



## THE EMERGING PATTERNS OF START UPS IN INDIA –AN ANALYTICAL STUDY

**Dr.N.Swetha**

*Assistant Professor, Department of Commerce, Telangana University.*

### **Abstract**

*Entrepreneurship is playing an increasingly prominent role for economic growth and development. The Indian startup ecosystem is experiencing a remarkable period of transformation and expansion, marked by a convergence of technological innovation, entrepreneurial dynamism, and supportive government policies. This burgeoning landscape is characterized by several emerging trends that reflect both the unique socio- economic context of India and its integration into the global digital economy. From fintech disruption to sustainability initiatives and the rise of unicorns, these trends underscore the vibrancy and potential of India's startup ecosystem to drive innovation, create value, and make a significant impact on both domestic and international markets.*

**Keywords:** *Entrepreneurship, Startups, Technology and Economy.*

### **Introduction**

Entrepreneurship is the process of initiating, organizing and running a business venture, embracing risk in the uncertain environment in order to earn the profits with an intention to serve the society. Entrepreneurship brings all the resources together for the sake of offering required products and services to the customers. It is the process of Entrepreneurship, opportunities are recognized, ideas and concepts are transformed into physical products and services, and challenges are accepted in order to earn profits and to satisfy the needs and wants of the customers, in the uncertain environment. Entrepreneurship is the art practiced as a profession that demands many skills like innovative thinking, risk bearing, right decision making and society- orientation. Entrepreneurship contributes in the socio-economic development of not only the individual Entrepreneurs but also in the overall development of a locality, a region and a nation.

### **Characteristics of Entrepreneurship**

1. Entrepreneurship creates business organization.
2. It re-engineers existing business operations.
3. It creates the needs and wants of the customers.
4. Entrepreneurship satisfies the needs and wants of the customers.
5. It offers innovative products and the services.
6. It enhances the healthy competition in the market.
7. Decision making skills are sharpened.
8. Entrepreneurship adds value to the ducts and the services.
9. It contributes in the economic development of the nation.
10. Entrepreneurship grooms the human element.

### **Objectives**

1. To present the theoretical framework entrepreneurship in India.
2. To explore the number of recognized startups in India from 2016-2025.
3. To analyze year wise and state wise number of recognized startups in India.
4. To investigate State/UT-wise number of direct jobs (self-reported) created by recognized startups during the last eight years.



### Research Methodology

This research paper is mainly based on secondary data and collected from various internet sources like statista.com, pib.gov.in, books and publications. The collected data is analyzed by using annual growth rates and year wise comparison.

### Discussions and Results

Table I depicts data pertaining to year wise number of startups in India, by observing the table it is found that in the year 2016 the number of startups in India were 471 it was increased to 5704 in the year 2017 with a annual growth rate of 1111 compared to the year 2016. There by year there was a positive growth rate. The year 2021 shows 49.97 growth rate, the year 2024 shows 13 per cent growth rate. In the year 2025 highest startups took place i.e,1287.6 ,it shows highest in number. . The growth of startups and a culture of creation have transformed.

India's entrepreneurial environment in the 21st century. Technology, legislation, and the global economy's dynamic character support the shift. India, known for its varied culture, rich history, and large population, is becoming a worldwide hub for startups and entrepreneurship. The nation's entrepreneurial impetus has been driven by its growing middle class, pervasive digital revolution, and a government that has consistently supported innovation and firm development. It is concluded that there is a positive growth rate in the number of start ups in India.

**Table I: Year wise number of startups in India**

| Year | Number of Startups | Annual Growth Rates. |
|------|--------------------|----------------------|
| 2016 | 471                | NA                   |
| 2017 | 5704               | 1111.04              |
| 2018 | 14,339             | 151.38               |
| 2019 | 25,618             | 78.66                |
| 2020 | 40,116             | 56.59                |
| 2021 | 60,162             | 49.97                |
| 2022 | 86,704             | 44.12                |
| 2023 | 1,12,718           | 30.00                |
| 2024 | 1,27,433           | 13.05                |
| 2025 | 17,68,729          | 1287.96              |

Source: www.statista.com

Table- II reveals the data pertaining to the State and Union Territory wise number of recognized startups in India from the year 2016 to 2025. By analyzing the table it is observed that the state Maharashtra has large number of startups i.e., In the year 2019 the state has 1987 startups but in 2023 it is abnormally increased to 5801, next to this the state Utter Pradesh has 807 startups in the year 2019 and raised to 3291 startups in 2023. Almost all states have stood the same growth. The states Sikkim, Tripura and union territories Ladakh and Lakshadweep has least startups in the year 2023. The year wise number of startups in India is increasing, In the year 2023,2024and 2025.It was in an increasing mode. In the year 2025 large number of startups took place.



**Table II: State/UT-Wise Number of Recognized Startups during the Last Five Years**

| No. | States/UTs                               | 2019  | 2020  | 2021  | 2022  | 2023  | 2024 |
|-----|--|-------|-------|-------|-------|-------|------|
| 1.  | Andaman and Nicobar Islands              | 7     | 5     | 13    | 9     | 15    | 20   |
| 2.  | Andhra Pradesh                           | 161   | 215   | 286   | 382   | 586   | 606  |
| 3.  | Arunachal Pradesh                        | 2     | -     | 4     | 9     | 17    | 13   |
| 4.  | Assam                                    | 62    | 108   | 181   | 282   | 362   | 347  |
| 5.  | Bihar                                    | 137   | 236   | 374   | 517   | 811   | 842  |
| 6.  | Chandigarh                               | 37    | 52    | 63    | 81    | 126   | 102  |
| 7.  | Chhattisgarh                             | 152   | 143   | 159   | 233   | 360   | 460  |
| 8.  | Dadra and Nagar Haveli and Daman and Diu | 3     | 5     | 12    | 12    | 11    | 16   |
| 9.  | Delhi                                    | 1,302 | 1,711 | 2,129 | 2,548 | 3,150 | 2852 |
| 10. | Goa                                      | 39    | 60    | 78    | 104   | 98    | 125  |
| 11. | Gujarat                                  | 565   | 846   | 1,655 | 2,262 | 3,291 | 3444 |
| 12. | Haryana                                  | 658   | 787   | 1,036 | 1,327 | 1,740 | 1731 |
| 13. | Himachal Pradesh                         | 27    | 40    | 55    | 117   | 144   | 145  |
| 14. | Jammu and Kashmir                        | 30    | 57    | 123   | 167   | 247   | 275  |
| 15. | Jharkhand                                | 79    | 153   | 180   | 232   | 337   | 331  |
| 16. | Karnataka                                | 1,566 | 1,648 | 2,082 | 2,546 | 3,032 | 3173 |
| 17. | Kerala                                   | 597   | 671   | 901   | 1,070 | 1,294 | 1155 |
| 18. | Ladakh                                   | -     | 1     | -     | 4     | 4     | 5    |
| 19. | Lakshadweep                              | -     | 1     | -     | -     | 2     |      |
| 20. | Madhya Pradesh                           | 302   | 401   | 540   | 891   | 1,264 | 1193 |
| 21. | Maharashtra                              | 1,987 | 2,531 | 3,552 | 4,763 | 5,801 | 5737 |
| 22. | Manipur                                  | 3     | 10    | 33    | 31    | 26    | 55   |
| 23. | Meghalaya                                | 5     | -     | 6     | 10    | 18    | 17   |
| 24. | Mizoram                                  | -     | 1     | 2     | 6     | 13    | 16   |
| 25. | Nagaland                                 | 2     | 5     | 6     | 7     | 22    | 35   |
| 26. | Odisha                                   | 170   | 257   | 367   | 442   | 620   | 547  |
| 27. | Pondicherry                              | 10    | 13    | 16    | 29    | 43    | 27   |



|     |               |     |       |       |       |       |      |
|-----|---------------|-----|-------|-------|-------|-------|------|
| 28. | Punjab        | 86  | 134   | 239   | 294   | 443   | 407  |
| 29. | Rajasthan     | 321 | 459   | 591   | 986   | 1,443 | 1246 |
| 30. | Sikkim        | 2   | 1     | 3     | 2     | 2     |      |
| 31. | Tamil Nadu    | 556 | 715   | 1,067 | 1,791 | 2,810 | 2656 |
| 32. | Telangana     | 559 | 754   | 928   | 1,370 | 1,757 | 1809 |
| 33. | Tripura       | 7   | 17    | 11    | 25    | 23    | 45   |
| 34. | Uttar Pradesh | 807 | 1,290 | 1,876 | 2,554 | 3,426 | 3486 |
| 35. | Uttarakhand   | 87  | 109   | 155   | 236   | 271   | 269  |
| 36. | West Bengal   | 276 | 362   | 648   | 991   | 1,170 | 1107 |

Source: <https://pib.gov.in>

**Table III: State/UT-Wise Number of Direct Jobs (Self-Reported) Created By Recognized Startups During The Seven Years.**

| S. No. | States/UTs                               | 2019   | 2020   | 2021   | 2022   | 2023   | 2024  | 2025   |
|--------|--|--------|--------|--------|--------|--------|-------|--------|
| 1.     | Andaman and Nicobar Islands              | 60     | 32     | 72     | 71     | 97     | 137   | 485    |
| 2.     | Andhra Pradesh                           | 1,552  | 2,849  | 2,304  | 3,067  | 5,669  | 5259  | 24490  |
| 3.     | Arunachal Pradesh                        | 12     |        | 31     | 55     | 185    |       |        |
| 4.     | Assam                                    | 726    | 874    | 1,403  | 2,553  | 3,350  | 3418  | 14435  |
| 5.     | Bihar                                    | 1,079  | 2,134  | 3,086  | 4,498  | 9,057  | 7378  | 30610  |
| 6.     | Chandigarh                               | 312    | 355    | 978    | 898    | 1,328  | 875   | 5557   |
| 7.     | Chhattisgarh                             | 1,423  | 1,054  | 1,694  | 2,126  | 3,189  | 4774  | 16749  |
| 8.     | Dadra and Nagar Haveli and Daman and Diu | 29     | 31     | 136    | 147    | 138    | 144   | 745    |
| 9.     | Delhi                                    | 13,862 | 17,638 | 22,231 | 29,955 | 38,280 | 29948 | 196751 |
| 10.    | Goa                                      | 349    | 340    | 494    | 830    | 824    | 879   | 4476   |
| 11.    | Gujarat                                  | 6,077  | 9,295  | 17,329 | 23,610 | 48,138 | 35834 | 158336 |
| 12.    | Haryana                                  | 9,990  | 10,515 | 10,006 | 13,694 | 26,021 | 23232 | 111716 |
| 13.    | Himachal Pradesh                         | 195    | 281    | 344    | 972    | 1,079  | 969   | 4453   |
| 14.    | Jammu and Kashmir                        | 238    | 447    | 776    | 1,297  | 2,452  | 2164  | 8284   |



| S. No. | States/UTs     | 2019   | 2020   | 2021   | 2022   | 2023   | 2024  | 2025   |
|--------|----------------|--------|--------|--------|--------|--------|-------|--------|
| 15.    | Jharkhand      | 624    | 1,353  | 1,362  | 1,827  | 3,525  | 3125  | 13237  |
| 16.    | Karnataka      | 20,256 | 23,767 | 20,812 | 24,544 | 35,066 | 28795 | 195147 |
| 17.    | Kerala         | 4,413  | 5,446  | 7,582  | 10,286 | 11,737 | 10267 | 57326  |
| 18.    | Ladakh         | -      | 3      | -      | 32     | 29     | 31    | 139    |
| 19.    | Lakshadweep    | -      | 7      | -      | -      | 31     | -     | 38     |
| 20.    | Madhya Pradesh | 3,955  | 3,468  | 6,568  | 11,511 | 12,070 | 10353 | 53343  |
| 21.    | Maharashtra    | 21,979 | 29,133 | 38,354 | 50,913 | 64,974 | 57505 | 317801 |
| 22.    | Manipur        | 22     | 116    | 382    | 309    | 195    | 385   | 1606   |
| 23.    | Meghalaya      | 27     | -      | 48     | 61     | 157    | 106   | 489    |
| 24.    | Mizoram        | -      | 2      | 15     | 106    | 79     | 86    | 368    |
| 25.    | Nagaland       | 10     | 32     | 81     | 71     | 268    | 3697  | 4180   |
| 26.    | Odisha         | 2,248  | 2,220  | 3,742  | 4,526  | 6,532  | 10797 | 34219  |
| 27.    | Pondicherry    | 130    | 68     | 198    | 233    | 568    | 213   | 1713   |
| 28.    | Punjab         | 1,230  | 1,673  | 2,429  | 2,318  | 4,935  | 3527  | 20309  |
| 29.    | Rajasthan      | 3,819  | 4,439  | 5,579  | 10,590 | 13,724 | 11372 | 57986  |
| 30.    | Sikkim         | 6      | 2      | 29     | 22     | 8      | -     | 88     |
| 31.    | Tamil Nadu     | 6,860  | 7,772  | 9,684  | 17,192 | 30,536 | 26223 | 113485 |
| 32.    | Telangana      | 8,622  | 8,576  | 9,581  | 14,249 | 18,378 | 16615 | 93864  |
| 33.    | Tripura        | 46     | 735    | 95     | 188    | 193    | 313   | 1713   |
| 34.    | Uttar Pradesh  | 8,823  | 13,226 | 18,812 | 22,673 | 33,831 | 34807 | 155499 |
| 35.    | Uttarakhand    | 701    | 709    | 1,696  | 1,684  | 2,401  | 7331  | 16051  |
| 36.    | West Bengal    | 3,396  | 2,604  | 6,632  | 9,353  | 11,468 | 11110 | 53041  |

Source: <https://pib.gov.in>

Table III highlights the data pertaining to state and union territory wise direct jobs created by the startups. By observing the data it is clear that the state Maharashtra created i.e. 21,979 jobs in the year 2019 and moved to 3,17801 jobs in the year 2025, next to it Delhi created i.e.13862 jobs in the year 2019 and greatly increased to 1,96,751 in the year 2025, state Gujarat has highest jobs i.e., Startups were created 8,823 jobs in the year 2019 and stimulated to 48,138 jobs in the year 2023. Except Sikkim, Dadra and Nagar Haveli and Daman and Diu, Goa, Ladakh, Manipur, Mizoram and remaining union territories and state stood a positive increase in the jobs created by startups. In the year 2025, the



state Maharashtra has created a highest number of jobs i.e, 3,17,801 next to it Delhi has highest jobs created i.e, 1,96,751. Compared to other states and union territories.

### Conclusion

The finding highlights the significant role of government policies such as Startup India in fostering entrepreneurship and reducing regulatory barriers. However, there are challenges in implementation and effectiveness that require ongoing attention and refinement. The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for startups offering products and services ranging from food, retail, and hygiene to solar and IT applications for day to day problems which could be delivered at affordable prices. It is not out of place to mention that some of these startups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries.

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