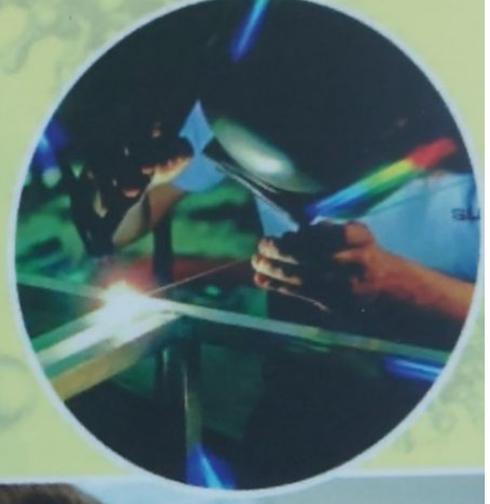


Entrepreneurship Amidst Pandemic COVID19



Dr. Amit Verma
Dr. Satinder Kumar

ENTREPRENEURSHIP AMIDST PANDEMIC COVID19

Dr. Amit Verma

Assistant Professor

Department of Commerce, Kalicharan PG College
Lucknow, Uttar Pradesh, India

Dr. Satinder Kumar

Assistant Professor

School of Management Studies, Punjabi University,
Patiala, Punjab, India

Copyright©: All Rights Reserved

No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

Website: www.bookrivers.com

Place: Lucknow

Year: 2020

MRP: 499/-

ISBN: 978-93-89914-95-5

CONTENTS

1. Micro, Small And Medium Enterprises' (MSMEs) Competitiveness And Digitalization 1-15
*Dr.Gaonkar Gopala Krishna M
2. COVID19 Pandemic-A Blessing In Disguise For Entrepreneurship In Disguise For Entrepreneurship Development In India 16-31
* Dr. R Krishna Vardhan Reddy
3. Social Entrepreneurship, Social Economy & Examples From COVID19 Crisis 32-48
*Prof. (Dr.) Atul Dubey
**Dr. Shiva Johri
4. Impact Of COVID19 On Indian Startups 49-60
*Rachana Sardana
**Muskan
5. Indian Agricultural Start-Ups Amidst COVID19: Prospects And Challenges 61-75
*Daya suvagiya
**Swati Sharma
6. Green Marketing: A Way Forward For Sustainable Development In India And Beyond 76-86
*Dr.Amit Verma
**Dr.Satinder Kumar

Chapter-4

IMPACT OF COVID 19 ON INDIAN STARTUPS

*Rachana Sardana, Assistant Professor, R.K.S.D. (PG) College, Kaithal, Haryana, India.

**Muskan, Research Scholar, School of Management Studies, Punjabi University, Patiala, India.

ABSTRACT

COVID19 has adversely affected the economies of nations. Trade, Business and corporate sector are being so affected that it will take years to come back the situation. Start-up eco system is an important pillar of the economy. But in the present scenario, the flourishing start-up eco system has also been most hit by the roadblock of COVID19. These are most vulnerable not only from business point of view rather operational repercussions are more. The big challenges in front of the start-ups are the liquidity challenges like liquidity shortage, funding challenges, delayed investor interaction etc. So the chapter includes the impact of the COVID19 on the start-ups and what measures are being taken by the government to revive these start-ups to the new normal.

Keywords: COVID19, Economy, Business, Start-ups, Government Assistance.

4.1 INTRODUCTION

The Indian government defines a startup as an entity less than seven years young with an annual turnover of less than 250 million rupees and headquartered in India. The Indian startup eco-system has been at the third position in the world and year on year growth rate is 12-15 % as per the record of DPII Startup India. The number of startups in payment sector is the highest with over 400 across India as of 2020. Over two thousand fintech startups,