# Government's Role in Creating a Start-Up Ecosystem : The Indian Youth's Perception

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## Abstract

**Purpose : The purpose of this research was to investigate the perception of Indian youth regarding the start-up environment in India. The study aimed to identify the factors influencing the youth's perception and determine their attitudes toward entrepreneurship in the Indian scenario.**

**Methodology : The study analyzed the relationship between the constructs using a descriptive research technique. This study's data was acquired using a standardized questionnaire and verified metrics. The data were acquired mostly from the Bhopal city by using a Google form (Madhya Pradesh). The inverse square root method was used to compute the sample size required for the study. Using SmartPLS software, the structural model of the study was examined, and the hypotheses were tested.**

**Findings : According to the study's findings, government initiatives are the most influential factor in creating an environment for start-ups. The start-up ecosystem has the most direct impact on promoting start-ups.**

**Practical Implications : The government's policies and initiatives play a crucial role in promoting entrepreneurship and creating an environment that supports start-up growth. Government support programs can help young entrepreneurs access funding, mentorship, and other resources necessary to start and grow a successful business.**

**Originality : Previous research on start-ups has often focused on factors such as access to capital, market conditions, and regulatory environments. However, understanding the perceptions of Indian youth towards the government's role in creating a start-up ecosystem can provide a unique perspective on how the government can effectively support start-ups in India.**

***Keywords :*** **start-ups, government, ecosystem**

**JEL Classification Codes : L26, L31, L98, M13, O38, Q57**

**Paper Submission Date : November 10, 2022 ; Paper sent back for Revision : March 5, 2023 ; Paper Acceptance Date : March 15, 2023 ; Paper Published Online : April 15, 2023**

The Start-up India scheme is an initiative of the Indian government that aims to promote start-ups, create employment, and increase wealth. It was first officially announced in January 2016. Startups in India can be founded as a private limited company (as defined by the Companies Act, 2013), a partnership firm (as defined by Section 59 of the Partnership Act, 1932), or a limited liability partnership (as defined by the Limited Liability Partnership Act, 2008). For up to 10 years from the date of incorporation or registration, these enterprises

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**DOI : https://doi.org/10.17010/pijom/2023/v16i4/172788**

can be considered start-ups if their annual revenue has not exceeded 100 crores in any of the financial years since incorporation or registration. In terms of nominal GDP, India's economy is the sixth-largest in the world. India has seen rapid economic growth, not only in large corporations, but also in start-ups. Start-up India, the E-Biz Portal, Mudra Yojna, SETU (Self-Employment and Talent Utilization), the India Aspiration Fund, Science and Technology Parks, and Business Development Centers are just a few of the initiatives that are assisting the youth. The COVID-19 pandemic has increased the usage of online technologies in India, maybe more than in other countries. Despite the government's initiatives, there are several challenges that young entrepreneurs face in accessing funding, mentorship, navigating the regulatory environment, and accessing infrastructure and facilities. Addressing these challenges is crucial for promoting entrepreneurship and creating a favorable environment for start-ups in India.

A new generation, known as Gen Z, is more tech and digitally savvy, and this trend is expected to continue. India is home to the world's third-largest start-up ecosystem. The government is also taking significant steps to assist the start-up community. It will be Generation Z who will benefit, therefore, it is crucial for us to know their perception about the government regarding start-ups. Only a few sensible and scientific assessments are accessible in the Indian setting to learn about Gen Z's perspectives on start-ups.

## Literature Review

The country has a large population and a large geographical area. Positive emotions are strongly associated with digital technology. This illustrates that Digital India is the Indian start-up ecosystem's future. While entrepreneurial traits like a strong will to succeed, inventive thinking, ingenuity, breakthrough ideas, a high risk-taking ability, tenacity, and flexibility are more or less universal, the ability to fit into the environment is arguably even more important (Singh et al., 2020).

There is a scarcity of defined policies, motivations, communication channels, competence, and exposure. Startup systems demand a blend of friendly operational, regulatory, and taxation concerns that significantly impact the business environment. According to a study, the founder's gender, institute, and degree had the least influence on the start-up's investment. Along with potential, start-up entrepreneurs may face challenges such as India's infrastructural shortage, risk considerations, and obtaining skilled labor, among others (Pandey, 2018). Despite these challenges, the government and start-up entrepreneurs must work together to overcome them and make this initiative successful (Rani, 2017). The fundamental reason for startup migration to other countries is a better enabling environment, including tax breaks, well-developed infrastructure, ease of doing business, and exit laws. Financial incentives and solid infrastructural facilities must be used to maintain successful Indian entrepreneurs and encourage the best individuals from across the world to start businesses in India (Reserve Bank of India, 2019).

Sitaraman et al. (2022) examined the impact of the 2019 amendment to the Indian Patents Act, which allowed women to expedite their patent applications by comparing similar legislation's effects on start-ups. The study found that an equivalence could be drawn between women and start-ups as applicants and that the growth in the number of female applicants and the number of patents awarded to them will be similar to the effect of the 2016 amendment to the Patents Act on start-ups. Policymakers should not underestimate women's goals, skills, and determination. When compared to their male counterparts, women entrepreneurs in India who cited a lack of job possibilities as the main reason for starting a business tended to have the most difficulty securing business capital (Global Entrepreneurship Monitor, 2021). The policy should encourage more entrepreneurship among graduates from underrepresented fields. Academic institutes in India and ASEAN are either not encouraging entrepreneurship correctly or are limiting such promotion to specific fields such as technology, business, and management (Litania & Shukla, 2018).

Sharma and Mathur (2022) interviewed 13 experts from academia and industry, and their opinions on sustainability were analyzed through content analysis. The study identified several themes, including value and wealth creation, innovative business models, economic and social gains, ability to survive on their own funds, resilience, cost coverage, and spatial and temporal extent. The study contributes to the development of future research on factors affecting a start-up's sustainability.

Bajaj and Mehendale (2016) highlighted that food technology start-ups attracted significant investor interest in the past and showed double-digit growth with a promising future. However, in 2016, funding slowed down, and cash-starved start-ups faced challenges. This compelled food tech start-ups to revisit their strategies and business models to create value for both restaurants and customers. A secondary research study was conducted up to March 2016 to examine the key success factors and viability of the food-delivery business. Munshi and Singla (2022) explored start-up food tech platforms' growth drivers and challenges and suggested strategies for enhancing their performance. An empirical study was undertaken using a structured questionnaire to collect data from the delivery staff of start-up food tech platforms in seven major Indian cities. The study recommended innovative strategies that can make the food delivery business more successful, including personalization, focused marketing, quality assurance, extended convenience, and value to consumers. The findings would aid the food tech sector in developing and implementing strategic options for enhancing their business performance.

Venkat et al. (2021) explored how co-location adds value to technology start-ups in the early and growth stages of their development. The research used semi-structured interviews in a premium coworking space in Bangalore from January – March 2020. The findings revealed that start-ups actively used co-located resources in the early stage, transitioned into using co-located industry networks to expand in the growth phase, and learned vicariously from other co-located resources. However, co-location infrastructure-related costs were not justifiable as the start-ups grew and expanded.

Sharma and Goyal (2020) explored the marketing strategies of start-ups in India using a mixed research method. The findings suggested that start-ups consider marketing as vital for growth and sustainability and are willing to adopt entrepreneurial marketing techniques. The study provides meaningful insights into the significance of marketing-related activities for start-ups and offers three distinct contributions, including identifying research gaps, explaining marketing strategies, and mapping them with entrepreneurial marketing.

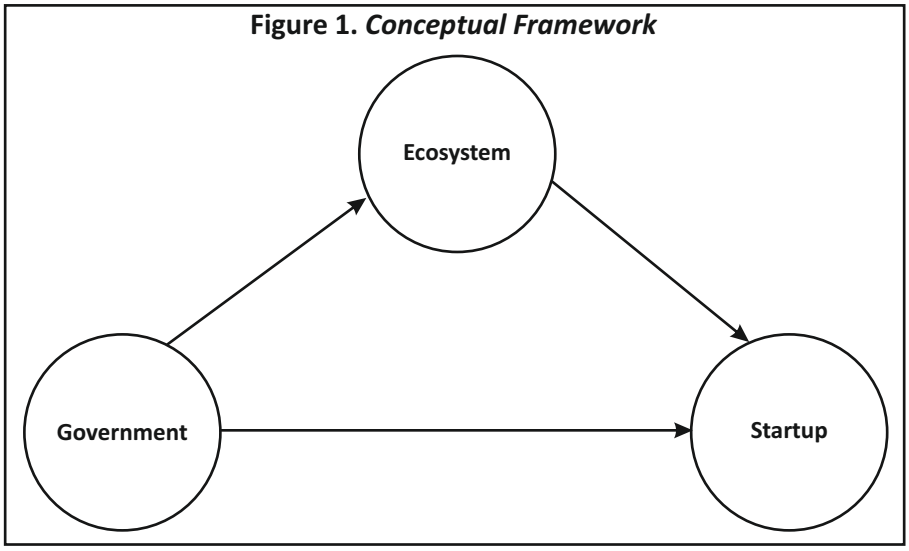
Chaudhury et al. (2019) conducted research to examine the growth of these start-ups in India, their types, and their funding sources. The study investigated start-ups' developmental stages, funding sources, and whether India has shifted from traditional to modern financing methods. The research covered five states in India and used survey questionnaires and chi-square tests to analyze the data. The findings showed that start-ups need financial literacy and greater awareness about angel/VC financing, which could be achieved through collaboration with educational/research institutions and incubation centers.

Previous research on start-ups has often focused on factors such as access to capital, market conditions, and regulatory environments. However, understanding the perceptions of Indian youth towards the government's role in creating a start-up ecosystem can provide a unique perspective on how the government can effectively support start-ups in India.

## Conceptual Framework

According to RBI statistics, new digital start-ups are looking for new base nations for their operations, while established ones are also relocating. Despite the fact that the number of start-ups is increasing, they are still leaving the country, and the government is trying hard to keep these businesses in the country. In such a case, it is critical to grasp what the youth of India expects from the government concerning start-ups. A conceptual model has been developed to decipher the minds of young entrepreneurs regarding start-ups. The proposed research

**Figure 1.** ***Conceptual Framework***




framework was developed with all these criteria in mind (Figure 1). The government, ecosystem, and start-ups have all been examined through the eyes of youngsters.

## Objectives of the Study

**(i)** To know the perceptions of youngsters about the start-up ecosystem in India.

**(ii)** To study the influencing role of the government in creating an ecosystem for start-ups.

**(iii)** To study the influencing role of the ecosystem on start-ups.

## Hypotheses of the Study

- **H01 :** There is no significant influence of the government in creating an ecosystem for start-ups.
- **Ha1 :** There is a significant influence of the government in creating an ecosystem for start-ups.
- **H02 :** There is no significant influence of the ecosystem on start-ups.
- **Ha2 :** There is a significant influence of the ecosystem on start-ups.
- **H03 :** There is no significant influence of the government on start-ups.
- **Ha3 :** There is a significant influence of the government on start-ups.

## Methodology

The necessary research analysis techniques were used in combination with the statistical program Jamovi and SmartPLS 3.3.6 to ensure that the results matched the objectives (Ringle et al., 2015). In the study, composite reliability was used to establish the reliability of the questionnaire and quantify the internal consistency or errors of the examined variables in the 5-point Likert-scale questions. Furthermore, descriptive analysis was used to assess the demographic data of the study's participants.

### *Population, Target Sample, and Evaluation of Sample Size*

The total population of Bhopal is approximately 2.5 million, of which almost 0.675 million are Gen Z (the target population of the research). The sample size for the present research work was evaluated using the Inverse Square Root Method proposed by Kock and Hadaya (2018). At a 95% confidence level, with a minimum path coefficient of 0.2, the minimum sample size evaluated by the Inverse Square Root Method is 155 (154.505 rounded up to the nearest integer) participants. However, we conducted the present research with 179 valid responses collected from respondents in Bhopal, Madhya Pradesh, from November 2021 – January 2022. The calculation of the sample size using the Inverse Square Root Method is presented as follows:

$$\text{Significance level} = 5\%: n_{\min} > \left(\frac{2.486}{|p_{\min}|}\right)^2.$$

$$n_{\min} > \left(\frac{2.486}{0.2}\right)^2 = 154.505.$$

### *Sampling Procedure*

We used the non-probability sampling approaches such as convenience sampling, voluntary response sampling, and snowball sampling in this study by distributing an online questionnaire via social media platforms.

## Analysis and Results

In this study, the descriptive analysis method was used to look at the demographic information of the respondents who met the study's criteria for inclusion.

The demographic profile study, as shown in Table 1, finds that 47.5% of the respondents ($n$ = 85) were female, while 52.5% of the respondents ($n$ = 94) were male ; 82.68% ($n$ = 148) of the respondents were aged 15–20, 16.20 % ($n$ = 29) were aged 21–25, and 1.1% ($n$ = 2) were aged 26–30 years. A large percentage of Gen Z

**Table 1.** ***Demographic Profile of the Respondents***

| **Frequencies of Gender** | | | |
|---|---|---|---|
| **Levels** | **Counts** | **%** | **Cumulative %** |
| Female | 85 | 47.5% | 47.5% |
| Male | 94 | 52.5% | 100.0% |
| **Frequencies of Age** | | | |
| 15–20 | 148 | 82.68% | 82.68% |
| 21–25 | 29 | 16.20% | 98.88% |
| 26–30 | 2 | 1.11% | 100.0% |
| **Frequencies of Future Career Goals** | | | |
| Business (Family or Established Business) | 23 | 12.85% | 12.85% |
| Job | 81 | 45.25% | 58.10% |
| Other | 20 | 11.17% | 69.27% |
| Profession (Doctor, Lawyer, CA, CS) | 22 | 12.29% | 81.56% |
| Start-up (You have a unique idea for your business) | 33 | 18.43% | 100.0% |

respondents preferred to work, amounting to 45.25% ($n$ = 81) of the total sample; followed by 18.43% ($n$ = 33), who indicated their willingness to start their own business; 12.85% ($n$ = 23) indicated that they would continue with their family business; 12.29% ($n$ = 22) indicated they would like to pursue a profession (Doctor, Lawyer, CA, CS); and 11.17% ($n$ = 20) indicated they would prefer to do something else.

### *Measurement Model*

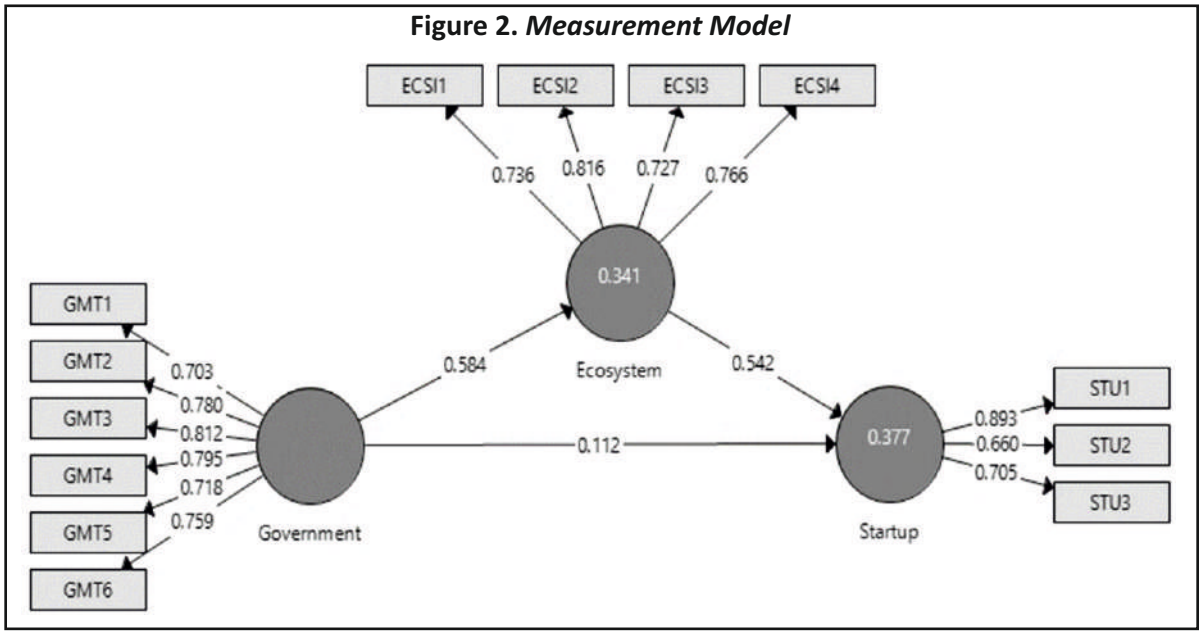
This study employed confirmatory composite analysis to visualize the relationship in terms of linear compounds. The composite reliability (CR) and average variance extracted (AVE) metrics were used to analyze the measurement model as part of convergent validation. Additionally, because composite reliability (CR) is less biased than Cronbach's alpha, it is considered preferable than Cronbach's alpha for demonstrating reliability. A value of 0.70 or above is required for composite reliability (CR).

The results of Table 2 indicate that the base model is acceptable because it exceeds the required minimum threshold in all cases, with composite reliability (construct reliability) values exceeding the 0.70 threshold value (Hair et al., 1998). The average variance extracted (AVE) for each construct also exceeds the 0.50 threshold (Fornell & Larker, 1981). Additionally, the loadings on all indicator items are greater than 0.70 (Yoo & Alavi, 2001), indicating that the questionnaire has a high degree of convergent validity (Figure 2).

**Table 2.** ***Construct Reliability and Validity***

| Constructs | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| Ecosystem | 0.759 | 0.765 | 0.847 | 0.581 |
| Government | 0.856 | 0.861 | 0.892 | 0.581 |
| Start-up | 0.635 | 0.726 | 0.801 | 0.577 |

**Figure 2.** ***Measurement Model***



### *Discriminant Validity*

The discriminant validity of the study is examined to determine whether the tested constructs are distinct from one another and, if they are, whether additional statistical analysis could be undertaken. A discriminant validity study was conducted using the Fornell and Larker criterion (1981), the findings of which are summarized in Table 3. The figures establish that the investigated constructs are distinct and do not overlap.

**Table 3.** ***Fornell-Larcker Criterion***

| | Ecosystem | Government | Start-up |
|---|---|---|---|
| Ecosystem | 0.762 | | |
| Government | 0.584 | 0.762 | |
| Start-up | 0.607 | 0.428 | 0.760 |

### *Heterotrait-Monotrait Ratio (HTMT)*

The heterotrait-monotrait ratio (HTMT) is used in this study in addition to the standard method of determining discriminant validity. This method is different from the standard method. In PLS-SEM, HTMT is very useful as a building block for model evaluation.

As seen in Table 4, all values are less than 1, indicating that the correlation between the two constructs is distinct, and hence, the validation is valid. Kline (2005) advocated a 0.85 and 0.90 criterion, respectively (Gold et al., 2001).

To generalize the data findings, the SRMR value must be less than 0.08 (Hu & Bentler, 1999). The results of Table 5 indicate that, by a small margin, the resulting statistical value is less than the provided cautious thresholds.

**Table 4.** ***Heterotrait-Monotrait Ratio (HTMT)***

| | Ecosystem | Government |
|---|---|---|
| Ecosystem | | |
| Government | **0.712** | |
| Start-up | **0.834** | **0.542** |

**Table 5.** ***Fit Summary***

| | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0.085 | 0.085 |
| d_ULS | 0.659 | 0.659 |
| d_G | 0.195 | 0.195 |
| Chi-Square | 206.244 | 206.244 |
| NFI | 0.776 | 0.776 |

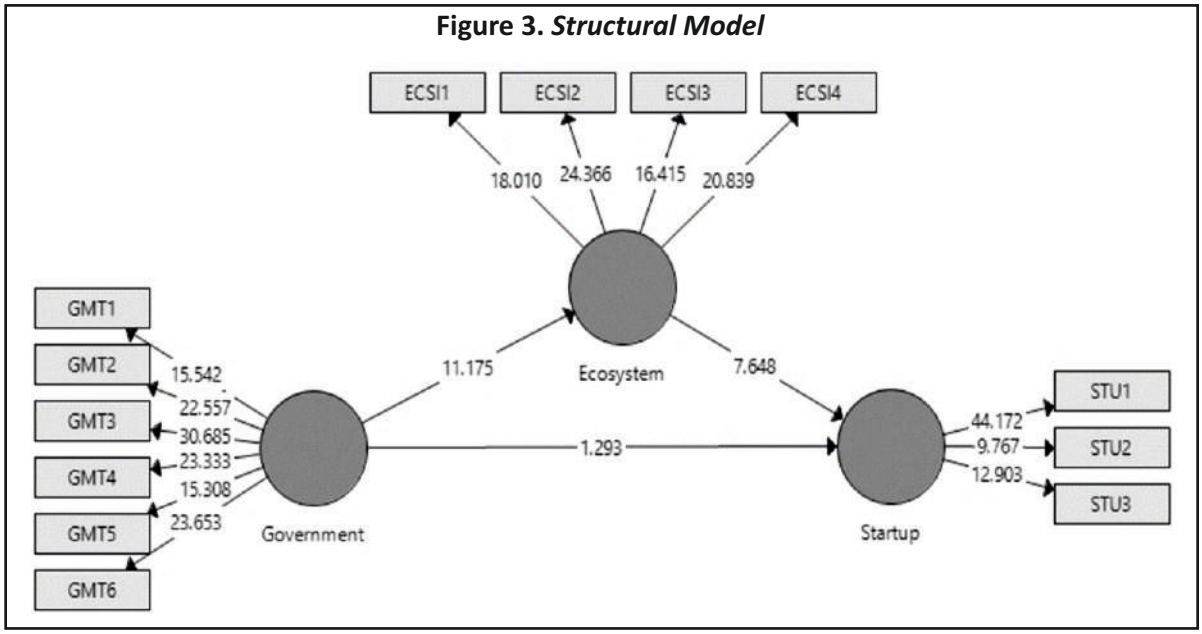
### *Assessment of Structural Model*

The structural equation model is employed to draw a link between the constructs and their predictive significance.

**Table 6.** ***Testing of Hypotheses***

| Constructs/ Variable | Original Sample (*O*) | Sample Mean (*M*) | Standard Deviation (STDEV) | *t*- statistics (\|O/STDEV\|) | *p* -values | Supported |
|---|---|---|---|---|---|---|
| H01 | 0.584 | 0.590 | 0.052 | 11.175 | 0.000 | **No** |
| H02 | 0.542 | 0.548 | 0.071 | 7.648 | 0.000 | **No** |
| H03 | 0.112 | 0.112 | 0.087 | 1.293 | 0.196 | **Yes** |

**Figure 3.** ***Structural Model***




The bootstrapping approach was employed with 5,000 bootstraps without altering the sign. This approach helps in calculating the *p*-values associated with the study's established hypotheses.

Three hypotheses were developed (Table 6) based on the research objectives to investigate the conceptual framework and to test the variables and their relationships (Figure 3). Except for hypothesis 3, all null hypotheses are rejected since their significance levels are less than 0.05 at the 95% confidence level. Rest assured that all these variables are discovered to significantly influence or affect one another.

## Discussion and Conclusion

Youngsters are the most ambitious generation, aiming for future security. They consider India to be a place of numerous languages and cultures. As a result, covering all locations and customers will be difficult. According to the study's findings, youngsters have recognized the Government of India's efforts to stimulate entrepreneurship at the start-up level and have taken a number of initiatives in the form of giving suitable help, focusing on eliminating bottlenecks, which in turn encourages faster growth. Incentives and funding assistance procedures are being simplified through the use of an online portal (for registration, compliance filing, and information retrieval). India has a strong research culture, and the Incubation Centers (ED Cell) are actively working to benefit the country's youth. Starting a business generates employment, and if they get timely capital infusions, the majority of

them will exit the market if they get a fair value for their business. According to the study, the government significantly influences the startup ecosystem. In turn, that ecosystem has a direct positive influence on start-ups. But there is no significant direct influence of the government on start-ups.

According to the findings of the current study, most respondents believed that there is a need to raise public knowledge about government programs. Failures in business should be taught as case studies to avoid known hazards. In order to maintain successful Indian start-up enterprises in India, proper financial and non-financial incentives should be provided. Government online apps should be developed to allow young people who are fearful of failure or are uninformed of the registration procedure to get assistance and timely support from a specialized team to nourish and breed the youngsters. Gender equality is critical in our society, and the Indian government should prioritize it, particularly for female entrepreneurs. Students in schools should be urged to attend regular workshops and sessions so that they may make confident decisions and choices.

## Managerial and Theoretical Implications

The government's policies and initiatives play a crucial role in promoting entrepreneurship and creating an environment that supports start-up growth. One practical implication is that government support programs can help young entrepreneurs access funding, mentorship, and other resources necessary to start and grow a successful business. Government policies can create a more conducive regulatory environment for startups. This can include measures to reduce the bureaucratic hurdles startups face, streamline the process of obtaining licenses and permits, and provide tax incentives for businesses that invest in research and development. Moreover, the government can play a crucial role in facilitating partnerships between start-ups and established businesses, which can provide start-ups with access to networks, resources, and expertise. This can be achieved through initiatives like incubators, accelerators, and public-private partnerships.

## Limitations of the Study and Scope for Further Research

Because this study is confined to youngsters' experiences, data from the middle-aged age group should also be collected to better understand the challenges they confront. Also, research should be done to learn more about the problems women face when they want to start their own business. The inability to get data from cities across India (metro, non-metro, and rural) limits the scope of this study. The data for this study came mostly from persons in Bhopal and the surrounding area, and it was confined to Madhya Pradesh. Furthermore, data were acquired from persons with close ties to us, restricting the study's results.

## Authors' Contribution

Dr. Geetanjali Shrivastava conceptualized the idea and designed the qualitative and quantitative methodology for the empirical study. Dr. Geetanjali Shrivastava gathered high-quality research papers, sorted them using keywords, and developed concepts and codes related to the study design. Dr. S. K. Khatik validated the analytical procedures and oversaw the study. Dr. Geetanjali Shrivastava assisted with data collection. Dr. Geetanjali Shrivastava performed additional numerical computations on the same data using Jamovi and SmartPLS software. Dr. Geetanjali Shrivastava wrote the manuscript in collaboration with Dr. S. K. Khatik.

## Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

## Funding Acknowledgement

The authors received no financial support for the research, authorship, and/or for publication of this article.

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