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SARVAJANIK EDUCATION SOCIETY
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LEARNNOVATOR

NEW GENERATION OF START UPS

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NEXT ISSUE

Electoral Insights:
Voters' Awareness and
Rights

“When you find an idea that you just can't stop thinking about, that's probably a good one to pursue.”



We are now witnessing a paradigm shift with entrepreneurship fast becoming the first-choice career for our best and brightest, and start-up successes inspiring a new generation of Indians. An increasing number of new generation start-ups in technology/knowledge-intensive industries have created euphoria in major cities of India. According to Financial Express, the start-up funding has touched a new high in the year 2021. During January - March 2021, investors have infused around \$4.4 billion into Indian start-ups. The top gainers in the funding deals are the Fintech and Financial Services companies (123) followed by Retail and Ecommerce companies (99) and EdTech companies (84).

India has witnessed a positive spur of change with regard to entrepreneurship, seeding, startup, unicorn and the like. This of the Government of India, intended to catalyse start-up culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. This landmark initiative has enabled the youth to foster their novel ideas and achieve their dreams of building a start-up.

Few of the prominent start-ups in India like Flipkart, Big basket, Ola cabs, InMobi, FirstCry, CureFit need no introduction. The emergence of these start-ups is driven by the novel force in the global economy, millions of new customers, a new international presence of India and education. The growth of these start-ups is due to the cultural shift in the start-up ecosystem.

Generation Z is aspiring to find a meaningful job that isn't just for the money but also supplements their ambitions. Gen Z isn't just informed about the worldwide options accessible to them; they're also not afraid to take advantage of them. This is why, unlike any other generation in the history of humankind, this cohort is bringing revolutionary changes in the socio-economic landscape of the world. And they will continue to do so in the upcoming days.

Dr. Jimmy M. Kapadia
Professor & Director
SRLIM



A New Generation of Startups



Dr. Radha Vyas
Assistant professor
D R Patel and R B Patel Commerce and B C Patel

What makes startups interesting in India? Business idea, tech-savvy approach, commitment to excellence, amount of risk involved, agile work culture, new revenue opportunities, the challenge they try to solve, or perhaps a combination of all that help them drive business innovations. It is observed that the word “startups” is becoming more fascinating for young budding entrepreneurs due to Governments positive attitude, new schemes and

ever changing business trends.

Recently after the Covid-19 pandemic it was witnessed by us that when conventional businesses face substantial instability and high volatility, the startups emerge as a guiding force to develop unique solutions to disrupt the status quo. Ranging from fintech, e-commerce, crypto, OTT-based entertainment, SaaS, social media, gaming, healthcare and EdTech, tech-enabled startups are strengthening their roots, making deeper engagement with their employees and building transformative solutions to win in the New Normal.

THE STARTUP ECOSYSTEM (2018-2021)

- 120% rise in number of unicorns added
- 100% rise in active incubators and accelerators
- 70% rise in number of deep-tech startups
- 50% rise in number of funding start-ups
- 33% growth in startup addition

Source: Zinnov, NASSCOM

Transforming Business Models

One of the areas primarily affected by the pandemic was the banking and finance sector. The country's FinTech ecosystem was seen as an enabler to disrupt the sector and deliver banking services seamlessly even to underserved and unbanked in semi-urban and rural India.

A sector that was hit badly during the outbreak in our country was the restaurants. Many traditional establishments could not recover from the unprecedented strains on their food supply chain models and went out of business. This is where tech-enabled dining and food delivery apps came to the forefront, helping food suppliers manage the erratic demand-supply gap. The specialized food and table reservation apps have transformed the ecosystem aligning with the evolving consumer expectations.

Tech-enabled enterprises such as Zomato, Swiggy, FreshToHome, Licious, TenderCuts, Uber Eats, EazyDiner, and others came up with unique tech-focused strategies to help restaurants, street food vendors, and livestock producers survive, moving them into

organized food space while ensuring safety and hygiene in contactless food delivery to consumers.

India's logistics sector faces two significant challenges. First is the lack of a proper communication channel and second is the trust gap among various stakeholders in the market. Startups such as Porter, BlackBuck, Vahak, and Let's transport are leveraging freight and fleet management tech platforms to allow businesses and consumers to hire trucks and tempos in real-time while eradicating inefficiencies.

The continuous threat of the pandemic has compelled schools, colleges and universities across India to close or operate intermittently with blended models to break the spread of the virus. Ed-tech companies such as Byju, Vedantu, Unacademy, UpGrad, Toppr, and Cuemath have been innovating to disrupt the Indian learning and education sector.

Conclusion

We have seen from the above examples that many of the next-gen startups founders come from a technology background, giving them an early edge over conventional businesses. However, it is also true that there is no standalone strategy that can provide an advantage all the time in any industry. The road to becoming a great startup from a promising startup is a daunting process. In the next few years, startups with robust tech integrations and learning models at all levels – from customer experience, product diversification, data governance and security, talent management, competition monitoring and customer retention – will have a greater potential to leapfrog business challenges and excel in innovation quotient. No wonder India is the world's third-largest startup ecosystem after the US and China today but it can be first in near future!!!!



Startups - The New Generation's Choice

India is now witnessing the beginning of the era of Startups as the first choice of career for the new generation. The mindset of the new generation i.e. the fresh graduates and postgraduates are now trying to take risk and become Entrepreneurs. India is witnessing an interesting reflection. Till a decade back many career aspirants wanted to become engineers or Doctors or wanted a good job from which they can retire. This mindset showed that people were not able to take the risk and start their startups.

However, the situation has transformed and career aspirants are encouraged to start their new businesses. India needs this transformation as a result of increasing unemployment and wants more and more aspirants to indulge in entrepreneurship. India is aiming to increase job creators among the youth and increase regional development.

This transformation is due to the introduction of Entrepreneurship Education in school and college campuses where students are given insights and practical knowledge about starting their own business, identifying opportunities, managing risk, and innovating in the course of their career. The course is made more practical and focuses more on the "out of the book" approach where real-life scenarios are brainstormed which helps the aspirants to adopt the real business environment. This motivates career aspirants to start their businesses.

According to the commerce and industry minister, Piyush Goyal the number of recognized start-ups has increased from 726 in FY 2016-17 to 65,861 in FY 2021- 22.

It is important to understand the flip side of growing start-ups. Creating a start-up involves a considerable degree of uncertainty regarding its future. More often, start-ups are created on a small scale with limited resources. Therefore, their ability to withstand sustained losses is

usually very limited, and as different researchers have observed, start-ups have a high failure rate relative to established firms.

Hence, this era has just started so with expertise, innovation, and experience India will be able to increase the success rate as it will take a long way to groom the new generation of educated and robust start-ups who are more aware of the pitfalls that lead to failure and hence, will maximize their success rate.

Ms. Preksha Jain
First Year Student
SRLIM



73rd Republic Day Celebration



List of Unicorn Startups in India



Source - Venture Intelligence

HORIZON 2022 - Management Fest



DALAL STREET - THE STOCK MARKET BATTLE



BRANDSOME - THE AD MAD WORLD



TUG OF WORDS - THE DEBATE COMPETITION



CORPORATE ROADIES - THE BATTLE OF CORPORATE TITANS



FOOD CRAFT - FUN WITH FOOD BATTLE



COLLAGE MAKING - CREATING CRAFT WITH CREATIVITY

WORKSHOPS



AN INTERACTIVE SESSION ON TIME MANAGEMENT SKILL



DIGITAL MARKETING BOOTSTRAPING

Guest Lectures

INSTAGRAM MARKETING

Dr. Ijan Vaidya
Assistant Professor
Gujarat Education Service

PERFORMANCE MANAGEMENT

Mr. Pranav Goswami
Founder
Decible Consultant, Surat

GLOBAL INDUSTRIAL RELATION

Dr. Usma Desai
Assistant Professor
BRCM College of Business Administration, Surat

QUESTIONNAIRE DESIGN

Dr. Astha Tripathi
Research Associate
IIM Ahmedabad

SUPPLY CHAIN STRATEGIES

Dr. Manish Siddhpuriya
Professor
G.H. Bhakta Management Academy,
Veer Narmad South Gujarat University, Surat

DIVIDEND POLICY

CA Pervin Variava
Chartered Accountant, Surat

FTP & IMPLICATIONS ON EXPORT/IMPORT

Mr. Suraj Shah
Consultant
3i Professional Services, Surat

RESEARCH DESIGN

Dr. Bhavesh Vanparia
Assistant Professor
Department of Human Resource Development,
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LEVERAGE

Dr. Ruchi Desai
Assistant Professor
SSASCMA English Medium Commerce College, Surat

PRICING STRATEGIES

Dr. Debjani Banerjee
Associate Dean & Accreditation Consultant
VES Institute of Management Studies and Research, Mumbai

SERVICE QUALITY INNOVATIONS IN HOSPITALITY INDUSTRY

Mr. Mitul Shah
Consultant and Promoter
Surat

POST-COVID DEVELOPMENT IN INDIAN BANKING INDUSTRY

Ms. Hemali Gadhavi
Sr. Privilege Banker
ICICI Bank Ltd. , Surat

New Generation Startups

10club

Evenflow

GlobalBees

Fyp

G.O.A.T
BRAND LABS

DRAFT MY
DOCUMENTS

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