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Perception of Students Towards Tech-Enabled Startups: A Case of J&K Ut

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Abstract

The research study on Perception of students towards tech-enabled startups in Jammu and Kashmir" has been conducted in Kashmir region of Jammu and Kashmir. The study is based on primary as well as secondary data collection and used descriptive and exploratory research models for conducting the survey among the respondents. This study delves into the nuanced perceptions of students in Jammu and Kashmir regarding tech-enabled startups, shedding light on the factors influencing their perception towards entrepreneurship. The study garnered responses encompassing a diverse age range. Notably, 56.7% of respondents were male, and 43.3% were female. The respondents hailed from various academic institutions, with SK University of Agricultural Sciences and Technology of Kashmir, University of Kashmir, and Central University of Kashmir being the prominent contributors. Educational backgrounds varied, with predominantly 74.6% in undergraduate, the research unveils a tech-aware demographic. Awareness levels regarding government initiatives and incubation centres varied, indicating a need for improved information dissemination.

The results indicated and depicted a moderate awareness of tech-enabled startups (55.2%), with varied exposure levels. Challenges in accessing information on government initiatives and incubation centres were evident, emphasizing the need for improved information dissemination.

The study also revealed that students expressed diverse views on the impact of startups on the local economy and job market. University support for entrepreneurship garnered mixed responses, and 53.7% affirmed the importance of the inclusion of entrepreneurship subject in curriculum.

Family and peer influence on entrepreneurial perceptions reflected varied attitudes. While 35.8% believed their parents were positively inclined, 52.2% were uncertain about their friends' views on entrepreneurship as a logical choice. While 46.3% engaged with tech-enabled startups, a majority remained unconnected to incubation centres (83.6%).

This concise study offered crucial insights, suggesting areas for targeted support in fostering a vibrant entrepreneurial ecosystem.

Keyword's: Perception, Tech enabled Startups, awareness

Introduction

In today's age the entrepreneurship especially in technological sector has assumed paramount significance. This spirit of entrepreneurial mindset led by advancement in technology has been instrumental in growth, development and upliftment of economies around the world. Union Territory of Jammu and Kashmir with its own unique challenges and opportunities is no exception to this phenomenon.

The evolution of tech enabled startups in Jammu and Kashmir is testament of the development of the entrepreneurship in the region. These startups usually run by young individuals are using technology to address local issues and contribute to the economic and social development of the region.

Scenario in India

In India, past few years have seen a tremendous increase in the new age entrepreneurial ventures writing new pages of success in the business ecosystem in the country. Although, government employment still being the preference of the majority of the students in the country, many students have now started to lookup to entrepreneurship as a career option. Indian entrepreneurial ventures have managed to acquire a good market presence nationally and globally and have been a new face of Indian businesses. Presence of various angle investors, government schemes and initiatives, and the initiative by the establishment of incubators in the universities and colleges attracts young generations towards entrpreneurship in the region.

Scenario in Union Territory of Jammu and Kashmir

Jammu and Kashmir has also seen a rising graph for the development of entrepreneurial ventures in previous years. As reported by Business Today in 2022 Jammu and Kashmir has nearly 1800 registered startups. Although it being lowest in the country, the government has been trying to form policies and initiatives to boost up the innovation and entrepreneurship sector of the Union Territory. The establishment of JKEDI in 1997 and various incubation centres by colleges and universities aim to develop and boost the startup culture in the Union Territory. Also, the establishment of Atal Tinkering Labs in schools target the young minds at a grassroot level and make the young generations more interested to pursue entrepreneurship as a career. Theregion is expected to see a good growth in the startup ecosystem in the near future especially in the sectors of agriculture, horticulture, handicrafts and tourism which have already been very important for the economy of the union territory.

Tech-enabled startups in Jammu and Kashmir

In recent years, Jammu and Kashmir has witnessed the emergence of tech-enabled startups that use technology to address local challenges, contribute to economic development, and create job opportunities for local youth. Tech-enabled startups have been emerging to exploit the ability and the capacity of technology and entrepreneurship in the region. Region has seen a good number of new tech-enabled ventures that have targeted various untapped opportunities in major sectors like tourism, agriculture and horticulture. Some of the startups that have impacted the regions entrepreneurial ecosystem are:

- Various local food and grocery aggregators like "Gatoes", "Hizmet" and "Groxery" have managed to occupy a good market presence in the region in absence of the major nationally present players

"Swiggy" and "Zomato", to enable people to order food and grocery from the comforts of their offices and homes.

- Online platforms like "Ziraat Times" have been able to provide and valuable information and spread awareness among the local masses focusing mainly on the agricultural sector in the valley.
- Electric vehicle manufactures "MartMobi" have made a significant contribution towards the upliftment of startup ecosystem in the region.
- Various IT services platforms like "CodeExplode Technologies", "Glocalogix" and "SriTul Technologies" providing software, web and mobile app development features, engaging with local as well as global clients are also based in Jammu and Kashmir.

The startup policy of Jammu and Kashmir focuses hugely on technology and tech-enabled startups especially related to the agriculture and handicraft sector in the Union Territory. Yet the region is having a very low number of startup ventures in the country, but has good opportunities and potential among the youth and students to upscale the regions startup ecosystem.

Perception

Perception is the lens through which individuals view and interpret the world around them, belief or opinion often held by many people and based on how things seem. It refers to the awareness or understanding of sensory information, the way or the path to think about what that is, the way our senses notice things and the natural ability to understand them instantly. It is the knowledge and understanding of an individual towards the stimuli around it. It is solely the interpretation of the stimuli which can be affected based on many factors influencing our perception.

The factors influencing our perception range across various stimulus/external factors and psychological factors. These factors effect perceptions such that there are multiple perceptions and opinions by different people regarding a stimulus. These different perceptions are the result of the elements that influence the thinking of an individual uniquely or a community and society in general. Considering stimulus/external factors like the potency of the stimulus, changes frequently observed, scale or expanse of the stimulus and how often the stimulus is perceived or observed. These effect the perception of a person extrinsically.

Also, the psychological factors like motivation towards a stimulus, emotions connected to it, expectations you have to a particular stimulus, and culture, religion and community too have a visible effect on one's perception, past experiences too have a control on how a stimulus is percieved.

The perception of entrepreneurship, particularly in the tech sector, is instrumental in understanding the dynamics of the ecosystem. People's views and attitudes toward startups and entrepreneurial ventures play a crucial role in their success and the region's economic development.

Objective of the Study

1. To understand the status and importance of startup ecosystem in the Union Territory of Jammu and Kashmir
2. To understand and examine the level of perception in students towards tech enabled startups in the Union Territory of Jammu and Kashmir.
3. To suggest some viable recommendation in area of innovation and startup in the Union Territory of Jammu and Kashmir.

Need and Importance of Study

This study aims to understand the perspective of young and budding generation of the region about the entrepreneurship, potential of development and the areas required to be look into to nurture the interest of students into entrepreneurship. The region lacks the research among the student masses that can give us a good idea of what students of the region perceive about the entrepreneurship and startups, to accordingly develop the educational curriculum and make them more aware of the potentials and benefits this sector. Furthermore, this study is needed in order to:

a) Understand the student perception to align educational programs with needs of evolving job market including startup opportunities.
b) Guide policymakers and educational institutions to frame an environment in order to foster a culture of entrepreneurship among the students.
c) Harness the entrepreneurial skills and mindset of the students crucial for the economic and social development of the region.
d) Get to know about the perception of students in order to gather valuable information to attract investors and entrepreneurs for the strengthening of the startup ecosystem in the region.
e) Study, analyse and assess the implementation and effectiveness of the government initiatives for the development of the entrepreneurial environment in the region.

Review of Literature

Government of Jammu and Kashmir (2021): The "New Industrial Policy 2021" serves as a crucial policy document, outlining the government's vision for promoting entrepreneurship in the region. Analysing policy initiatives is essential for formulating recommendations aligned with the regional development agenda.

Khan and Shah,(2020) Focusing on the impact of entrepreneurship education on intentions among students adds an educational dimension to the literature. Education playsa pivotal role in shaping perceptions, and this study contributes to understanding the role of academia in influencing entrepreneurial attitudes.

Bashir and Malik,(2020) on students' entrepreneurial intentions contribute by exploring the cognitive aspects influencing decision-making. This study adds depth to understanding the psychological factors guiding students' perceptions and intentions towards entrepreneurship.

Hussainet al.,(2020)researching on healthcare startups provides practical insights into successful ventures, offering a real-world perspective. Learning from success stories is essential for formulating recommendations that are grounded in practical experiences and achievements.

Materials and Methods

Sampling:

The samples for conducting the study were selected from each of the study area randomly. Thus, the sample included a total of 300 respondents.

Research design:

For this study, ex-post facto design was used. A survey approach was adopted to collect both quantitative and qualitative data.

Method of data collection:

A structured and semi- structured interview schedule was designed and developed forthe study. The primary data was collected by interacting by the respondents using a survey form. The secondary source was also used for generating data to enrich the primary data and analysis.

Tools of data collection:

Survey questionnaire (structured and semi-structured), interactive discussion and in-depth topical analysis was employed for collection of primary data. Reports, literaturepublished by various government/ non-government agencies and reference material available onwebsites were referred for secondary data.

Statistical tools:

The data so collected was analysed using statistical package for social sciences(SPSS). The statistical tools like frequency, mean, percent, standard deviation, correlation, regression and other appropriate Statistical tools were used.

In descriptive statistics, the measures of central tendency are used to describe data by determining a single representative central value. The important measures of central tendency are given below:

Mean: The mean can be defined as the sum of all observations divided by the total number of observations. The formulas for the mean are given as follows:

Ungrouped data Mean: $\bar{x} = \Sigma xi xi / n$

Grouped data Mean: $\bar{x} = \sum Mifi \sum fi \sum Mifi \sum fi$

Here, $xi xi$ is the i^{th} observation, $Mi Mi$ is the midpoint of the i^{th} interval, $fi fi$ is the corresponding frequency and n is the sample size.

Median: The median can be defined as the center-most observation that is obtained by arranging the data in ascending order. The formulas for the median are given as follows:

Ungrouped data Median (n is odd): $[(n + 1) / 2]^{th}$ term

Ungrouped data Median (n is even): $[(n / 2)^{th}$ term + $((n / 2) + 1)^{th}$ term$] / 2$

Grouped data Median: $l + [((n / 2) - c) / f] \times h$

l is the lower limit of the median class given by n / 2, c is the cumulative frequency, f is the frequency of the median class and h is the class height.

Mode: The mode is the most frequently occurring observation in the data set. The formulas for the mode are given as follows:

Ungrouped data Mode: Most recurrent observation

Grouped data Mode: $L + h \frac{(fm - f1)}{(fm - f1) + (fm - f2)} (fm - f1)(fm - f1) + (fm - f2)$

L is the lower limit of the modal class, h is the class height, fm$m$ is the frequency of the modal class, f11 is the frequency of the class preceding the modal class and f22 is the frequency of the class succeeding the modal class.

Results and Discussion

The necessary data required to achieve the objectives was collected directly from the students of various colleges of Kashmir Valley. Random sampling procedure was adopted for the selection of respondents. Total of 300 respondents were surveyed who gave valuable information regarding their perception and experiences towards startups in Jammu and Kashmir. The collected data was analysed by employing

tabular analysis (frequencies, percentages) and Garrett's ranking were used to arrive at meaningful conclusions. The sequence of findings of the study is depicted in the form of graphs and figures under the following headings

1.1. DEMOGRAPHICS

Age of Respondents

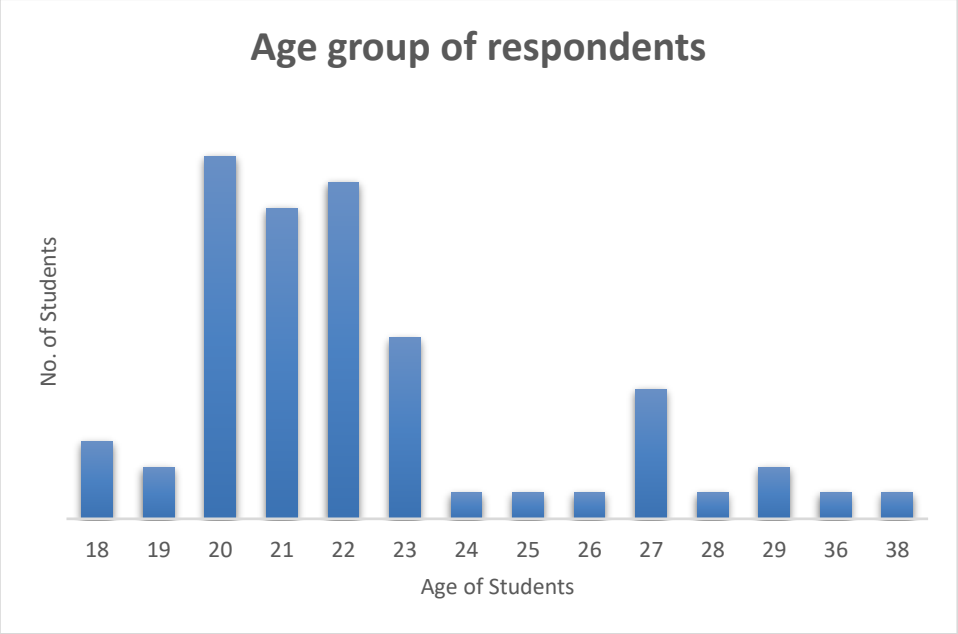

Fig 1.1: Age group of respondents

The Fig. 1.1 revealed that out of 300 responses 4.7% respondents were of the age 18 years, 3.1% of19 years, 21.9% of 20 years, 18.75% of 21 years, 20.3% of 22 years, 10.9% of 23 years, 1.5% of 24 years, 1.5% of 25 years, 1.5% of 26 years, 7.8% of 27 years, 1.5% of 28 years, 3.1% of 29 years, 1.5% of 36 years and 1.5% were of 38 years of age. This explained that majority of the respondents were between 20-23 years of age (71.85%) who were among the student masses of the universities and the colleges of Kashmir region.

Gender of Respondents

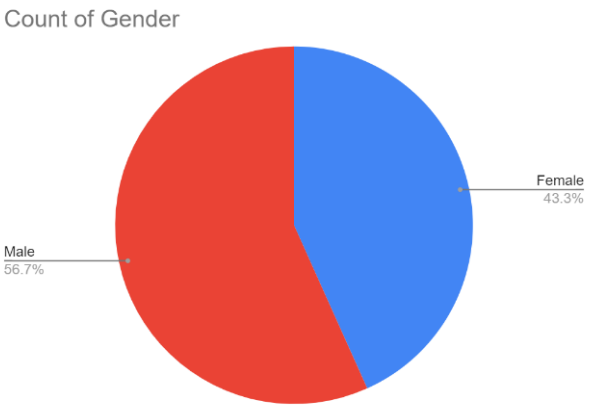

Fig. 1.2: Gender of respondents

The Fig. 1.2 depicts that out of 300 respondents the 56.7% of the respondents were males and the 43.3% of respondents were females i.e., the majority of the students available to answer all the survey questions were men.

Colleges/Universities of Respondents

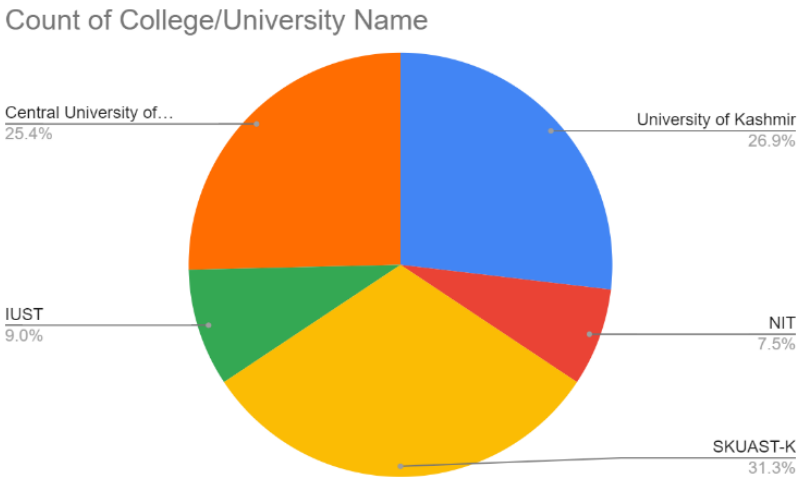

Fig. 1.3 Colleges/Universities of Respondents

The Fig. 1.3 reveals that out of 300 respondents 31.3%, 26.9%, 25.4%, 9% and 7.5% students are from SK University of Agricultural Sciences and Technology of Kashmir, University of Kashmir, Central University of Kashmir, Islamic University of Science and Technology and National Institute of Technology Srinagar respectively. This revealed that predominantly the students of SK University of Agricultural Sciences and Technology of Kashmir, University of Kashmir and Central University of Kashmir responded more positively for the survey.

Educational Level of Respondents

The Fig. 1.4 depicts that out of 100% of the respondents 74.6% belonged to UG courses, 17.9% belonged to PG courses and 7.5% belonged to Ph.D. courses. This revealed that majority of the students who positively responded and were interested for being part of the research we undergraduate students.

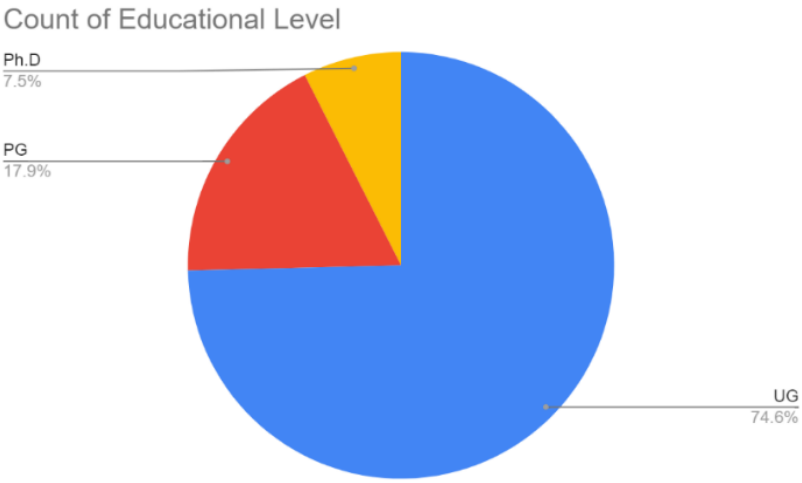

Fig. 1.4: Educational Level of Respondents

1.2. AWARENESS AND UNDERSTANDING

Perception

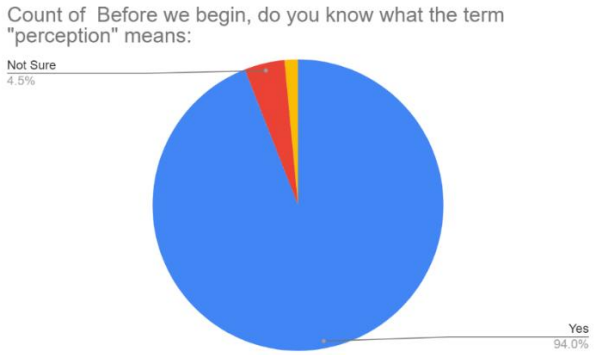

Fig. 1.5: Awareness of the term "Perception"

The Fig. 1.5 reveals that 94% students were aware of the meaning of the term "perception", 4.5% were not sure and 1.5% did not know the meaning out of 300 respondents. This means that majority of the students were aware of what perception means and the small minority that were unaware were explained about perception before starting the survey.

Respondents aware of tech-enabled startups in Jammu and Kashmir

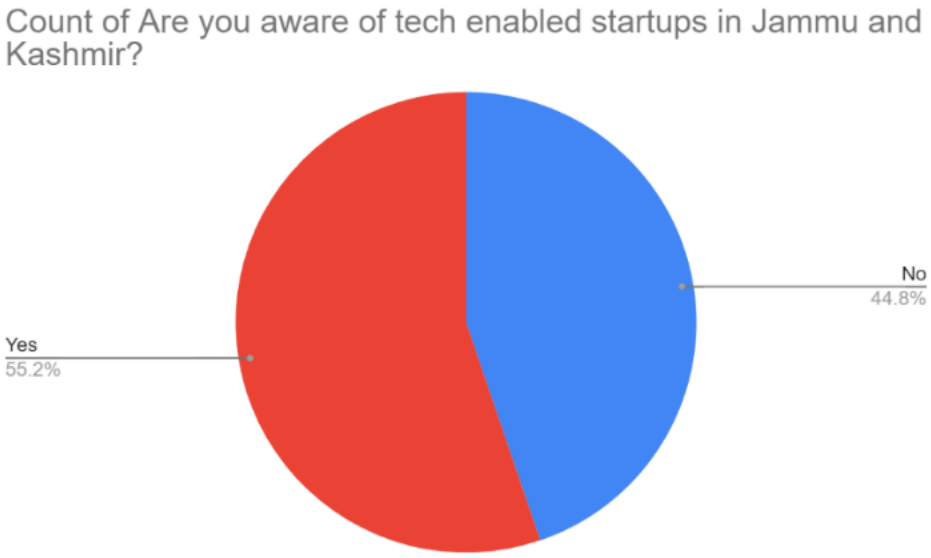

Fig. 1.6: Awareness of tech-enabled startups in Jammu and Kashmir

The Fig. 1.6 reveals that 55.2% respondents were aware of tech-enabled startups in Jammu and Kashmir while as 44.8% were unaware. This gave mixed responses for the analysis. Although, 55.2% knew about tech-0enabled startups in the region, a good number of students were unaware of the presence of any tech-enabled startups in the region.

Respondents' intensity of exposure to tech-enabled startups in Jammu and Kashmir

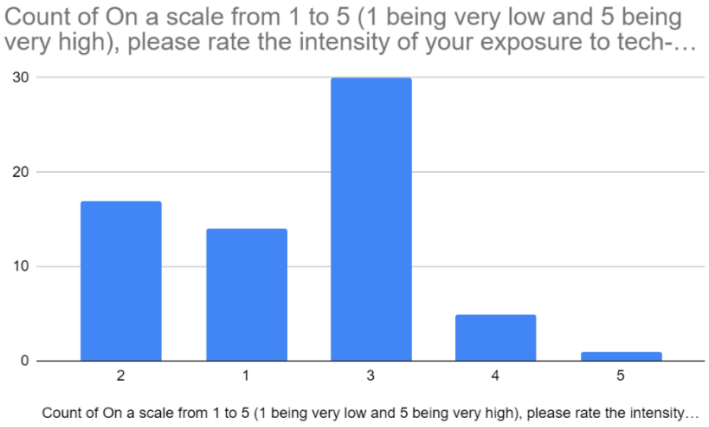

Fig. 1.7: Intensity of Exposure to tech-enabled startups

The Fig. 1.7 depicted that 20.9% respondents were not at all exposed to tech-enabled startups in Jammu and Kashmir, while 20.4% selected low, 44.8% remained neutral, 7.5% were highly exposed and 1.5% were very highly exposed to tech-enabled startups in Jammu and Kashmir. Although, majority of the respondents were aware of the tech-enabled startups in the region, still a big number were not exposed much towards those startups.

Respondents' awareness of government initiatives to promote entrepreneurship

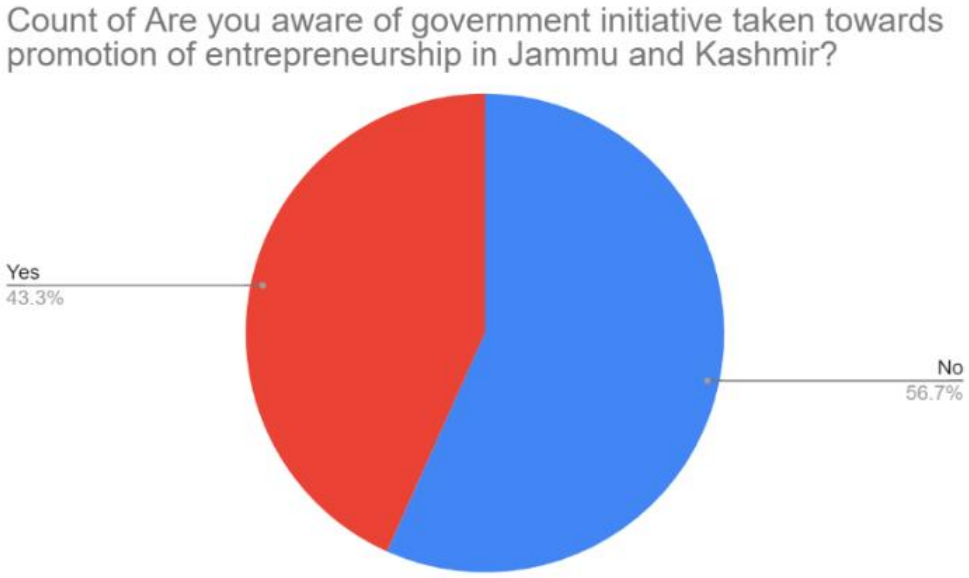

Fig. 1.8: Awareness of Government initiatives to promote entrepreneurship

The above Fig. 1.8 reveals that 43.3% respondents were aware of government initiative to promote entrepreneurship in Jammu and Kashmir while as 56.7% were totally unaware of any government initiatives regarding entrepreneurship. This revealed that the initiatives of the government are not able to influence the majority of the student masses to attract them towards entrepreneurship.

Respondents' awareness of incubation centres

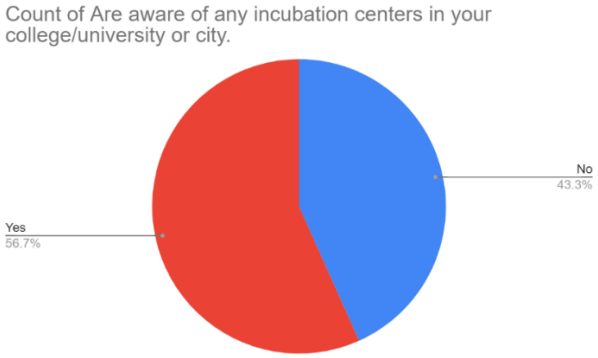

Fig. 1.9: Awareness of incubation centres

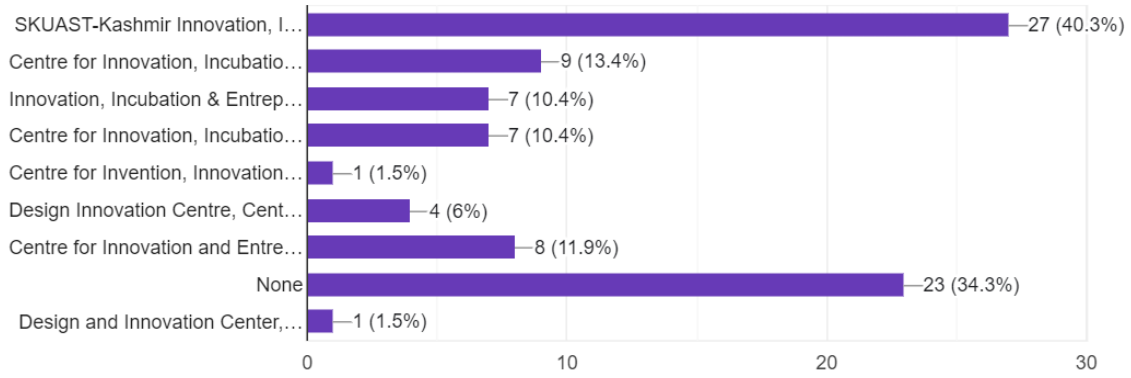

Fig. 1.10: Incubation centres respondents aware of

The Fig. 1.9 reveals that 56.7% respondents were aware but 43.3% respondents were unaware of any incubation centres in their institutions or city and, the Fig. 4.10 reveals that 40.3% respondents were aware of SKIIE Centre, 13.4% were aware of CIIE University of Kashmir, 10.4% of IIEDC NIT Srinagar, 10.4% of CIIBM-JKEDI, 1.5% of CIIIT Baramulla Polytechnic College, 6% of DIC Central University of Kashmir, 11.9% of CIE IUST and 34.3% were not aware of any incubation centres. These results revealed Although, majority of the students were aware of incubation centres predominantly SKIIE Centre, Shalimar, a vcisible number were not at all aware about any incubation centres in the Valley or the UT.

1.3. PERCEPTION

Magnitude of the impact of tech-enabled startups on the local economy and job market?

The Fig. 1.11 reveals that 35.8%, 44.8% and 19.4% respondents believe that tech-enabled startups have Significant, Moderate and Small impact on local economy and job market. This revealed that almost 80% of the students do believe that startups can be impactful for the local economy.

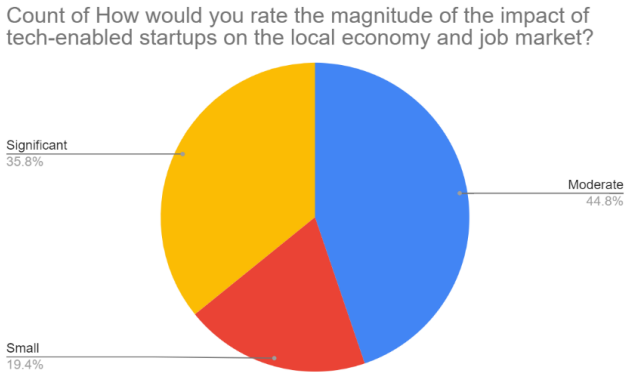

Fig. 1.11: Magnitude of impact of tech-enabled startups on local economy

Encouragement by university/college to students to pursue their own ideas

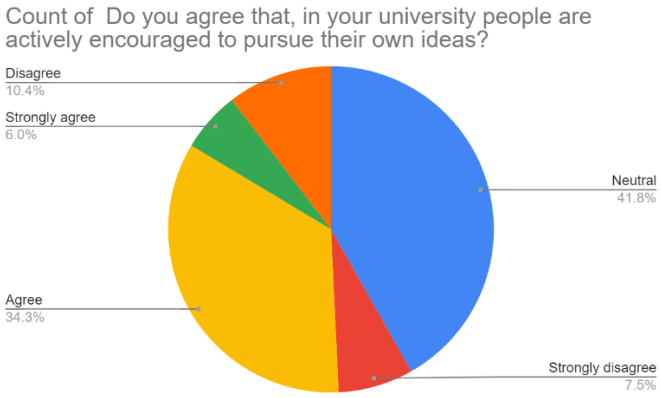

Fig. 1.12: Encouragement to students to pursue their own ideas

The Fig. 1.12 reveals that 7.5%, 10.4%, 41.8%, 34.3%, 6% respondents Strongly Disagree, Disagree, are Neutral, Agree and Strongly Agree respectively that their university/college encourages them to pursue their own ideas. As majority students were neutral about these responses this depicts that the universities are trying but not up to the par to encourage the students towards entrepreneurship.

Importance of Entrepreneurship subject

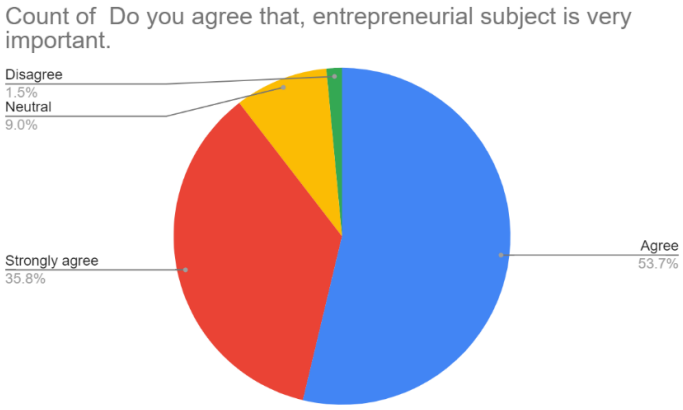

Fig. 1.13: Importance of entrepreneurship subject

The Fig. 1.13 depicts that 1.5%, 9%, 53.7% and 35.8% respondents Disagree, are Neutral, Agree and Strongly Agree respectively that entrepreneurship subject is very important. This revealed that majority (89.5%) students are aware of the importance of a entrepreneurial subject in their course.

1.4. EXTERNAL AND PSYCHOLOGICAL FACTORS

Orientation of Respondents' parents and friends towards Entrepreneurship

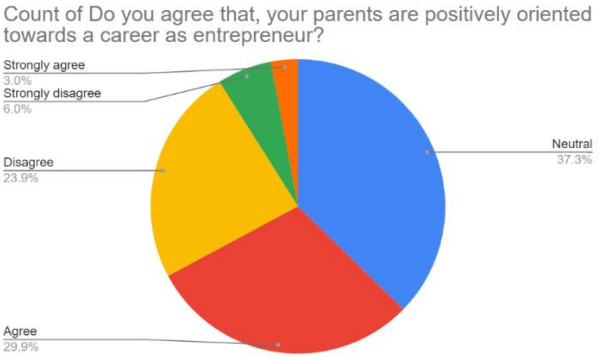

Fig. 1.14: Orientation of parents towards entrepreneurship

The Fig. 1.14 reveals that 6%, 23.9%, 37.3%, 29.9% and 3% respondents Strongly Disagree, Disagree, are Neutral, Agree and Strongly Agree respectively that their parents are positively oriented towards entrepreneurship. This gathered some mixed responses, as many students were unaware of the orientation of their parents but a good number believed their parents to be non-supportive or non-oriented for an entrepreneurial career.

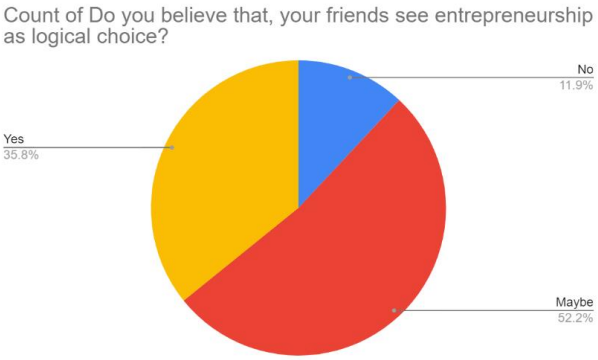

Fig. 1.15: Friends' orientation towards entrepreneurship

The Fig. 1.15 reveals that 35.8% respondents believe that their friends see entrepreneurship as a logical choice, 11.9% respondents believe that their friends do not see entrepreneurship as logical while 52.2% believe maybe their friends see entrepreneurship as a logical choice**.** This meant that the students were mostly doubtful about their friends choosing an entrepreneurial career.

Seeking funds for a venture

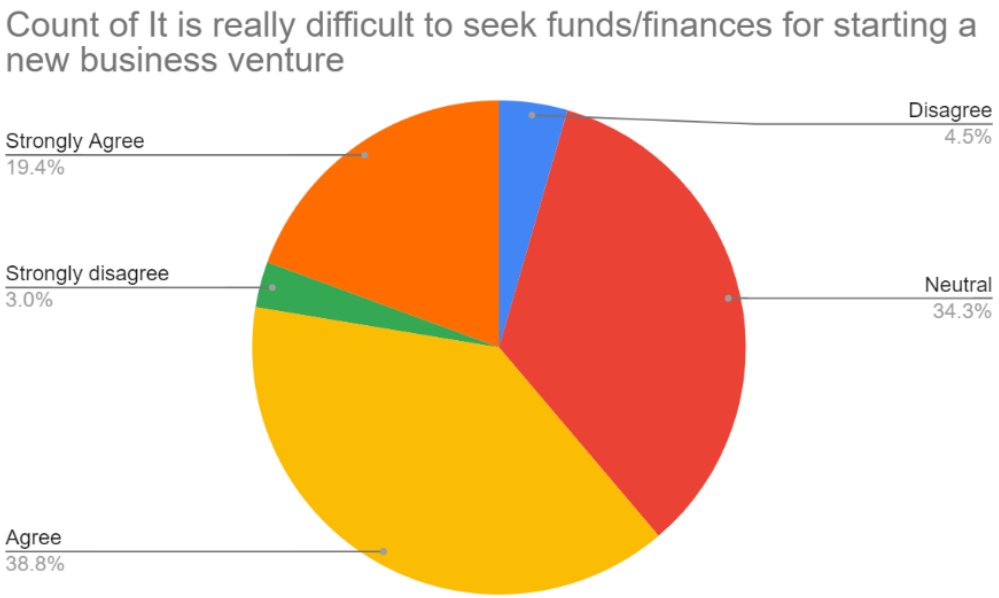

Fig. 1.16: Difficulty in seeking funds for a venture

The Fig. 1.16 reveals that 3% respondents Strongly Disagree, 4.5% Disagree, 34.3% are Neutral, 38.8% Agree and 19.4% Strongly Agree that it is really difficult to seek funds for starting a new business venture. This revealed that most students see seeking funds for a venture difficult for the internship.

Those who cannot get a decent job, venture into entrepreneurship

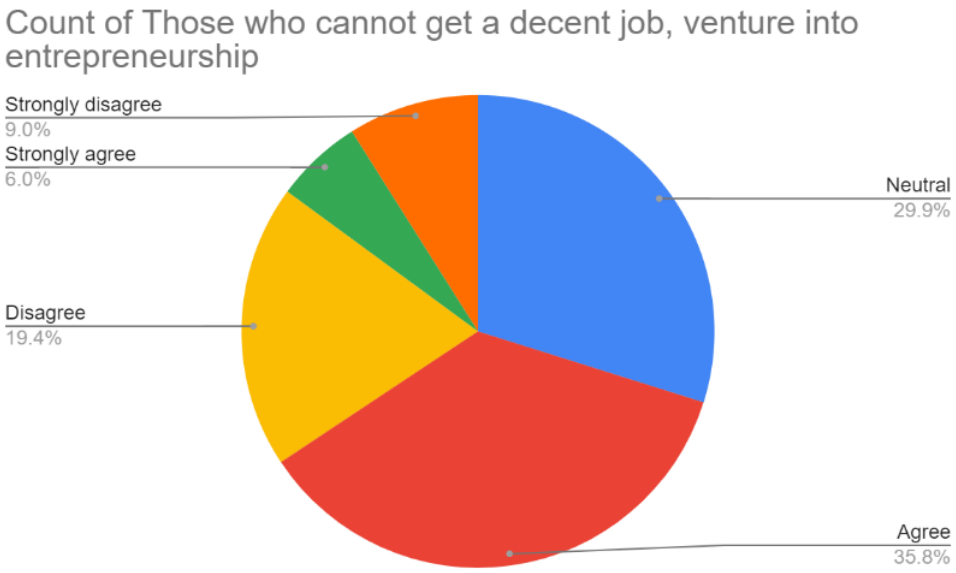

Fig. 1.17: Those who cannot get a decent job venture into entrepreneurship

The Fig. 1.17 depicts that 9%, 19.4%, 29.9%, 35.8% and 6% respondents Strongly Disagree, Disagree, are Neutral, Agree and Strongly Agree respectively that those who do not get a decent job venture into entrepreneurship. This gave us an idea that many students believe that entrepreneurship career is a backup for the individuals not able to get a decent desired job.

Entrepreneurship is risky

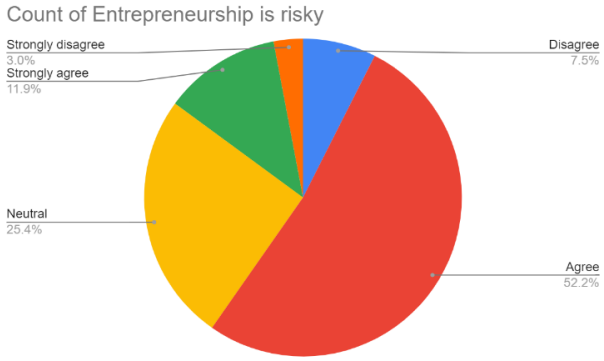

Fig. 1.18: Entrepreneurship is risky

The Fig. 1.18 depicts that 3%, 7.5%, 25.4%, 52.2% and 11.9% respondents Strongly Disagree, Disagree, are Neutral, Agree and Strongly Agree respectively that entrepreneurship is risky. This revealed that majority of the students believe entrepreneurship to be risky.

Entrepreneurship is a good way to earn lots of money

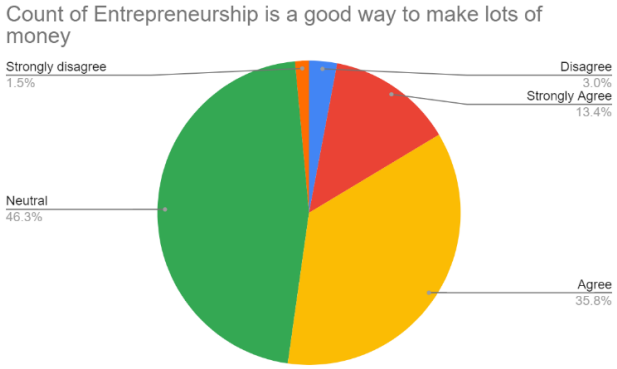

Fig. 1.19 Entrepreneurship is a good way to earn lots of money

The Fig. 1.19 depicts that 1.5%, 3%, 46.3%, 35.8% and 13.4% respondents Strongly Disagree, Disagree, are Neutral, Agree and Strongly Agree respectively that entrepreneurship is a good way to earn lots of money. As many students were uncertain but a good number of students believe that entrepreneurship is a better way to earn wealth.

Engagement and Experience of respondents with products and services of tech-enabled startups in Jammu and Kashmir

The Fig. 1.20: reveals that 46.3% respondents have engaged with or experienced a tech-enabled startup while 53.7% have never engaged with or experience a tech-enabled startup in Jammu and Kashmir. This means that most of our respondents had never engaged of had never experienced any tech-enabled startup in the region.

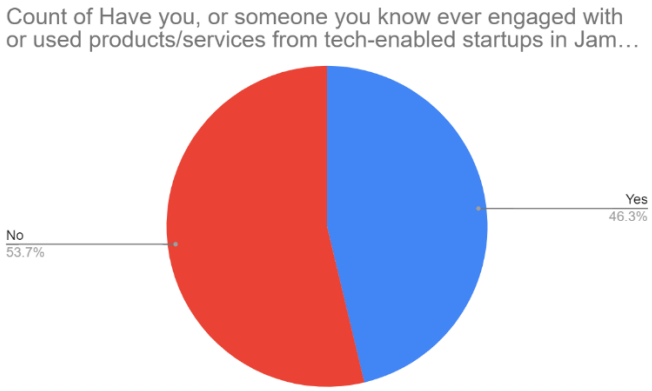

Fig. 1.20: Engagement and Experience with products and services of tech-enabled startups

Connection of students to incubation centres

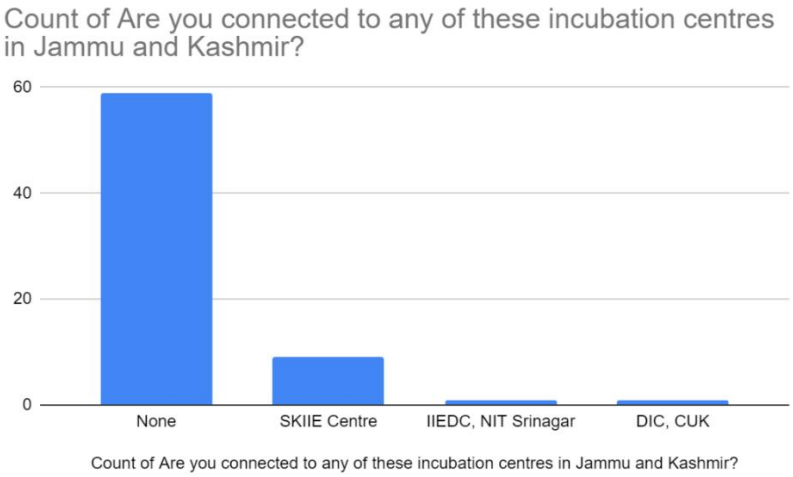

Fig. 1.21: Connection to incubation centres

The Fig. 1.21 reveals that 83.6% respondents a not connected to any incubation centre while 13.4% are connected to SKIEE Centre, 1.5% to IIEDC NIT Srinagarand 1.5% DIC Central University of Kashmir. This means that most to all students were never connected to any incubation centre depicting a lack of attraction of students towards incubation centres.

4.5. OPPORTUNITIES, FUTURE ASPIRATIONS AND EXPECTATIONS

Opportunities to pursue entrepreneurship

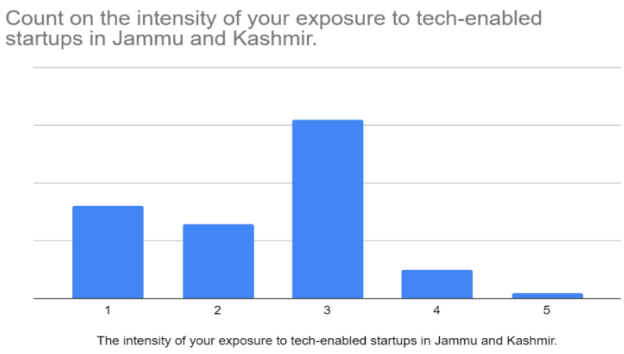

Fig. 1.22: Opportunity to pursue entrepreneurship

The Fig. 1.22 depicts that 28.4% respondents Very Unlikely, 25.4% Unlikely, 28.4% are Neutral, 11.9% are Likely and 6% respondents have Very Likely had opportunities to pursue entrepreneurship. This gave us the result that many of the students never got any opportunity to pursue entrepreneurship as a career option.

Interest in Entrepreneurship as a career

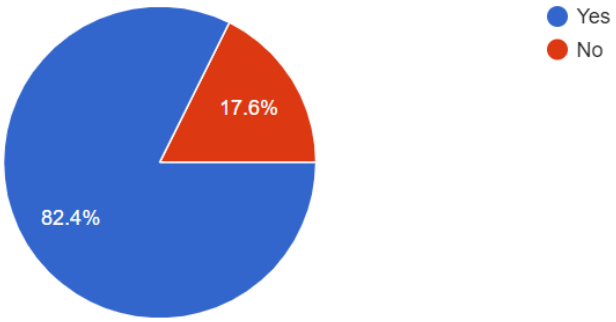

Fig. 4.23: Interest in entrepreneurship

The Fig. 1.23 depicts that 82.4% respondents were interested in entrepreneurship as a career while 17.6% were uninterested. Analysind this and the previous result it revealed that although many students never got an opportunity to pursue entrepreneurship but majority are interested to pursuer it as a primary career option.

Future of Tech-enabled Startups in Jammu & Kashmir

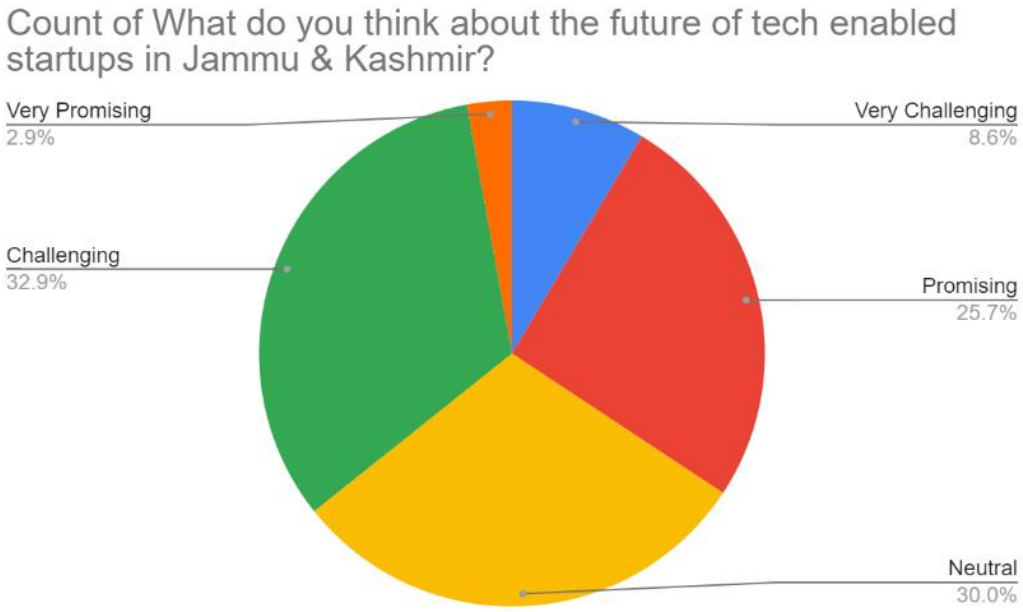

Fig. 1.24: Future of tech-enabled startups in Jammu and Kashmir

The Fig. 1.24 revealed that 8.8%, 33.8%, 29.4%, 25% and 2.9% respondents believe that future of tech-enabled start-ups in Jammu and Kashmir is Very Challenging, Challenging, are Neutral, Promising and Very Promising respectively. Although, many students being uncertain about the future of entrepreneurship in the region a big number believed it to me challenging for startups to develop in the

region. Also, a visible number of students were optimistic towards the future of startups in Jammu and Kashmir.

Conclusion and Recommendation

This study provided a comprehensive understanding of students' perceptions towards tech-enabled startups in Jammu and Kashmir. The demographic analysis revealed a diverse participant pool, spanning age groups, genders, academic institutions, and courses. Notably, a significant proportion of respondents were aware of the meaning of "perception" and tech-enabled startups in the region.

The examination of exposure levels uncovers a varied landscape, with a considerable number holding a neutral standpoint. Awareness levels regarding government initiatives and incubation centres signal a **necessity for more effective information dissemination**.

Perceptions of the impact of startups on the local economy showcased diverse opinions, with a substantial number acknowledging a significant impact. University encouragement and the perceived importance of the entrepreneurship subject generated mixed responses, emphasizing the **need for tailored support**.

The influence of family and peers on entrepreneurial attitudes varies, and acknowledged challenges such as fund-seeking and the belief in entrepreneurship as a logical career choice reveal the multifaceted nature of entrepreneurial considerations.

Looking ahead, the diverse perspectives on the future of tech-enabled startups indicate a range of beliefs, with a considerable portion expressing optimism. However, **levels of engagement and connectivity to incubation centres pinpoint areas that require targeted attention**.

In essence, this study emphasizes the intricate tapestry of students' perceptions, pointing to specific areas that demand targeted interventions.To foster a robust entrepreneurial ecosystem, efforts should focus on enhancing awareness, tailoring support mechanisms, and bridging existing gaps in exposure and connectivity.This nuanced understanding provides a valuable guide for stakeholders committed to fostering a vibrant startup culture in the region.

5.3. Recommendations

1. **Enhanced Awareness Campaigns**: Increase awareness about tech-enabled startups, government initiatives, and incubation centres through targeted campaigns across educational institutions. This can be achieved through workshops, seminars, and online platforms to ensure widespread and accessible information.
2. **Financial Literacy**:Conduct workshops and programs on financial literacy and various business-related economic subjects. Empower students with knowledge and skills to navigate funding options, including government schemes, private investments, and resources available through incubation centres.
3. **Engage parents**: Design several workshops to engage the parents and make them aware of the benefits of and entrepreneurial career for their wards.
4. **Advertisement campaigns**: Various advertisement campaigns to attract students towards incubation centres and make them known about the benefits and advantages of these incubation centre to help them nurture their ideas.
5. **Supportive and inclusive ecosystem**: A construction of a supportive and inclusive ecosystem by various government and private agencies for the upliftment of budding entrepreneurs will give a

boost to students and their ideas.

6. **Flexible and simple legalities**: Government agencies can work for the reduced stress and less complex legal and taxation procedures that can help them focus more on the core issues and engagements of their venture.