Abstract

Starts up business have always played an important role in global economy.

Recently their importance has grown significant. The start ups are kind of companies which

are innovative in their course of development, analysis, evaluation, research for the target

segment. The government launched Make in India initiative which aims at promoting India

as an investment destination. The department of industrial policy worked with the group

of highly specialized agencies to build brand new infrastructure including dedicated

help desk and a mobile first website. The Start-up India launched to promote an

entrepreneurship among people from schedule cast, schedule tribes and a woman who

will be provided loans. This research paper states the idea of Start-up India campaign

which was started on 15th, August 2015. In this paper various Government policies,

schemes, strategies related to start-ups are discussed. Start-up is one of the most eminent

event that everyone is talking about today. This campaign is particularly based on

enhancing the entrepreneurs and their job availabilities.