

Challenges and Opportunities Faced by the Youth in Start up Business

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Introduction

A young entrepreneur is a young adult who starts and runs a business, or finds new ways to improve existing businesses, while taking risks. They are often between the ages of 10 and 25, and may have little work experience due to recent graduation or entering the job market for the first time. Young entrepreneurs are known for being proactive, adaptable, and willing to take risks, which can be important for economic growth.

This study is framed to through light on various struggles faced by the young entrepreneur and the government initiatives to promote them by way of starting skill development programmes during the college level and arranging in rural areas. How a little drop of water makes a ocean in the same way many small business will definitely develop our national economy

1.2 Statement of problem

Young entrepreneurs may have a harder time finding funding because they may not have a credit history or assets to use as security. This is especially true for startups in their early stages, when the risk is high and the return on investment is uncertain. Finding good business plan, arranging finance, expertise in executing the business are the various challenges for the young adults in starting a new or even continuing a existing business.

1.3 Objectives of the Study

- ❖ This conceptual study is framed with the following objectives
- ❖ To study the various challenges faced by the young adults
- ❖ To analyse the various steps to be taken before framing the new business
- ❖ To explore the various opportunities available in the market to start a new business
- ❖ To bring into picture the various schemes available by the state and central government

1.4 Challenges faced by the young adults in starting new business

Young entrepreneurs face a unique set of challenges as they build their visions. From financial hurdles to societal pressures, these obstacles require resilience, strategic planning, and a robust support system.

The following are some of the most common challenges faced by young entrepreneurs, offering insights into the complexities of starting and running a successful business in today's competitive business world.

1.4.1 Managing growth

Managing a business's growth can be challenging, especially if the business experiences rapid growth. This can include hiring employees, expanding to new markets, and scaling

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operations. Managing growth requires strategic planning, financial management, and strong leadership skills.

1.4.2 Time management

Young entrepreneurs who are also in school may need to be good at managing their time, especially if they're trying to balance their business with school.

1.4.3 Securing Startup Capital and Financials

One of the biggest challenges young people pursuing entrepreneurship and business face is securing the necessary startup capital. New entrepreneurs, especially those without a track record, find this to be a threatening hurdle.

1.4.4 Budgeting with Limited Resources

Many young entrepreneurs operate with a very tight budget, making every rupee count. The challenge lies in allocating the limited resources effectively across various business needs.

1.4.5 Facing Societal Expectations to Conform

Young entrepreneurs must deal with societal pressures that push them towards traditional career paths. This stereotype can lead to not being taken as seriously as their more established counterparts, making it even harder to build credibility and a customer base.

1.4.6 Dealing with Family and Friends' Doubts and Criticism

Starting a business often invites skepticism and criticism from family and friends. These doubts can undermine an entrepreneur's confidence, making it challenging to stay focused and maintain resilience.

1.4.7 Battling Constant Self-Doubt and Stress

Many entrepreneurs feel the weight of constant self-doubt and stress. The fear of making lots of mistakes, coupled with the pressure to quickly adapt and become successful, can lead to burnout.

1.4.8 Achieving Work-Life Balance

Establishing a harmony between work and personal life is a feat for young entrepreneurs. This imbalance can make it difficult to recharge and maintain the energy needed to overcome challenges.

1.4.9 Handling Customer Acquisition Challenges

Building a customer base from scratch is not a small task. Young entrepreneurs must not only introduce their product or service to the market but also convince potential customers of its value.

1.4.10 Adapting to Market Changes Quickly

The business landscape is ever-evolving, and young entrepreneurs must be able to quickly adapt to changes in the market. Inexperience in navigating these waters can lead to missed opportunities and setbacks.

1.5 Government Initiatives available to New Entrepreneurs

To encourage and support the young adults State Government and central Government has promoted many ministries and schemes exclusively to promote start up business some of the programmes are mentioned below

Tamil Nadu Government Schemes to promote Start Up business

Some of the Tamilnadu Government schemes which are highly effective were analysed. One among that is NEEDS Scheme. It is promoted by the Directorate of Industries and Commerce, Government of Tamil Nadu for providing opportunities for young / new educated entrepreneur with subsidy and support for starting a new venture

The scheme aims to provide training to young first-generation entrepreneurs in conceiving, planning, initiating, and launching manufacturing or service enterprises successfully.

Training Institute and Methodology of the Training:

The Entrepreneurship Development Programme (EDP) Training will be imparted through Entrepreneurship Development Institute, Guindy, Chennai.

TANSIM

Tamil Nadu Startup and Innovation Mission (TANSIM) was started with the aim of providing an enabling and innovative ecosystem in the State. The main activities of TANSIM are nurturing innovation, promoting investments in R&D, infrastructure support, knowledge creation, technological development and skilled manpower, resulting in high growth entrepreneurial ventures across the spectrum of sectors from agriculture, manufacturing, healthcare, education, logistics, social sector, urban development, environment, to Fintech and ICT.

1.6 Ministries which are initiated to promote start up business

Department for Promotion of Industry and Internal Trade (DPIIT) under Ministry of Commerce and Industry

- Ministry of Micro, Small & Medium Enterprises (MSME):
- Ministry of Rural Development (MoRD)
- Department of Science and Technology (DST)
- Ministry of Agriculture and Farmers' Welfare
- Ministry of Electronics and Information Technology (MeitY)
- Technology Incubation and Development of Entrepreneurs (TIDE) 2.0 Scheme:
- GENESIS (Gen-Next Support for Innovative Startups):

The details of various programs undertaken by the Government to promote startups across the country are as under:

<ul style="list-style-type: none"> ❖ Startup India Action Plan ❖ Startup India: The Way Ahead ❖ Startup India Seed Fund Scheme (SISFS) ❖ Fund of Funds for Startups (FFS) Scheme ❖ Regulatory Reforms ❖ Ease of Procurement ❖ Self-Certification under Labour and Environmental laws ❖ Income Tax Exemption for 3 years ❖ Startup India Innovation Week ❖ Credit Guarantee Scheme for Startups (CGSS) ❖ Accelerating Start Up Caliber & Entrepreneurial Drive (ASCEND) 	<ul style="list-style-type: none"> ❖ Faster Exit for Startups ❖ Exemption for the Purpose Of Clause (VII)(b) of Sub-section (2) of Section 56 of the Act (2019) ❖ Support for Intellectual Property Protection ❖ Startup India Hub ❖ International Market Access to Indian Startups ❖ Startup India Showcase ❖ National Startup Advisory Council ❖ National Startup Awards (NSA) ❖ States' Startup Ranking Framework (SRF) ❖ Startup Champions on Doordarshan: ❖ Startup India Investor Connect Portal ❖ National Mentorship Portal (MAARG)
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1.7 Skills to be promoted for a Good Entrepreneurs

An Entrepreneur is a person who starts his own business and expecting a new opportunity to start a business. He has more ideas to implement and interested to take his business in a new manner.

Following skills are suggested a Good entrepreneur should possess to succeed in his life

- Good and effective communication
- The ability to sell both themselves and their idea or product
- Strong focus
- An eagerness to learn and be flexible
- A solid business plan

1.8 Suggestions and Recommendations

- ❖ Government has established many ministries to frame the norms to promote and encourage the entrepreneurs.
- ❖ Apart from the Government initiatives a new entrepreneur should get encouragement from his family and friends.
- ❖ A young entrepreneur must develop his skill to succeed in his business.
- ❖ Young adult must use the schemes initiated by the state and central Government.
- ❖ He should go through the websites which are created exclusively for supporting financial assistance for start-up business.
- ❖ He must get enough experts opinion before he start the business and to have a well planned business plan for initiating and executing

1.9 CONCLUSION

As young entrepreneurs try to make their mark, they face a mix of exciting opportunities and tough challenges. These challenges aren't just hurdles to jump over; they're important experiences that shape them into better business leaders. Hence young adults those who have the aim of starting their own new business must have a proper plan and must possess a clear knowledge on the business what they are going to start.

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