

The Start-ups

Innovative Solution to Reduce the Gap Between Jobs and Job Seekers

□ Shubhanshu Sharma



Doing Btech from a good engineering college then going for a higher degree in technical or management field and finally finding a job. This used to be a process of securing the future and was a common thinking of a student and his/her parents. At the same time, the number of eligible candidates started increasing and the job vacancies started shrinking. This resulted in the job scarcity.

Increasing number of graduates and stagnation in job opportunities has resulted into a big problem of unemployment. Now what to do for this problem? This

was the time of finding some innovative solution to reduce the increasing gap between jobs and job seekers in India. Time to time many people thought of it. Some of such people who really wanted to secure their future but not by the conventional job taking process. Instead of seeking job in traditional way, they started thinking in a new and innovative manner by starting up their own ventures. This innovative thinking paved the way for the concept of 'Start-ups. Fortunately our Prime Minister Shri Narendra Modi has also given this idea a great boost by making it an ambitious scheme of the government of India.

What is Startup?

Before going further let us first understand what start up is exactly. A startup is basically a company new in market whose foundation stones are just laid down. Employees are very less in number and initial funding by some investors is required in order to run the company. Companies use innovative approach either in their products or in the way of giving their services to buyer. In fact, the initiators of such companies want to become their own boss. They don't want to work under someone else. From the past few years there has been a flurry of startups in India. Many persons with new and innovative ideas are coming forward and opening their own companies. In spite of the huge risk factor involved in it, the number of startups are increasing. Startups like Flipkart, Olacabs, Myntra, Zomato, Hike, Freshdesk, Zabong India, etc. are perfect proof of the fact that there has been a revolution in the thinking process of India. For example, the startups like Flipkart and Myntra have completely changed the traditional way of shopping. Now we can order anything on just a click. Olacabs service is changing the whole picture of public transportation of India. People are thinking differently. Concept of startup is now solving the problem of increasing unemployment.

Innovative Features of Start-ups

Though the concept of startup itself is an innovation, but the 'start-up' as such has certain innovative features as highlighted below:

1. it promotes entrepreneurship and employment,
2. it helps in changing the mindset of people from job seekers to job provider,
3. it gives opportunities to work in partnership with like-minded innovators,
4. it gives unique platform for innovation and development, and
5. it has potential to reduce the gap between the jobs and job seekers.

Starting a 'Start-up'

In order to help these budding entrepreneurs, many big industrialists, business men are funding their money in these startups. Which in entrepreneurs' language are called as Angel Investors. Even our government is also putting efforts towards this innovative change. It has started a STARTUP INDIA project. With the help of this scheme, government is providing a friendly environment to new generation to start something new and innovative.

Government has made a provision of Rs. 10,000 crore funds to support startups in India. Besides it, tax exemption for starting three years, 80% reduction in patent registration fee, launching app to create a platform for interaction and many more things are some of the attractions and support provision for setting up of Startups. Hopefully, this project will give a boost to many of the new startups. Government of India projects like SKILL INDIA and MAKE IN INDIA are also helping these entrepreneurs to come up with a new idea of their startups.

If we explore the pages of history, then we will find that in 1960 for the first time the entrepreneurial movement began in India by the setting up of NISIET (National Institute of Small Industry Extension Training). The innovation came in the mind of people is really changing the complete scenario of professional world. During Mahabharat Krishna said *that 'generations will change, new rituals will come, the time will not remain same forever, it will be changing continuously and so the ideas and thinking of humans'*. Here is the starting of innovative India in professional field. Many revolutionary ideas are coming up to change your lives. This is the power of innovation.

STAY CALM AND START A STARTUP!



*Author is a B.Tech. student at the IIIT Bhubaneswar.
Email: shubhanshu00sharma@gmail.com*

“Dreamers are mocked as impractical. The truth is they are the most practical, as their innovations lead to progress and a better way of life for all of us.”

– Robin S. Sharma