
Challenges faced by the pre start ups in hilly areas of Uttarkhand

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Abstract

Start-ups is not the new terminology used now a days in India as there are tremendous number of start-ups are blooming in each and every small corners of villages and towns of India and Uttarkahand. The small Hilly state is also not far behind its performance in the star-up enterprises. Start ups means the new business started with some new ideas which are innovative and full of creativity. The start ups are those business units which are initially started with the financial help of their family, friends, relatives, acquaintances and through the government financial schemes mainly formulated for assisting the start up business units. Later on these start ups can grow their business with the financial help taken from the angel investors and from any other sources of finance. There are mainly three stages have been found for the business entrepreneurs such as existence, survival and success. This first stage is called the pre start up and second and third as start up. This paper states the present status and the problems faced by the pre start-ups of Uttarakhand to mobile towards start up and scale up their enterprises This paper also explain the suggestive measures to reduce these hindrances in order to enhance their scale of production and sale.

Key Words: start up, scalable business, pre start up, challenges etc.

Introduction

Start-ups is not the new terminology now a days in India as there are tremendous number of start-ups are blooming in each and every small corners of villages and towns of India and Uttarkahand. The small Hilly state is also not far behind it's performance in the star-up enterprises.

Start ups means the new business started with some new ideas which are innovative and full of creativity. The start ups are those business units which are initially started with the financial help of their family, friends, relatives, acquaintances and through the government financial schemes mainly formulated for assisting the start up business units. There are mainly three stages have been found for the business entrepreneurs such as existence, survival and success. The first stage is the first most initial and the introductory stage i.e existence where the entrepreneur only wants to remain alive its business entity and where no one know about its products and either having no and very less numbers of customers. Then after it the business entity run towards the second stage i.e the statge of survival where the business entity comes into its full existence and it is surviving with the enough numbers of customers but don't have large number of employees. The

third one or the last stage is success which is sub divided between development and growth where the enterprise is earning either average and above average profits and can remain at good position at this stage if there is no. negative changes found the business environment and at this stage it invest its revenue towards the growth of the enterprises. This first stage is called the pre start up and second and third as start up.

The early and pre startup are those business units which are produced at least the minimum viable products and having the some amount of customers and also started earning some revenue from their innovate product which is available in the market.

Review of existing literature

There are number of work has been done in order to understand the challenges and problems faced by the startups but only few of them are related to the challenges faced by the pre startups. Some of the studies related to this paper are as such:-

Rajani. K (2023) in this research paper was a study related to the different opportunities and their challenges faced by them in India such as lack of transparencies in the policy initiatives, lack of marketing awareness, complications found in doing their business and insufficient infrastructure facility etc. findings of the study states that startup scheme helps to build the team spirit among the their members, government initiatives assist different startups by women, minorities and vouldnerables to grow financially.

Kumar Narender & K.L (2021) The paper titled “Status of startups in hilly and plain areas of Uttarakhand : A comparitive studies” the objectives of the study is to compare the startups of hill and plain of Uttarkhand and states the various problems faced by them. It has been analysed through the study that the numerous challenges faced by the start ups such as access to finance, access to new market, lack of distribution channel etc.

Objectives of the study

The objectives formulated for this paper is to show the present status of Start ups in Uttarakhand and to explain the main reason behind the pre start ups not able to become the registered and scalable start ups in Uttarkhand.

Research methodology

This study is mainly of descriptive or exploratory one where the data has been collected from the secondary source of data collection such as magazine, books, internet and journals etc. but few information such as reason behind the new starts not able to become the registered and scalable start ups in Uttarkhand has been collected from the nearby primary sources of data collection such as friends, people of villages of Uttarkhand, field visits, relatives living in Uttarakhand etc.

Present Status of Startups in Uttarakhand

Districts	Almora	Bageshwar	Chamoli	Champawat	Pithoragarh	Udhham	Nagar Singh	Nainital	Dehradun	Haridwar	Rudrprayag	Pauni	Gharwal	Uttarkashi	Tehri	Gharwal
No.of reg. Startups	04	00	02	00	01	01		12	102	17	12	09	0	01		

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Source: Startup Uttarakhand

As per the information provided in this table given above that maximum startups were in Dehradun than in Haridwar and Rudrprayag and some districts as Champawat, Bageshwar and Uttarkashi which is fully hilly one have no registered startups. But there is one one registered startup in Pithoragarh, Udham Singh Nagar and Tehri Garhwal.

Challenges faced by initial start-up to grow

There are many start-up establish every year in Uttarakhand state like all over India but only few of them had scaled up their enterprise and many more of the start-up enterprise of Uttarakhand has demolish either in their inception stage or in their introductory or growing stage. Following are the main reasons I found during research which hinder the scale –up performance of the Start-up of Uttarakhand :-

- **No research and development** – As the start-ups have new idea to do the business with their full enthusiasm but for actual implementation they found new of difficulties such as no knowledge about the exact formation or production of the products.
- **No or very less opportunities of capacity building** – The capacity building is now considered as the stepping stone for genuinely scaling up the start-ups but the rural start-up of Uttarakhand sometimes get no or sometimes get very less chances of capacity building to high –up their start –up enterprises.
- **Lack of Marketability knowledge** – As even when they produce their products after that they don't know how to reach these products to the customers and create awareness about their innovative products to the real needy customers of these products.
- **Time Hindrance** – The start-up entrepreneurs among the rural areas of the Uttarakhand has not devote enough time to actually make their products marketable as many males of this hilly and rural areas of Uttarakhand has went either to plain areas or to other states of India in order to get the employment opportunities and other have many responsibilities of household chores.
- **Low opportunity to women** – The female strata of rural areas of Uttarakhand don't get much opportunity to actually channelize their start-up ideas into the scaling their enterprises high and they also mainly feel their duty only to complete their household chores and some farming related activities. As they have low permission for mobility or if have permission for mobility then there is restrictions of timing etc.
- **The scattered farming** – Uttarakhand rural areas are full of medicinal ayurvedic organic products but in the farming based start-ups the production of their products get lesser as the farms in Uttarakhand are of mainly step field and also very scattered field so they create the great obstacle to increase their production and ultimately their start-up enterprises remain in a very low scale.

- **The lack of awareness of government initiatives and their schemes** – As the government of Uttarakhand has started many schemes to scale up the starts up enterprises of Uttarakhand such as home stay subsidy scheme, lakhpati didi etc. But the rural start-up entrepreneurs don't have awareness about these schemes or policies framed to enhance the enterprises volume of Uttarakhand.
- **Feeling of just satisfied** – The rural entrepreneurs of Uttarkahand have the thinking to get satisfied with the minimum or which is enough to fulfill their basic needs and maximum of them don't have eager to earn maximum which is very important component to scale up the enterprises. They don't try their best to get maximum.
- **Youth entrepreneur main focus on preparing for government jobs** – Maximum youth population who are doing their business by chance and force not by choice which cater their path to grow it high in their near future. Most of them want to prepare only for the government jobs and don't paying any hey to the business which they are actually doing.
- **No or less support of family members** – The rural entrepreneurs are not much self sufficient financially. They lack the support in terms of moral, social and financial way from their family members, relatives and friends. Due to less support the rural entrepreneurs' remains only in their inceptions or introductory stage of entrepreneurship.

Findings and Suggestive measures to grow the initial stage start ups in Uttarakhand :-

- ◆ **Spreading the awareness about the government assistant to start and grow the start ups in Uttarakhand** : The government of Uttarakhand is running so many schemes to enhance the startups of Uttarakhand such as subsidised home stay loan, lakhpati didi etc. But the main point of concern is the unawareness about all these schemes to the people and specially to the pre startups of the Uttarakhand. The government should aware them about these schemes through awareness camp, mobile camp , government agents etc. so that all the information remain at the grass root level also.
- ◆ **Need of full support of the family members** : As during the study it was found that the pre startups are dealing the problem of not getting the support of their family members. This problem can be tackled if the prestartups first explain their ideas of business, cost-benefit theory and all the needs and requirement of their business units.
- ◆ **Follow the chakbandi farming** The one of the big challenge the pre startups are facing is the problem of not getting the collective land of big size together as they need the big size land to do their business production at large scale. So, in order to sort out this issue the land be collective through the Chakbandi.
- ◆ **Providing better opportunity of capacity building** : The prestartups are not fully equipped with the training and research and development of producing their startup product. They need to equip with enough amount of knowledge for that the different

skill enhancement units should be set up on the different accessible areas of the prestartups.

- ◆ **Better opportunity and awareness about the marketing of the products :** These business units are not have full knowledge and awareness about the marketing techniques followed in these days such as use of facebook page to market their products, make some videos to explain the innovative and new feature of their products and create their youtube channel to promote their products etc.

CONCLUSION

The conclusion of this research paper is to find the challenges and though these challenges number of suggestive measures to assist in setting and growing the pre startups of Uttarakhand. The main problems were as no research and development, no or very less opportunities of capacity building, lack of marketability knowledge, time hindrance, low opportunity to women, the scattered farming etc. These challenges can be sort out through providing better opportunity of capacity building, awarness and better opportunity of the marketing of products, by following the rules of chakbandi etc.

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