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Government Support Driving Startup Growth [Insights from Assam]

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ABSTRACT

Entrepreneurship is essential to the expansion and advancement of a nation's economy in the highly competitive world of today. A country's industrialization resulted from the inventiveness and creative ideas of its entrepreneurs. India would support the expansion of economic growth and entrepreneurship. Developing the startup ecosystem in India and helping the country shift from a job-seeking to a job-creating nation are priorities for the government. The startup ecosystem's main objective is to support emerging concepts, inventions, research, and discoveries in addition to forming a team. According to projections, it will create a robust framework that can support the growth of start-up businesses and contribute to the promotion of sustainable development and significant job opportunities. "Startup India" is the main program of the Indian government with the goal of actively assisting business owners and entrepreneurs. Establishing a robust ecosystem in India that fosters and supports innovation and entrepreneurs is the program's main goal in order to provide a large number of job opportunities and support the nation's steady economic progress. The Indian government then started the "Aatmanirbhar Bharat mission" and the "Made in India" campaign in an effort to establish India as a major hub for international trade in design and manufacture. Moreover, technological developments is widely acknowledged after the introduction of "Digital India" plan. The aim of this study is to bring to light the role of government policies and schemes for developing the startup culture.

Keywords: *Entrepreneurship, Government, Role, Startups, Digital India.*

Introduction

Due to its capacity to hasten a country's social and economic growth, entrepreneurship has been successful in garnering international attention. Furthermore, it is frequently believed that a country's progress is largely dependent on the ongoing expansion of business and the rise in entrepreneurship. Entrepreneurship is not a singular concept; rather, it is a broad one that impacts all of an economy's major functional sectors. *(Devi & Rroy, 2025).* Consequently, a government's commitment to creating an environment that facilitates the expansion of business ventures can significantly impact a country's development. *(Olokundun et al., 2018).* Startups make it easier for people to get employment and for others to find employment. Only with the participation of the great majority of its population can a country's economy be strengthened. Economic activity and money circulation rise when people work or run their own enterprises, which boosts the economy and generates employment prospects. Startups will generate more jobs. *(Mochari & Barman, 2021*). India is seen as a country full with opportunities by today's top foreign investors. The Indian economy attracts high-profile investors due to its diverse cultures, large untapped markets, and enormous population, all of which are bolstered by government policies that appeal to entrepreneurs and business owners. *(Babu & Sridevi, 2018).* Their rapid growth

results in the creation of new jobs at all employment levels. In addition to creating a wide range of job opportunities and reducing unemployment, startups will force sustainable fiscal development. *(Borah, 2019).*

Despite the ecosystem's general growth, many start-ups still face significant challenges when it comes to acquiring money, entering markets, and adhering to rules. Governments are essential to any economy in order to help entrepreneurs. In order to encourage and assist business entrepreneurs in starting their own enterprises, the government should create favorable conditions. Providing funding and training, establishing networks, and creating incentives for recently founded business owners are some ways to achieve this. *(Kausheek, 2016).*"Make in India," "Digital India," "Smart Cities," among others For India to produce a workforce that is knowledgeable, capable, and productive enough to meet international standards for quality and productivity, education and training must be combined. As part of the "Skill India Mission," the Ministry of Skill Development and Entrepreneurship (MSDE) has started building cutting-edge, well-known, and motivational model training facilities in most Indian districts under the jurisdiction of the Central and State Governments. These programs are meant to encourage young people to seek business and self-improvement. *(Shah & Jokhi 2023).*The Honorable Prime Minister of India, Shri Narendra Modi, announced "The Startup India" on the 69th Independence Day celebration of India. It is a government initiative to build startups and foster modernization. In order to promote entrepreneurship, economic growth, and job creation throughout India, the government uses this program to empower start-ups. In "The Startup India" initiative, economic development and entrepreneurship will increase. *(Gupta & Raghuvanshi, 2024).* The government of India started the "Made in India" campaign in 2014. The campaign's primary objective is to persuade businesses to invest extensively in manufacturing and produce their goods in India, with the ultimate goal of turning India into a global center for manufacturing. India's manufacturing industry is one with a lot of promise. Increasing manufacturing's current 16% GDP contribution to 25% by 2025 is the aim of this effort. Made in India has launched many cutting-edge initiatives meant to boost the expansion of manufacturing, safeguard intellectual property rights, and draw in foreign direct investment. *(Pradhan, 2024).* The fact that digital India is the result of numerous inventions and technological developments is widely acknowledged. An ambitious initiative to make India a digitally enabled economy, Digital India was unveiled in 2015 by the Honorable Prime Minister of India, Shri Narendra Modi. The program's main focus is on e-governance solutions, which use technology to enhance citizen-government interactions. *(Malhotra & Sharma, 2017).*

Of the eight states that make up the north-eastern part of India, Assam is situated in the middle. Agriculture is the state economy's primary source of income. During British control of India, Assam was one of the first states to industrialize the nation. Assam is home to the first coalfield, the first tea plantation industries, and the first oil refinery. *(Sorokhibam & Thaimei, 2012). T*he state is home to some of the greatest research and educational facilities, including IIT, Central and State Universities, Medical & Engineering Colleges, Tocklai Tea Research Center, etc. and therefore it has capable workforces in need of employment possibilities. Because of its beneficial location, sufficient natural resources, and very capable workforce, Assam is a seamless spot for the government to support entrepreneurship and the growth of the state's startup culture. *(Roy, 2005).* The Software Technology Park of India in Borjhar, the Export Promotion Industrial Park in Amingaon, and the Border Trade Center in Sutarkhandi and Mancachar are a few of the key locations for industry in Assam. In order to support the IT revolution in Assam, the Ministry of Information Technology established the Software Technology Park of India at Bojhar. *(Sorokhibam & Thaimei, 2012).* Considering the dynamics of the Assam startups bids insights into the nationwide outline of encouraging progress in the growth of startups at the national economy, moreover to the local economy.

Review of Literature

Role of government policies and schemes for developing the startup culture in India

Numerous studies have highlighted the obstacles faced by entrepreneurs seeking to access government programs and support. *(Devi &Rroy, 2025)*. The Indian government has implemented numerous initiatives and policies aimed at supporting new enterprises in response to those obstacles. *(Kumar & Saini, 2018).* In recent years, India has emerged as a worldwide hub for startups, drawing more and more investors and businesspeople with its sizable and rapidly expanding domestic market and highly qualified labour force. *(Gupta, 2020).* The Indian government's "The Startup India" project aims to foster innovation and expand startups. Subsequently, the Indian government launched the "Make in India" initiative and the "Aatmanirbhar Bharat" mission to establish India as a global center for design and

manufacturing exports. *(Kausheek, 2016).* There are various schemes instigated by the Indian government for the promotion of startups. The Atal Innovation Mission, a Startup India proposal, was started by NITI Aayog in 2016. This plan is intended for new businesses in the fields of teaching, transportation, agriculture, and health. *(Mishra & Bharadwaj, 2019).*For financing to micro units with loan requirements up to Rs. 10 lakh, Pradhan Mantri Mudra Yojana offered refinance support to banks and/or microfinance institutions. Retailers, street sellers, traders, and other service providers are the main recipients of this loan. *(Patel, 2019).* When the Indian government launched the Startup India Seed Fund Scheme in January 2021, it was an attempt to support startups. 3600 businesses and 300 incubators would be funded with a ₹945 crore budget. With the intention of creating jobs and establishing commerce in the agricultural subdivision, the Scheme for Promotion of Innovation, Rural Industries, and Entrepreneurship (ASPIRE) initiative was launched. When it was first released in July 2020, the Aatmanirbhar Bharat App urged Indian organizations to work together and develop solutions that are created in India for the benefit of people both domestically and internationally. Additionally, a substantial monetary award for tech and startup businesses who develop creative mobile applications was revealed.*(Shah &Jokhi, 2023).*

Role of government policies and schemes for developing the startup culture in Assam

The existing literature review has examined the ways in which specific government efforts impact the startup landscape in Assam. The North East states of India include Assam, Manipur, Tripura, Nagaland, Meghalaya, Arunachal Pradesh, Mizoram, and Sikkim. The Northeast Entrepreneurship Fellowship, a program to train entrepreneurs and build an entrepreneurial environment, was recently started in Northeast India. Startups in rural places concentrate on the agriculture sector in an effort to raise the standard of living for local residents. (*Hazarika & Barua, 2024).* With its substantial and distinct demographic advantage, Assam has enormous potential to innovate, produce entrepreneurs, and generate employment for the state's benefit. The Assam Government has implemented a number of programs and policy changes to encourage entrepreneurship and innovation in the state. The goal of the government is to empower women in the entrepreneurial ecosystem by giving them access to markets, networks, financing, and trainings. *(Charingia& Borthakur, 2022).*The Indian Institute of Entrepreneurship (IIE) is an independent organization with its main office located in Guwahati, founded in 1953 by the Department of Small Scale Industries and Agro and Rural Industries. Its primary goal is to do training, research, and consulting in the areas of entrepreneurship and small business. Assam is becoming a leading startup hub in the country by the launching of the Assam Startup Policy, 2017, which encourages young people to launch their own startups and generate employment. *(Devi &Rroy, 2025)*. The Assam Startup Policy, 2017 authorized numerous incubation centers by the state government to facilitate the growth of roughly 1,000 new companies during the ensuing years.*(Assam Startup Policy 2017)*. Following the introduction of the Assam Industrial and Investment Policy in 2019, the Assam government has identified a number of industries as priority areas. These include the manufacturing sector, which includes the bamboo and jute industries, pharmaceuticals, automobiles, IT-ITES (hardware, software development, web design, etc.), and the service sector, which includes hotels, resorts, river cruise. *(Assam Industria; and Investment Policy, 2019.)*

Statement of the Problem

Startups are significant to a region's growth as they contribute to the economy, carry novelty, as well as generate jobs. To endorse entrepreneurship, the Government of Assam has familiarized several policies such as the Assam Startup Policy, 2017, the Industrial and Investment Policy of Assam, 2019 etc. These policies offers provisions such as financing, infrastructure, guidance plus ease of doing business. But there's a disconnect between what the government wants to offer and what the startups actually get. And moreover, some entrepreneurs scuffle with procedures or insufficient advice. This makes research into how these regulations are being applied at the local level and if they are actually assisting startups in expanding necessary. This study aims to study how government programs and policies contribute to the development of startup culture.

Need of the Study

Startups have arisen as a momentous fiscal tool in Assam in current years. With the aim of creating a healthy startup atmosphere, the state government has applied precise programs to endorse startups. There is, however, no data on whether these programs are actually reaching startup owners. Many new startups still struggle in obtaining government programs or are unaware of all the resources.

Understanding the difficulties experienced by the owners and offering practical ideas that can enhance the efficacy of future government assistance are the need of the hour.

Objective of the Study

- To study the role of government policies and schemes for developing the startup culture.

Research Methodology

- **Sample Selection:** The current work focuses on startup entrepreneurs based Assam. A total of 50 startup founders were selected as the sample for the study. The selection was completed on their active participation in the business ventures. The participants were approached directly to confirm an applicable sample group.
- **Period of the Study:** The study was conducted over a period of two months, from January to February 2025. Throughout this time, primary data collection through questionnaires was carried out, as well as secondary data bases were studied and compiled.
- **Sources of the Data:** The study is descriptive in nature and depends on both primary and secondary sources of data.
  - *Primary Data:* The primary source of data was a structured questionnaire intended to collect data on the awareness level and advantages of government initiatives for the owners. Selected startup founders were given the questionnaire both offline and online.
  - *Secondary Data:* The findings were supported by secondary data gathered from a variety of published sources, including government policy documents, journal articles, research papers, and pertaining to startup environment.
- **Tools used in the Study:** IBM SPSS Version 27 was utilized for statistical analysis and data interpretation. This made it easier to place the data collected from the survey. Additionally, tables and graphs were formed by means of Microsoft Excel in order to show the data in an comprehensible way.

Data Analysis and Interpretation

Table 1: Association of Availing Benefits and Age of the startups

	Age of the startups				
	1- 5 years	**Above 5 years**	**Less than 1 year**	**Total**	**p-value[1]**
Availed Benefits of ASP 2017					0.3
No	9	6	3	18	
Yes	26	10	2	38	
Total	35	16	5	56	
Availed Benefits of IIP Assam					>0.9
No	29	14	5	48	
Yes	6	2	0	8	
Total	35	16	5	56	
Availed Benefits of Startup India 2016					0.9
No	27	11	4	42	
Yes	8	5	1	14	
Total	35	16	5	56	
Availed Benefits of SISF Scheme					0.6
No	28	14	5	47	
Yes	7	2	0	9	
Total	35	16	5	56	

[1]Fisher's exact test
ASP: Assam Startup Policy 2017
IIP: Industrial & Investment Policy of Assam
SISF: Startup India Seed Fund Scheme

The analysis of the association between availing government startup schemes and the age of startups reveals varying levels of engagement across different programs. The "Availed Benefits of ASP 2017" scheme shows a significant number of startups (38) benefitting within their first five years, compared to fewer older or newer startups, yet the p-value of 0.3 suggests no statistically significant

difference in benefits availed based on startup age. In contrast, the "IIP Assam" scheme exhibits minimal uptake with an overwhelming majority not participating, and a highly non-significant p-value (>0.9) indicates age does not influence benefit utilization. Similarly, for "Startup India 2016," while there is some engagement (14 startups), the distribution across different ages of startups also shows no significant association (p = 0.9). Lastly, the "SISF Scheme" demonstrates a similar pattern with limited uptake and a p-value of 0.6, suggesting that startup age does not significantly impact the likelihood of availing benefits from this scheme. Overall, these findings indicate minimal age-related differences in the engagement with most government startup schemes among the surveyed startups. (Note: This analysis assumes data integrity and is based solely on the provided table.)

Table 2: Association of Availing Benefits and Legal form of business

	Legal form of business					
	Limited Liability Partnership	**Partnership**	**Private Limited Company**	**Sole Proprietorship**	**Total**	**p-value[1]**
Availed Benefits of ASP 2017						0.002
No	1	1	9	7	18	
Yes	3	2	32	1	38	
Total	**4**	**3**	**41**	**8**	**56**	
Availed Benefits of IIP Assam						0.6
No	4	3	33	8	48	
Yes	0	0	8	0	8	
Total	**4**	**3**	**41**	**8**	**56**	
Availed Benefits of Startup India 2016						0.2
No	4	2	28	8	42	
Yes	0	1	13	0	14	
Total	**4**	**3**	**41**	**8**	**56**	
Availed Benefits of SISF Scheme						0.4
No	4	2	33	8	47	
Yes	0	1	8	0	9	
Total	**4**	**3**	**41**	**8**	**56**	

[1]Fisher's exact test
ASP: Assam Startup Policy 2017
IIP: Industrial & Investment Policy of Assam
SISF: Startup India Seed Fund Scheme

The analysis of government startup schemes' association with different legal forms of business reveals significant insights. Notably, the "Availed Benefits of ASP 2017" scheme shows a statistically significant difference (p = 0.002) in uptake across various business structures. Specifically, Private Limited Companies reported a higher benefit availing rate compared to other forms like Sole Proprietorships and Partnerships. Conversely, benefits from the "IIP Assam," "Startup India 2016," and "SISF Scheme" did not exhibit significant variations across these legal forms (p-values of 0.6, 0.2, and 0.4 respectively). The findings suggest that Private Limited Companies are more inclined or better positioned to utilize certain government schemes, indicating potential differences in resource availability or strategic priorities among different business structures. This pattern underscores the importance for policymakers to consider these distinctions when designing support mechanisms for startups.

Table 3: Association of Availing Benefits and Type of business

	Type of business				
	Both	**Product**	**Service**	**Total**	**p-value[1]**
Availed Benefits of ASP 2017					0.4
No	10	3	5	18	
Yes	16	13	9	38	
Total	**26**	**16**	**14**	**56**	
Availed Benefits of IIP Assam					0.6
No	21	15	12	48	
Yes	5	1	2	8	
Total	**26**	**16**	**14**	**56**	

Availed Benefits of Startup India 2016					0.2
No	21	13	8	42	
Yes	5	3	6	14	
Total	**26**	**16**	**14**	**56**	
Availed Benefits of SISF Scheme					0.5
No	21	15	11	47	
Yes	5	1	3	9	
Total	**26**	**16**	**14**	**56**	

[1]Fisher's exact test
ASP: Assam Startup Policy 2017
IIP: Industrial & Investment Policy of Assam
SISF: Startup India Seed Fund Scheme

The analysis presented in the table examines the association between government startup schemes and business types (product, service, or both) among 56 startups. The findings reveal varying degrees of engagement with different schemes: Startup Assistance Program (ASP) 2017, IIP Assam, Startup India 2016, and SISF Scheme. A notable proportion of startups availed benefits from ASP 2017, with a p-value of 0.4 suggesting no significant association between the scheme and business type. Conversely, only a small number availed benefits from IIP Assam (p=0.6), Startup India 2016 (p=0.2), and SISF Scheme (p=0.5), indicating minimal influence or preference across business categories. Overall, these results suggest that while some startups benefit from specific government schemes, the type of business—product, service, or both—does not significantly predict which scheme is availed, with most p-values above conventional thresholds for significance.

Table 4: Association of Availing Benefits and Annual turnover of the startup

	Annual turnover of the startup						
	Above Rs 50 lakhs	**Less than Rs 10 lakhs**	**More than Rs 50 lakhs**	**No turnover**	**Rs 10-50 lakhs**	**Total**	**p-value[1]**
Availed Benefits of ASP 2017							0.069
No	0	7	5	2	4	18	
Yes	5	8	10	0	15	38	
Total	**5**	**15**	**15**	**2**	**19**	**56**	
Availed Benefits of IIP Assam							0.048
No	5	14	9	2	18	48	
Yes	0	1	6	0	1	8	
Total	**5**	**15**	**15**	**2**	**19**	**56**	
Availed Benefits of Startup India 2016							0.063
No	5	13	7	2	15	42	
Yes	0	2	8	0	4	14	
Total	**5**	**15**	**15**	**2**	**19**	**56**	
Availed Benefits of SISF Scheme							0.12
No	5	14	9	2	17	47	
Yes	0	1	6	0	2	9	
Total	**5**	**15**	**15**	**2**	**19**	**56**	

[1]Fisher's exact test
ASP: Assam Startup Policy 2017
IIP: Industrial & Investment Policy of Assam
SISF: Startup India Seed Fund Scheme

The table presents the association between availing benefits from various government startup schemes and the annual turnover of startups. The analysis, using Fisher's exact test, indicates varying degrees of statistical significance in these associations. For the Assam Startup Policy 2017 (ASP 2017), a p-value of 0.069 suggests a marginal association, with 38 out of 56 startups having availed benefits, particularly those with a turnover of Rs 10-50 lakhs and more than Rs 50 lakhs. The Industrial & Investment Policy of Assam (IIP Assam) shows a stronger association with a p-value of 0.048, where only 8 out of 56 startups availed benefits, primarily those with a turnover exceeding Rs 50 lakhs. Similarly, the Startup India 2016 scheme shows a notable pattern, with 14 out of 56 startups availing benefits, and a p-value of 0.063, indicating a moderate association. The Startup India Seed Fund Scheme (SISF) exhibits the weakest association among the schemes, with a p-value of 0.12, suggesting

a less significant relationship between availing benefits and annual turnover. Overall, the findings indicate that higher turnover startups are more likely to have availed benefits from these schemes, with IIP Assam showing the most significant association.

The following government officials and educational institutions were interviewed as part of the study:

- **Case Study 1: Startup Support by North Eastern Development Finance Corporation Ltd. (NEDFi):** According to the Companies Act of 1956, North Eastern Development Finance Corporation Ltd. (NEDFi) is a Public Limited Company with its headquarters located in Guwahati, Assam, with operations throughout all of the North Eastern states, including Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. The Deputy General Manager of the organization mentioned that in an effort to encourage entrepreneurship in the Northeast, this group was founded to promote high-growth potential and early-stage firms. In recognition of India's expanding startup scene and the government's encouragement of creativity and employment, NEDFi offers its registered startup entrepreneurs venture capital funds. A SEBI-registered Category I Venture funding Fund (VCF) is the fund that the organization provides to channel high-net-worth individual (HNI) funding into early-stage enterprises.
- **Case Study 2: Startup Support by Numaligarh Refinery Limited (NRL):** Based in Assam Numaligarh Refinery Limited (NRL), a public sector oil corporation, has actively supported innovation and entrepreneurship in the area. The Chief Manager of the organization mentioned that through its unique startup fund, NRL offers grants and equity investments to up-and-coming business owners, particularly those operating in industries that support local economic growth and sustainable development. In addition to providing funding, NRL promotes networking opportunities and a cooperative startup ecosystem. Connecting startup owners with governmental organizations, legislators, industry professionals, and other startups is part of this.By investing directly in startups and supporting them beyond capital infusion, NRL exemplifies how public sector enterprises can play a transformative role in regional entrepreneurship ecosystems.
- **Case Study 3: Startup Support by Assam Startup-The Nest:** Working under the auspices of the Assam Industrial Development Corporation (AIDC), Assam Startup-The Nest is a flagship incubation center that was established by the Assam government with assistance from a number of public and private entities. The Project Manager of the organization mentioned that this group assists startup entrepreneurs with product development. Branding, marketing plan development, and promotional opportunities are made easier by The Nest. The Nest handles funding sources such government grants, angel investors, and venture capitalists. Consistent workshops, training sessions, and individual mentorship meetings are also led by sector-specific mentors who are academicians, industry professionals, and seasoned entrepreneurs. Assam is positioned as a top startup destination in Northeast India by this organization, which also acts as an incubator.
- **Case Study 4: Startup Support by Guwahati Biotech Park:** A registered organization called Guwahati Biotech Park offers an environment that is favorable for fostering entrepreneurs, especially those in the information technology and biotechnology sectors. The Senior Scientist & Coordinator of the organization mentioned that this organization strategically concentrates on industries such as drug development, food processing, agricultural sciences, floriculture, horticulture, herbal and tribal medicine, and food processing that capitalize on the region's abundant biodiversity and traditional knowledge systems. In order to produce bio products that can compete in both domestic and international markets, Guwahati Biotech Park combines cutting-edge scientific discoveries with locally available resources. Through technology-driven solutions, the organization also tackles important challenges like sustainable agriculture, rural development, and health care. This organization offers sector-specific training, workshops, and mentorship sessions to startup entrepreneurs.
- **Case Study 5: Startup Support by BioNest at IIT Guwahati:** One notable incubation facility that promotes innovation and entrepreneurship in the fields of industrial biotechnology, agritech, healthcare, and renewable energy is BioNest at IIT Guwahati. The Senior Professor of the institution mentioned that Molecular biology facilities, fermentation units, tissue culture labs, fully

furnished wet labs, and prototyping areas are among the amenities at the BioNest facility at IIT Guwahati. Access to sophisticated testing apparatus and analytical tools, which are frequently too expensive for fledgling businesses to purchase on their own, is another benefit. BioNest assists businesses in obtaining seed funding and grants through its partnerships with BIRAC and other organizations. To improve entrepreneurial abilities, workshops, boot camps, and IP management sessions are also frequently held.

- **Case Study 6: Startup Support by Assam Down Town University (ADTU):** Located in northeastern India, Assam Down Town University has made a name for itself as a hub for innovation and incubation in addition to being an academic institution. It supports early-stage firms and encourages entrepreneurship. The Incubation Associate of the institution mentioned that incubated firms can access ADTU's well-equipped incubation center, which includes state-of-the-art labs, facilities for Contract Research Organizations (CROs), and top-of-the-line machinery and equipment. Additionally, the university's incubator centre offers value-added services including assistance with promotions and media coverage. Receiving ₹4.73 crores in grant financing under the government-backed ITBI (Innovation and Technology-based Incubation) Projects initiative marked a significant turning point in ADTU's incubation experience. Because of this significant investment, the institution is able to offer each qualified startups up to ₹10 lakhs in financial aid.
- **Case Study 7: Startup Support by Royal Global University (RGU):**Established with a vision to provide holistic education, Royal Global University has increasingly positioned itself as a hub for innovation, entrepreneurship, and startup development in the North Eastern region. The Incubation Associate of the institution mentioned thatto assist new startups in obtaining outside finance and attention, the organization has teamed up with Assam Startup—The Nest. To give students immediate exposure, memorandums of understanding are signed with entrepreneurs and innovation networks. The essential elements consist of a specialized cell that provides early-stage entrepreneurs with seed money and technical assistance, as well as a fully furnished maker's lab that grants access to tools, software, and infrastructure for prototyping.

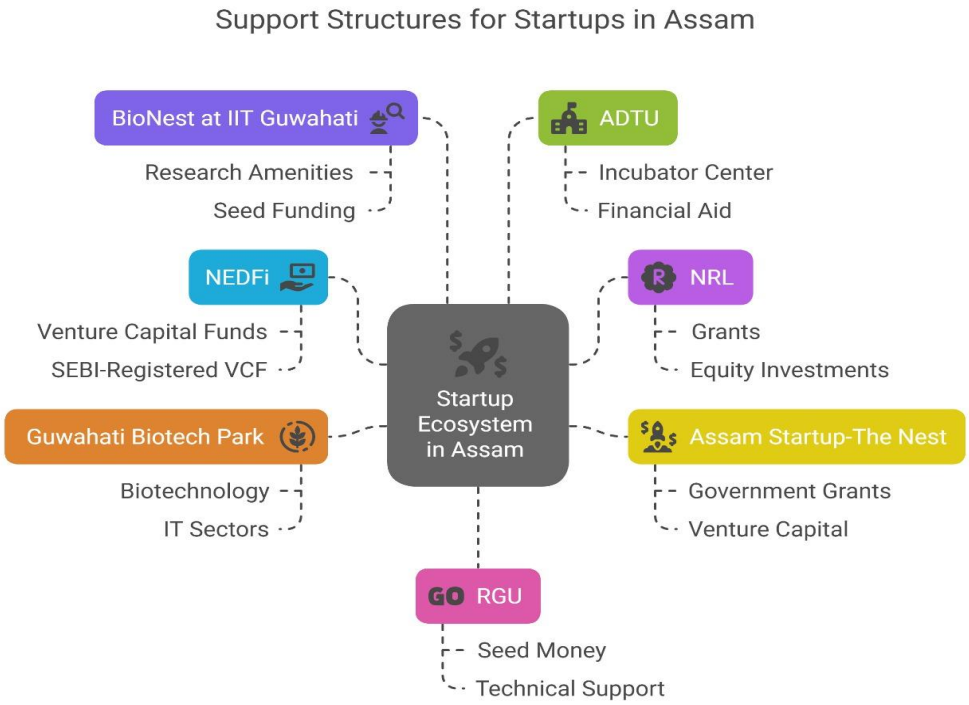

Figure 1: Support Structures for Startups in Assam

Findings of the Study

Numerous startups that have a novel product swiftly take over the global market and generate a lot of job opportunities. There are many opportunities for startups in Assam to explore, and the state's business climate can support their growth. Both the federal and state governments have taken a number of steps to support the growth of startups in the state after realizing the potential of startups to provide job opportunities. Numerous programs and schemes were put in place by the governments to support the expansion of startups and the creation of the startup ecosystem. Government programs have helped to promote innovation and entrepreneurship both nationally and in the state, according to an assessment of the existing literature. For a long time, the Assam government has been implementing policies that promote growth throughout the state. Many government agencies plus academic institutions in Assam are enthusiastically supporting entrepreneurs with funding, incubation and mentorship, according to the report. While Guwahati Biotech Park and Assam Startup—The Nest bids incubation, networking, and sector-specific advice, organizations such as NEDFi and NRL give financial aid. Academic establishments like IIT Guwahati, Assam Down Town University, and Royal Global University are also making a involvement by offering early-stage startups with seed money plus technical mentoring. Together, these initiatives expresses how the state's startup culture is escalating.

Suggestions

Sufficient steps must be done to support the expansion of startups throughout the state. The government should take the required steps to introduce businesses and aspiring business owners in the state to the startup programs of both the federal and state governments. Numerous startup programs that were organized fell short of meeting the needs of the Assam startups. Programs for entrepreneurs should be updated to better suit their requirements. Moreover, to enhance startup founders' human resources, efficient training programs had to be implemented. It is imperative for startups to guarantee that their team members have the chance to participate in training sessions and seminars. Every startup should provide workshops and training sessions for its employees. In the contemporary economy, startups function as a component of it rather than operating independently. Proper networking assistance should be provided by putting the startup owners in touch with industry experts, government agencies, and other startups. Again, incubation fee subsidies are one way the government may support innovators. By offering tax, rent, and electricity subsidies for these kinds of initiatives, the government can encourage industry-startup cooperation. Lastly, entrepreneurship courses should be a part of undergraduate programs for students who want to launch their own companies. The fact that Assam is embracing digitization and technological breakthroughs is a wonderful discovery. On the other hand, defects must be identified and fixed for the ecosystem to work properly. For the stable growth of the startup sector, there is a need for active support and proper coordination of government authorities, educational institutions, incubators, investors, corporate and all others who are a part in the journey of the startup lifecycle.

Conclusion

A growing trend among the younger generation is the notion of starting a business on one's own. Additionally, one of the main drivers of the job market's growth is the emergence of startups that rely heavily on modern technology. India should so deliberately concentrate on fostering startups and ensuring their global competitiveness over the coming years. In today's corporate world, startups are becoming more and more significant. In Assam, startups are vibrant to economic development, occupation generation plus innovation, particularly for the newer population. Evolving an extra resilient startup atmosphere in Assam needs refining teamwork amid government agencies, educational institution and incubators.

Limitations and Scope for Further Study

Due to time constraints, the research study's data collection from government officials, educational institutions and startup entrepreneurs had to be somewhat constrained. Despite providing useful information on the entrepreneurs of Assam, the study's narrow focus inevitably limits the findings' generalizability. However, this limitation does present opportunities for further research. The study made an effort to address the main topic with conclusions and insightful recommendations following conversations with the startup owners. However, the Startup Ecosystem has a lot of areas that might be the focus of future studies and tackling new problems and difficulties in the unpredictable market. Future studies should include additional districts or cities of Assam or similar industrial centres across India to expand the focus of the startup sector of the economy.

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