

An empirical study on various Government schemes for start-ups in India

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I. INTRODUCTION

On January 26, 2016, Honourable Prime Minister Narendra Modi introduced Start-up India, one of the best programmes to promote and support emerging entrepreneurs to build strong and stable businesses. A startup is an entrepreneurial initiative that is often a newly formed, rapidly growing business that aims to address a market need by inventing or supplying unique and creative products, processes, or services. The study is based on descriptive research. The current study focuses on start-up schemes such as Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Udaan training programme for unemployed youth in J&K, and National Skill Certification and Monetary Reward Scheme by Ministry of Skill Development and Entrepreneurship, GOI., which are available for start ups' welfare, and this research paper would like to shed some light on the above schemes, so that people who are unaware of them or do not have a clear image of them can learn about them and be able to take advantage of them, allowing rural youngsters to pursue self-employment initiatives as an alternative career path PMKVY, Udaan training programme for unemployed J&K youth, National Skill Certification, and Financial Reward

Key Words:

Start-up, Entrepreneur, Entrepreneurship, Government of India

OBJECTIVES

The purpose of this article is to examine the many startup plans provided by the Government of India's Ministry of Skill Development and Entrepreneurship. This article aims to provide a complete picture of the Pradhan Mantri Kaushal Vikas Yojana, Udaan training programme for unemployed youth of J&K (SII J&K), and National Skill Certification & Monetary Reward (STAR scheme) in order to make unemployed youngsters aware of these programmes and empower them.

WHAT IS A START-UP?

A start-up is defined as an entity that meets the following criteria:

If it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India, it has up to ten years from the date of incorporation/registration.

ii. The entity's annual turnover has not surpassed one hundred crore rupees in any of the financial years since its incorporation/registration.

iii. Entity is working on product or process or service innovation, development, or enhancement, or if it is a scalable business model with a high potential for job creation or wealth creation.

Assuming that an entity has been constituted by splitting up or reconstruction of an existing business shall not be considered a 'Startup'. (MINISTRY OF COMMERCE AND INDUSTRY, NOTIFICATION, New Delhi, the 19th February, 2019).

II. METHODOLOGY

The descriptive research methodology is the focus of the research methodology. Data is gathered mostly from journals, papers, online databases, and, in particular, the websites of the Ministry of Skill Development and Entrepreneurship, the Government of India, and Startup India.

Scheme 1 :PradhanMantriKaushalVikasYojana (PMKVY)

“Let’s make India the Skill Capital of the World”

Introduction:

PradhanMantriKaushalVikasYojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation. The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

Salient Features

- Short Term Training
- Recognition of Prior Learning
- Special Projects
- Kaushal and RozgarMela
- Placement Assistance
- Continuous Monitoring
- Standardised Branding and Communication

Nature of Assistance

The Scheme aims to:

- Encourage standardization in the certification process and initiate a process of creating a registry of skills
- Enable and mobilize a large number of Indian youth to take up skill training and become employable and earn their livelihood. Increase productivity of the existing workforce and align the training and certification to the needs of the country.
- Reward candidates undergoing skill training by authorized institutions at an average monetary reward of Rs.8,000 (Rupees Eight Thousand) per candidate.
- Benefit 24 lakh youth at an approximate total cost of Rs. 1,500 crore.

Who can apply?

This Scheme is applicable to any candidate of Indian nationality who:

- Is an unemployed youth or, school/college dropouts
- Possesses an Aadhaar card and a bank account
- Has a verifiable alternate ID such as PAN or Voter ID (applicable only for the states of NorthEast region and J&K - Additional IDs may be added from time to time)
- Any other criteria, as defined by the SSCs for the respective job roles
- College students should not be allowed or enrolled under PMKVY as the Scheme focuses on school/college dropouts. Additionally, in case of corporates or factory premises, candidates cannot be their own employees or daily wagers.

How to apply?

- Call on 088000-55555 or write to PMKVY@nsdcindia.org for details.
- Website link: <http://pmkvyofficial.org/>

Scheme 2: Udaan training programme for unemployed youth of J&K (SII J&K)

Introduction:

This scheme provides employment oriented training to the youth from the state over five years covering various sectors like business management, software, BPO.

Nature of Assistance

The duration, place and nature of training is decided after considering the profile of the candidates and their skill gap. After completion of the training, the corporate training company will take necessary measures for placement of the trainees in association with NSDC.

Government of India will bear the expenditure on travel from J&K to training destination, boarding & lodging, stipend and placement fee in respect of trainees.

Who can apply?

Graduates, post-graduates and professional degree holders are eligible

How to apply?

- Interested youth for availing the training programme need to visit <https://udaan.nsdindia.org/> website and select the programme.

- To become a corporate trainer partner, proposal may be submitted in the prescribed formats to udaan@nsdcindia.org
- For further details, visit <https://udaan.nsdcindia.org/Home/become-corporate-partner.aspx>

Scheme 3: National Skill Certification & Monetary Reward (STAR scheme)

Introduction:

The scheme is for encouraging skill development among the youth by providing monetary rewards for successful completion of approved training programmes.

Salient Features

- The scheme shall be implemented through Public- Private and Public-Public partnerships.
- The scheme will provide monetary incentives for successful completion of market-driven skill training to approximately Rs.10 lakh youth in a span of one year from the date of implementation of the scheme.
- After the training programme a STAR (Standard Training Assessment & Reward) certificate will be given by GoI, NSDC, RASCI/GJSCI which is valid all over India.

Nature of Assistance

- Assessment and training bodies for all purposes of the scheme will be separate and no overlap of roles will be allowed to maintain transparency and objectivity.
- The monetary reward will be wholly funded by the Ministry of Finance, Government of India, and will be effected through direct bank transfer to the beneficiaries' accounts.
- Appropriate consideration will be provided to the economically backward sections.

Who can apply?

- The scheme is currently meant only for candidates availing themselves of skill development trainings from eligible providers.
- Those training providers, who have no prior affiliation with any government institution or NSDC, will go through a pre-screening process of the Sector Skill Councils (SSCs) according to an Affiliation Protocol prepared by NSDC/SSC.
- Education of minimum 10th Class pass is necessary and should be 18 years and above.

How to apply?

Visit website for details: www.nscsindia.org and approach respective SSC or approach the following:

National Skill Development Corporation, Block A, Clarion Collection, ShaheedJeeet Singh Marg, New Delhi - 110016.

III. CONCLUSION

Several programmes have been developed by various departments of the Government of India, but they have not been brought to the public's attention. For example, the Pradhan Mantri Kaushal Vikas Yojana, the Udaan training programme for unemployed youth in J&K (SII J&K), and the National Skill Certification and Monetary Reward (STAR scheme) are all excellent initiatives that encourage unemployed youths to stand on their feet and become job providers rather than job seekers.

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