Start up India, Stand up India: A New Ray of Hope

Deepti Sharma,
Research Scholar,
Shri Vaishnav Institute of Commerce,
Madhya Pradesh, India.
E-mail: deeptisharma.davv@gmail.com

P. Y Mishra,
Faculty,
Shri Vaishnav Institute of Commerce,
Madhya Pradesh, India.

Abstract
Prime Minister Narendra Modi’s out of the box thinking has thrown yet another wonderful card from his treasure pack “Start up India Scheme”, which is the hottest talk of the town today. He has not only knocked the corners of corporate big players but has also raised the expectations of the youth of the country. The scheme has many feathers in its cap which surely going to bring revolution in the growth story of India. It seems to be the great platform to foster creativity and innovation shaping the Entrepreneurial structure of the emerging Economy. Starting from the social media wall to the renowned magazines, the views of Indian people on this topic, are booking its space. This paper is an attempt to review the core facts and discuss its implications for India’s growth strategy.

Key Words: Start up India scheme, Youth, Entrepreneurship, Growth