

## **Startups: Catalysts for Economic Growth and Employment Creation**

To understand the sudden failures in startups globally, their paramount funding needs, and the necessity of support for their survival and growth, the World Trade Center Jaipur organized a round table discussion on “Why Invest in Startups” on 26<sup>th</sup> May 2024 in Jaipur. The event invited start-up founders, social entrepreneurs and investors to brainstorm over why funding remains the single most important need for startups and why investors need safeguarding of their investments along with timely data sharing and progress in startup valuations.

The chief guest of the program, Prof. (Dr.) Om Prakash Sharma, Pro-President & Dean Faculty of Engg. & Technology, Jagannath Group of Institutions, Jaipur, Sitapura, in his opening remarks, said, “Today all startups need financial investments for manufacturing products, research and development, design, marketing, and brand promotion. Additionally, they face establishment costs and working capital requirements. Staff costs and plans for expansion to capture emerging market demands and become industry leaders also require substantial funds and meticulous planning to ensure proper fund utilization, maintaining investor confidence, and achieving ROI (Return on Investments).”

Mr. Sharma further added, “I recommend that all startups should also focus on organic growth. Excessive dependence on external factors is not advisable. While initial phases require funding and mentorship, startups must develop internal strengths and management capabilities for pricing and marketing their goods and services. This is a slow process but at the same time more dependable than an inorganic growth.”

Guest speaker and young entrepreneur Mr. Vijesh Dadich, Director, Shree Ram Granites, Jaipur pitched, “In my belief, access to funds allows startups in Rajasthan to expand their teams and hire more people, allowing them to delegate responsibilities more efficiently. Initially, a start-up is often born in a garage but to succeed, they need to scale up operations, hire more staff, and expand geographically. All of this requires money, which is not easily available for new entrants. Additionally, with fund support, startups can leverage numerous marketing tools to enhance product sales strategies. Repeated testing is another prerequisite for success, which also incurs costs. Therefore, the need for funds is evident, not just for what I mentioned, but also for advertisement and paid social media tools to promote products.”

Participants who had already created startups took the opportunity to seek solutions to issues such as pricing and competitive challenges from the guest speakers.

A vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director- World Trade Center Jaipur.

**The event was held on May 26, 2024 in Jaipur, Rajasthan.**

