The Google form send of all people known unknown through the media like Whatsapp, Face book Etc and collect the data about entrepreneurship challenges.

DATA ANALYSIS & INTERPRETATION

1) Age

100 Responses



Response	Frequency	Percentage
18-24	59	59%
25-29	14	14%
30-35	7	7%
Above 35	20	20%
Total	100	100%

Data analysis:

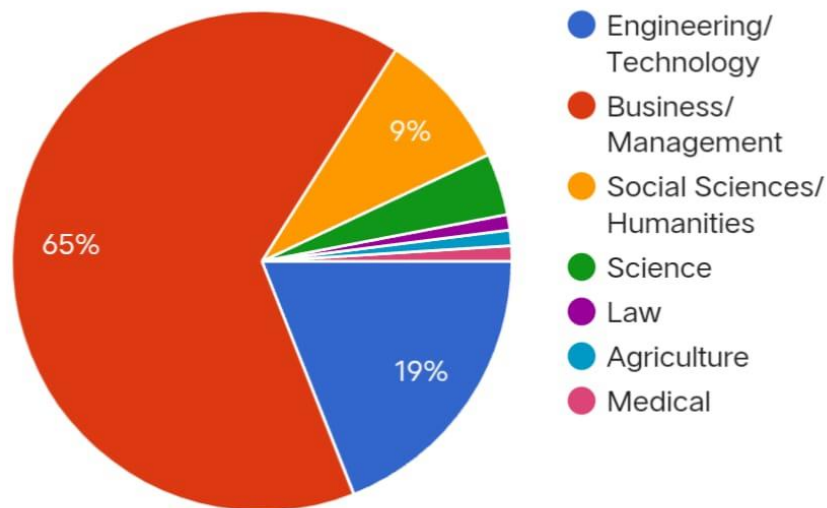
From the above graph and table, it is observed that out of 100 responses, 59 respondent are from 18-24 age group with 59%, 14 respondents are from 25-29 age group with 14%, 7 respondent are from 30-35 age group with 7%, 20 respondent are from above 35 age group with 20%.

Interpretation:

It is observed the most of the respondents are in the age group of 18-24 Years and the less number of respondents belong to the age group of 30-35 years.

2) What is your field of Education

100 Responses



Response	Frequency	Percentage
Engineering & Technology	19	19%
Business / Management	65	65%
Social science /Humanities	9	9%
Science	4	4%
Others	3	3%
Total	100	100%

Data analysis:

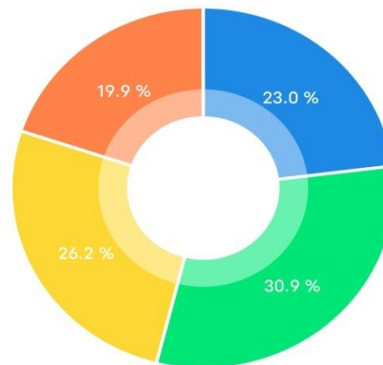
From the above graph and table, it is observed that out of 100 responses, 19 respondent are from Engineering & Technology field with 19%, 65 respondents are from Business /Management field with 65%, 9 respondent are from Social Science /Humanities field with 9%, 4 respondent are from Science and 3 respondent From other group of field with 4% & 3%.

Interpretation:

It is observed the most of the respondents are in Engineering & Technology field and the less number of respondents belong to others field of education.

3) What factors influenced your decision to consider entrepreneurship? (checklist options) 100 Responses

- Desire for independence - 44
- Passion for solving problems - 59
- Opportunity identification - 50
- Lack of job opportunities - 38



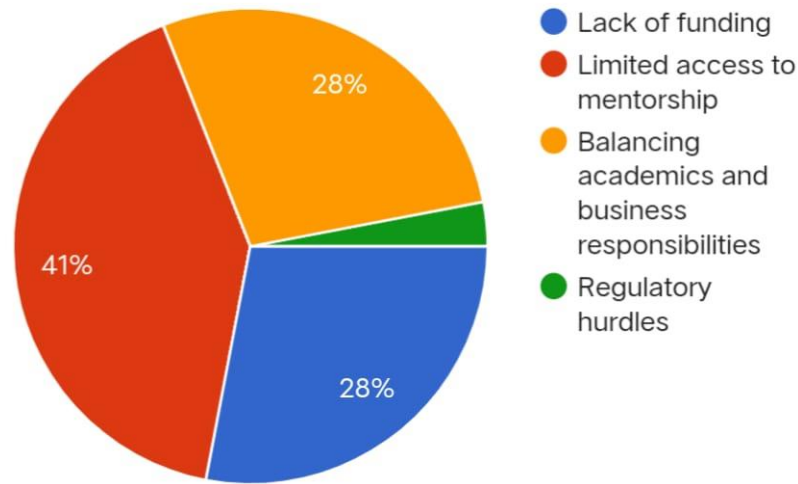
Response	Frequency	Percentage
Desire for independence	44	23%
Passion for solving problem	59	30.9%
Opportunity identification	50	26.2%
Lack of job opportunities	38	19.9%
Total	191 (100) Responses by people	100%

Data analysis:

From the above graph and table, it is observed that out of 100 responses. In this sample people select multiple options where 23% respondent with Desire for independence, 30.9% respondent with passion for solving problem, 26.2% respondent with Opportunity identification and 19.9% respondent with lack of job opportunity.

Interpretation:

It is observed the most of the respondents are in Passion for solving problem and the less number of respondents belong to lack of Job opportunity factors.

4) What do you perceive as the biggest challenges in starting a business as a student in India?

Challenges	Frequency	Percentage
Lack of funding	28	28%
Limited access to mentorship	41	41%
Balancing academics and business responsibilities	28	28%
Regulatory hurdles	3	3%
Total	100	100%

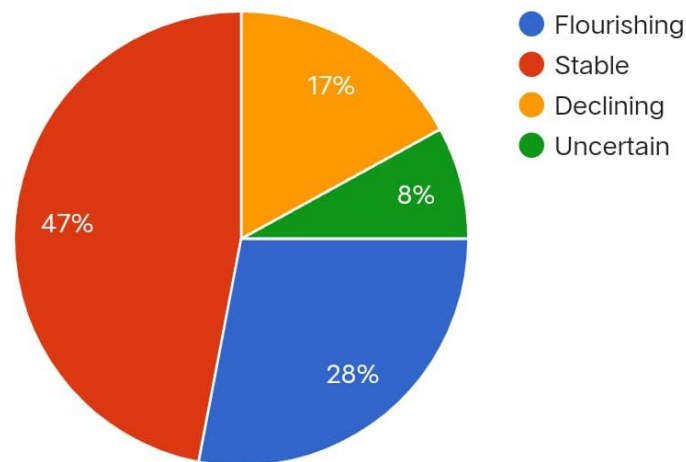
Data analysis:

From the above graph and table, it is observed that out of 100 responses, 28 respondents from lack of funding with 28%, 41 respondents from Limited access to mentorship with 41%, 28 respondents from Balancing academics and business responsibilities with 28%, 3 respondents from Regulatory hurdles with 3%.

Interpretation:

It is observed that most of the respondents are in Limited access to mentorship and the less number of respondents belong to Regulatory hurdles.

5) How do you envision the future of student entrepreneurship in India?



Option	Frequency	Percentage
Flourishing	28	28%
Stable	47	47%
Declining	17	17%
Uncertain	8	8%
Total	100	100%

Data analysis:

From the above graph and table, it is observed that out of 100 responses. 28 respondent from Flourishing with 28%, 47 respondent from Stable with 47%, 17 respondent from Declining with 17%, and 8 respondent from Uncertain with 8%

Interpretation:

It is observed the most of the respondents are in Stable and the less number of respondent belong from Uncertain.

SCOPE OF RESEARCH

- 1) Identifying the major challenges:- It defines the identification of the major challenges faced by students to start a startup in India.
- 2) Analyzing the root causes and factors:- It will help to analyzing the root and factors contributing to these challenges and define the solution for starting a startup in India.

- 3) Examining the impact:- the research will help of these challenges on the success rate and sustainability of student for startups.
- 4) Investigating:- It will investigate how regional variations, such as differences in infrastructure and support systems, affect the challenges faced by student entrepreneurs across India.
- 5) Exploring potential solutions:- the research will explore the potential solutions and strategies to address these challenges, including policy recommendations, educational reforms, and support initiatives.

LIMITATION

- 1) Sample Size:- The research may be limited by the sample size of student entrepreneurs interviewed or surveyed, potentially resulting in a lack of representation from diverse backgrounds, regions, and industries.
- 2) Data Availability:- Access to comprehensive and up-to-date data on student startups in India may be limited, making it challenging to draw definitive conclusions or generalize findings.
- 3) Time punctuality:- Conducting thorough research on this topic may be time-consuming, especially when considering the dynamic nature of the startup ecosystem and the evolving challenges faced by student entrepreneurs.
- 4) Language and Cultural Barriers:- Language barriers and cultural differences may pose challenges in gathering information from diverse regions and communities within India.
- 5) Access to Resources:- Obligation on resources, such as funding, personnel, and technology, may limit the scope and depth of the research conducted.
- 6) External Factors:- External factors, such as changes in government policies, economic conditions, and global events, may impact the findings of the research and the relevance of its conclusions over time.
- 7) Limited Scope of Analysis:- The research may focus primarily on surface-level challenges without delving into deeper underlying issues or exploring interconnected factors comprehensively.

CONCLUSION

The conclusion of a study on student entrepreneurship challenges in India would likely summarize the main findings of the research. It might highlight key obstacles faced by student entrepreneurs, such as lack of funding, limited access to resources, bureaucratic hurdles, and cultural norms favoring traditional career paths. Recommendations for policymakers, educational institutions, and aspiring student entrepreneurs could also be included to address these challenges and foster more conducive environment for student entrepreneurship in India.

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https://www.researchgate.net/publication/370872018_The_Modern_Challenges_for_startups_and_small_businesses_in_India

3) Journals by Priyanka Priya,(2024)

https://www.researchgate.net/publication/378714467_A_STUDY_ON_RURAL_STARTUPS_-_CHALLENGES_AND_OPPORTUNITIES

4) Journals by Misha V March 2022

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https://www.researchgate.net/publication/359707695_Indian_Startup_Ecosystem_-_Challenges_and_Opportunities

5) Book by Mayyappa Sharma Student to entrepreneurship page no. 15- 36.

6) Book by Deshpande on Entrepreneurship and impact page no. 33 – 55.