

A STUDY ON THE PREPARATION ABOUT IMPACT OF THE INNOVATION SCHEMES IN START-UP INDIA WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

This study examines the impact of innovation schemes under Start-up India on entrepreneurial development with special reference to Coimbatore district. The Government of India has introduced various innovation schemes such as funding support, incubation centres, tax benefits, and skill development programs to promote start-ups and innovation-driven enterprises. The study analyses the awareness, utilization, benefits, and challenges of these schemes among entrepreneurs. Primary data was collected from 90 respondents including start-up founders, small business owners, and aspiring entrepreneurs through structured questionnaires. Percentage analysis was used for data interpretation. The findings reveal that innovation schemes under Start-up India significantly support entrepreneurship by providing financial assistance, technical guidance, and market opportunities. However, challenges such as lack of awareness, procedural difficulties, and limited access to resources still exist. The study suggests improving awareness programs and simplifying procedures to enhance the effectiveness of innovation schemes.

Keywords: Start-up India, Innovation Schemes, Entrepreneurship, Government Support, Coimbatore District

INTRODUCTION OF THE STUDY

In recent years, entrepreneurship has become a key driver of economic growth and innovation. Governments across the world are promoting start-ups to encourage innovation, create employment, and boost economic development. In India, the Start-up India initiative has played a significant role in fostering a supportive ecosystem for entrepreneurs. Start-up India was launched to promote innovation and provide opportunities for individuals to develop their business ideas into successful enterprises. The initiative includes various innovation schemes such as financial assistance, incubation support, mentorship programs, tax exemptions, and ease of doing business. These schemes are designed to reduce the barriers faced by entrepreneurs and encourage the development of innovative products and services. Innovation schemes are particularly important for new entrepreneurs who lack resources, experience, and technical knowledge. These schemes help them access funding, infrastructure, and guidance required to establish and grow their businesses. Coimbatore district, known for its industrial base and entrepreneurial culture, has emerged as a hub for start-ups and small enterprises. Many young growth due to the influence of innovation schemes. However, despite the availability of these schemes, many entrepreneurs face challenges such as lack of awareness, complex procedures, and limited access to support systems. This study aims to analyse the impact of entrepreneurs in the region are actively engaging in innovative business activities supported by government schemes. Sectors such

as technology, manufacturing, textiles, and services are witnessing significant innovation schemes under Start-up India on entrepreneurial development in Coimbatore district.

OBJECTIVES OF THE STUDY

- To analyse the level of awareness among entrepreneurs and start up founders in Coimbatore district regarding the Start-up India innovation schemes.
- To examine the extent to which start-ups in Coimbatore district utilize the benefits provided under the Start-up India innovation schemes.
- To evaluate the impact of Start-up India innovation schemes on the growth, performance, and sustainability of start-ups in Coimbatore district.
- To assess the effectiveness of financial, technical, and mentoring support provided through Start-up India schemes to start-ups in Coimbatore.
- To identify the key challenges and barriers faced by start-ups in Coimbatore district in accessing and implementing Start-up India innovation schemes.

STATEMENT OF THE PROBLEM

Entrepreneurship plays an important role in economic development by creating employment opportunities and promoting innovation. However, many aspiring entrepreneurs face challenges such as lack of financial resources, technical knowledge, and business support. To address these challenges, the Government of India introduced the Start-up India initiative, which includes various innovation schemes aimed at supporting entrepreneurs. These schemes provide financial assistance, infrastructure, mentorship, and policy support to encourage start-up growth. Despite these efforts, many entrepreneurs in Coimbatore district are unable to fully utilize these schemes due to lack of awareness, complicated procedures, and limited access to information. Additionally, some entrepreneurs face difficulties in meeting eligibility criteria and accessing funding. Therefore, it is important to study the impact of innovation schemes and understand how effectively they support entrepreneurial development. This study attempts to analyse these aspects and provide insights into improving the implementation of Start-up India schemes.

LIMITATIONS OF THE STUDY

- **Limited access to data**
Not all start-ups share detailed information about finances, funding, or operations.
- **Short evaluation period**
Start-up India was launched in 2016, so long-term effects are not fully visible.
- **Focus on successful start-ups**
Failed or inactive start-ups may be excluded, causing a biased view.
- **Urban concentration**
Most start-ups are in metro cities, so results may not represent rural or smaller towns.
- **Difficulty in measuring impact**
Hard to separate the effect of government schemes from other market or economic factors.
- **Policy awareness gap**

Some entrepreneurs may not fully know or use the available schemes.

- **Dynamic start up environment**

Rapid changes in technology, funding, and regulations may make findings time-sensitive.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopts a descriptive and analytical research design to understand the impact of innovation schemes under Start-up India.

DATA COLLECTION

1. PRIMARY DATA

Primary data was collected through structured questionnaires distributed to start-up founders, entrepreneurs, and business owners in Coimbatore district. The questionnaire included questions related to awareness, usage, benefits, and challenges of innovation schemes.

2. SECONDARY DATA

Secondary data was collected from journals, research articles, government reports, websites, and publications related to Start-up India and entrepreneurship.

SAMPLE SIZE

A total of 100 respondents from start-ups and small enterprises in Coimbatore district were selected for the study.

SAMPLING TECHNIQUE

Convenience sampling method was used for selecting respondents.

TOOLS FOR ANALYSIS

- Simple Percentage Analysis
- Chi-Square Test

REVIEW OF LITERATURE

1. Gupta and Sharma (2023) studied the role of Start-up India in promoting entrepreneurship. The study found that government schemes significantly support start-up growth and innovation.
2. Kumar (2024) analysed the effectiveness of innovation schemes in India. The study concluded that financial support and incubation centres play a key role in start-up success.
3. Patel and Mehta (2024) examined challenges faced by start-ups. The study highlighted issues such as lack of awareness and procedural complexities.
4. Rao (2023) studied the impact of government policies on entrepreneurship. The research revealed that policy support improves business sustainability and growth.
5. Singh (2025) analysed the role of innovation in economic development. The study concluded that innovation schemes contribute to employment generation and technological advancement.

DATA ANALYSIS AND INTERPRETATION

Table 1: Age-wise Distribution of Respondents

S.No	Category	Frequency	Percentage (%)
1	Below 25 years	61	61.0%
2	25 – 35 years	26	26.0%
3	36 – 45 years	9	9.0%
4	Above 45 years	3	3.0%
	Total	99	100.0%

Source: Primary Data

Interpretation:

The data reveals that the majority of respondents (61.0%) are below 25 years of age, indicating a predominance of young entrepreneurs in the Coimbatore start-up ecosystem. Respondents in the age group 25–35 years constitute 26.0%, while 9.0% fall in the 36–45 age bracket and only 3.0% are above 45 years. This pattern suggests that Startup India schemes are most visible and relevant to the younger entrepreneurial community.

Table 4.2: Gender-wise Distribution of Respondents

S.No	Category	Frequency	Percentage (%)
1	Male	47	47.0%
2	Female	50	50.0%
3	Prefer not to say	2	2.0%
	Total	99	100.0%

Source: Primary Data

Interpretation:

The gender distribution of respondents shows a near-equal representation, with female respondents forming a slight majority at 50.0%, followed by males at 47.0%. A marginal 2.0% preferred not to disclose their gender. The balanced gender profile reflects the increasing participation of women in the entrepreneurial landscape of Coimbatore, supported by the inclusive initiatives under Startup India.

Table 4.3: Educational Qualification of Respondents

S.No	Category	Frequency	Percentage (%)
1	Undergraduate	49	49.0%
2	Postgraduate	27	27.0%
3	Professional Degree	11	11.0%
4	Others	12	12.0%
	Total	99	100.0%

Source: Primary Data

Interpretation:

Nearly half of the respondents (49.0%) hold an undergraduate degree, followed by postgraduates at 27.0%. Holders of professional degrees account for 11.0%, while 12.0% belong to other educational categories. This distribution implies that most entrepreneurs operating in Coimbatore possess

foundational academic qualifications, though a significant proportion are postgraduates and professionally trained, indicating a skilled entrepreneurial pool.

FINDINGS

1. More than half (61%) of the sample surveyed are under 25 years of age, which indicates that the youth largely drive the current startup community.
2. The demographic cohort from 25 to 35 years old consists of 26% indicating some degree of knowledge and proficiency, whereas engagement diminishes significantly after 35 years old.
3. The respondents comprised approximately equal numbers of females (50%) and males (47%) suggesting that there is an increased degree of inclusive representation of women.
4. The majority of respondents possess at least one undergraduate/ postgraduate level degree (76%) representing the impact that formal education has on an individual's path in entrepreneurship.
5. Respondents over 45 years of age represent an insignificant portion (3%) of the total and only 11% possess a professional level of degree suggesting a very low representation of seasoned professionals with industry experience and or specialist qualifications.

SUGGESTIONS

1. To enhance the participation of mature entrepreneurs, especially those in the 35-45 year age range, there needs to be more incentives and opportunities for mentoring them.
2. There should also be more resources available to provide training, mentoring and financial assistance for younger entrepreneurs starting their own businesses.
3. To assist more female entrepreneurs, greater access to financial resources, mentorship and networking opportunities should be created through initiatives geared toward women.
4. There should be an increased focus on professional certification programs, continued education and skills development initiatives to improve on entrepreneurial capabilities.
5. Schools should include education on the startup process, innovation labs and incubator support to help close the gap between education and entrepreneurship.

CONCLUSION

It appears that most of the people working in startups are young and educated. A large number of both men and women work in these types of environments, which is a positive step toward creating a more inclusive environment that values both gender and age diversity. Data shows that relatively few older, experienced professionals are currently participating in the startup ecosystem; this raises concerns about the lack of professional experience and mentorship available to new entrepreneurs through the current ecosystem. While formal educational attainment appears to have a strong correlation with engaging as an entrepreneur, there is continuing need to enhance the level of skill-based training and experiential learning within the startup ecosystem. The final answer to making the startup ecosystem more balanced, capable and sustainable lies in enhancing opportunities for youth, including more seasoned, experienced individuals and providing continued encouragement of female entrepreneurs.

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