

Gen Z Perspectives on Challenges and Opportunities in India's Startup Ecosystem

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Abstract

Gen Z sees the Indian startup world as challenge and opening as they come from study paths to participate in the launch of a concept and must understand how you can develop a team, find fund and meet rule while they learn. They have a gap in link with backer and lack bond with mentor group and they have rules in place to block move & task load from study and life that draw time from project build. They see chances in web link which lead them to show idea to market find peer group join event that bring view and where they can learn code and plan by talk and by test. Help this group we need to make a guide route in rule and open the door for meet with backers and make event for them which show idea and make space in school and in work for them to gain skill and make bond with mentors and peer to lift them in lead and in plan. They must complete home task and care task which involve a time in project, and which also draw them from chance. On change we need law pushing for share of care task and form which enables them to work from home & team value whatever they do not where they meet. They need trust from rule and from team to bring ideas to growth.

Keywords: Gen Z Entrepreneurs, India Startup Ecosystem, Gen Z Challenges, Startup Opportunities in India, Youth Entrepreneurship India

Introduction

Gen Z view is how India start up ecosystem fulfils their hopes and tests their skill since they leave study halls or work roles to launch ideas in field and shape plans to create teams to raise money and to meet rule maker demands and learn to cope with change of technology and markets with shift in client need and how to pitch their case to each part that might grant move to next stage. They have no link with funder groups and they have gaps in mentor network and also they have rule steps which prevent them from progressing and they have demand in study and life that subtract time from idea work and also they have mark assessments that ask for move speed and for plan which covers every part and they have cost in pitch prep and in code test and they have risk in fund ask and in call with funder that must eliminate all challenges to allow their case pass to fund line or to loan line Shrivastava (2022).

They see chance in web platform that can give link to market view and to peer group meet and also to pitch stage and also in order to code test and they also join hackathon run by hub and by incubator and join accelerator run by firm or by laboratory and develop evidence of idea in stage and learn to lift their case in front of each component which stands in fund or in industry or even in partner link and they learn to meet rule text in each website and to map next step of code plan and in industry test. To support this group we must draw route map that shows step by step path from idea to lead role we must open door for funder meet we have to host pitch event we must set space in study site and in work site that allow group build skill and gain market view we have to form mentor loop that lift each idea maker in plan and in aim we must develop peer circle which provide feedback and call for assistance and we have to link group to lab and to hub which can host workshop and plan share sessions. They must meet home task and care task that take time from project work and keep them from meet in market which draw them from time in study and in code test and also in pitch prep these tasks might form block in plan rise and could leave them in a site which doesn't let idea grow they must set care plan and share care role and set call for assistance in home site and they must back each care call with time or even with cash so that no block remains in their plan work.

As per Masłoń-Oracz, the Indian startup ecosystem in emerging economies like India is marked by fast-paced growth but also structural challenges (n.d.). To shift rule bring law requesting

share of care role and for work time which fits output not clock we must set step for work from home and for part time and for flex time that allow work and life meet which show confidence in work done not in work time we must set plan which counts every step in output and we must ask each leader to back this plan so group can concentrate on code build and on plan test not on clock watch. Fund rule also part of step we see scheme from govt run fund line we see hub give use of space we see loan line request back in type use rate of each line must track every scheme. They must act on hold back which stems from rule in site or even from step in bank plan. We must host call that can pick a block and call a meeting that can sort block also we must host call to map the next step for fund ask. Peer group also make a change when they join peer circle that share plan test skill & shape aim these groups provide chance to be aware feedback share note call for help map every step they offer field in which group can gain view feel part and also grow plan they let each member take part in market meet and in fund question and they let each member take part in code test and also in plan make and they let each member take part in see funder with partner link.

the rise of millennial entrepreneurs in India has laid a strong foundation funder they must want to build route they must speak it plan it back it they must stop token step which end quick they must set goal and check gap and set data track and show number as they rise to all see in case work runs in line they must train to spot bias in rule and in mind and set room for all view and set call that provides each voice hold in plan. Output from work also shape rise if task in lab or even in code or even in sell or in plan is left by time loss in meet or even in care role the count in review will fall they must track all task they must give time for code develop they have to give time for plan they must share tasks so that no fall in work remains so that review step can mark work accomplished and show effect of each task no matter where it rests in plan or in care or even in meet or even in build (Vadera, 2018). Map for rise also must be clear if no map shows what is next staff members will act by guess they may remain in site or in team which doesn't help plan they may miss chance they have to host step map they must hold call they have to show what each score means they have to show when each component will count they have to give guide text which tells how to move from each stage to next stage and they have to give guide sheet which shows task and time in each stage and they have to give call that walks maker in each part of rise.

Senthilkumar and Jose (2020) found that Indian and Swedish Gen Z exhibit different levels of trust India start up world now moves at pace and needs Gen Z lead they bring plan and view they test norm and they push need they develop path to meet rule they link group across site they host hack and map path where they act yet move does not run in plan they meet hold in rule they meet gap in fund they meet mark in law they must clear to allow each move meet wider aim they must turn policy text into step by step checks in each hub or even in each laboratory or in every firm.

If firm and hub and lab and school work in line they can build chance for Gen Z and they can gain from plan they can gain from drive they can push rise and they can gain from tie to start up world they can bring in move which meets require in market and in fund and in partner meet they can build a net where every maker can participate in meet and in code and in plan and in fund and they can track data which shows in case rise is in line with each step so that no block remains hidden.

Gen Z see start up world as field to grow plan test skill and gain aim and they seek route which demonstrates step and rite which marks rise and they seek link to mentor forum to market node and to fund stage and they'll see increase run if state and firm and fund and hub act to set path provide step and track it so Gen Z build work in India start up ecosystem and let their skill drive each next growth of market in fund and in plan. Figure 1 presents the Gen Z Perspectives on Challenges of India’s Startup Ecosystem

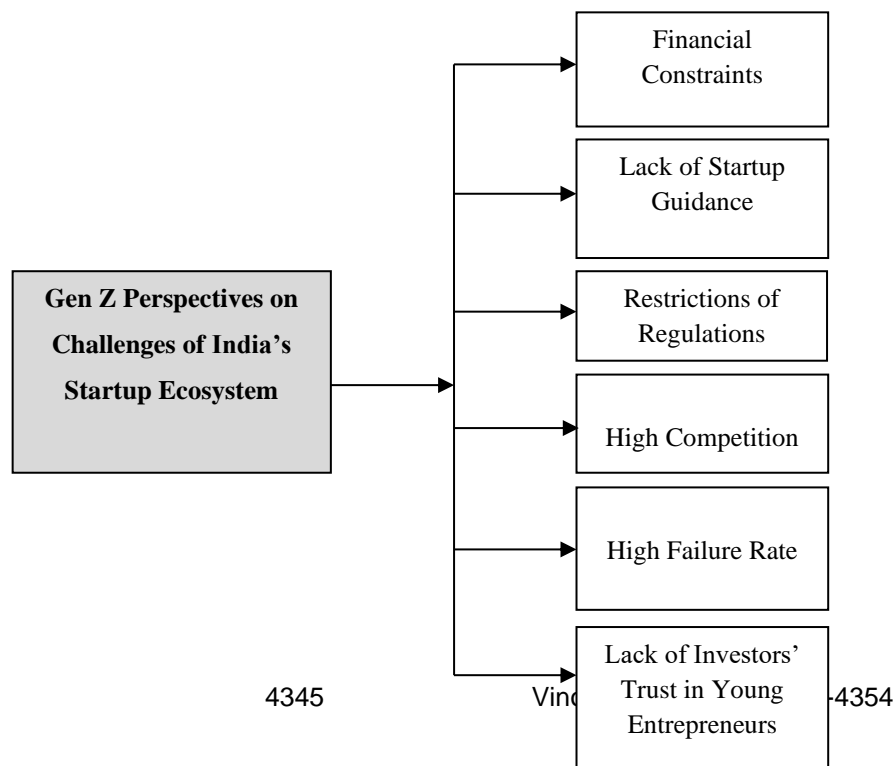


Figure 1 Gen Z Perspectives on Challenges and Opportunities in India's Startup Ecosystem

Literature Review

Gen Z in India use digital tools from start and strategy around tech measures and pick platforms which enable them to reach users quickly without huge spend and test ideas first on mobile as they live in internet space and use this to share plan reach groups track views and change path if needed and they make this happen at pace that older teams couldn't match. India's startup ecosystem is supported by government initiatives but still faces challenges such as limited access to capital and market readiness. They look at social media not as add on but core website where product can grow where idea can shape and users help shape what stays and what shifts and they work with app tools that link purchase step with message and test sell path without retailer or shop or large price and shape talk which meets user and track views to see what works and what fails and do all of this in loop that feeds the next build and they also do this all in loop that feeds the next build. They select fintech tools that cut time from pay steps and use wallet link and QR pay and scan code to make flow fast and smooth and link purchase steps with tap steps and map cash flow with internet chart and they track fund use and loss and gain and use this to show funder they can scale and they know price and they cut waste and they set plan which grows with usage. They also view e-commerce as a path to test plan they post product on site and track sale, and they utilize drop ship and partner link to move fast and to discover what to create next. they work with data do not imagine and from start to stage and regard this as norm not new (Korreck, 2019). This mindset provides Gen Z an advantage in start-up race because they act quickly learn rapid change quickly & scale with tools they know best.

Pandey (n.d.) explored that Gen Z is not just participating in the startup movement—they are driving a fresh, tech-savvy, and socially conscious wave of entrepreneurship in India. Gen Z in

India hit a wall whenever they attempt to raise fund for brand new plan even though more fund tools exist now like seed rounds angel funds and state aid like Startup India and even though fund lines sound open, they hit wall when they attempt to pitch. They have no old links to fund heads they do not know gatekeepers in firm or in board they have no role in past firm to show track or gain trust, and they bring new plan not yet in use, so they miss what some call proof or traction and this lapse in trust and time and link makes first round hard. Bank path worse because they ask for proof in money or in past hold or in bond that this group doesn't hold and bank require tough file showing plan works or pays back and most Gen Z do not own land or large asset so they miss base which bank asks and even loan plan from state is slow or lost with file load and long wait.

Chaudhari and Sinha (2021) explored that new trends like big data and crowdfunding are not only influencing startup models but also redefining how value is delivered in the Indian market. Angel fund can help but pitch they ask for in way that sounds sharp which tracks what market wants, and many Gen Z lack guide to shape conversation or fix plan for pitch so that they drop out or get no reply and fund heads pick what sounds like past win rather than what breaks norm or shifts need. Govt tools like Startup India attempt to fix this but use rate remains low simply because steps are tough to track and few hubs help new teams go from sign up to fund step and many drop in middle of form or miss aid because of not enough assistance. Fixing this gap requires firms' hubs and banks to shift rule to score on plan not on previous hold and give tools to test & prep and set calls where Gen Z pitch in safe space get next step and fair word. New voice may stall at start without this.

Gen Z in India frequently seek help to shape their plan build their team and test their concept but most mentor and incubator groups continue down old paths that do not correspond with Gen Z work way think or act. Although numerous hubs and centres exist and state and school back these steps the real fit typically breaks when Gen Z Walk in. They want mentors to build fast ship fast and test with web and phone tools and they want to hear from people who built in last five years not from those who led in old rule frame. But many mentors come from legacy posts where scale meant fund and time and strategy meant gradual file and their approach to brand new teams is too different from what Gen Z use every day. Their advice might be missing crucial points such as social share loop or mobile first step or data-led test or no-code tools and this disconnect between tool use and world view makes the talk feel off-track and Gen Z teams

frequently leave with more doubt than assistance. They want lean fast test-ready tips, not big cases or big plans.

Gaurav et al. (2019) explored that green startups in India face both opportunities and critical challenges, especially when it comes to environmental compliance and funding. Incubator terms also do not correspond with new workflows. They might want time in space when Gen Z wants remote steps. They may need full day meets when Gen Z builds by night. They may create rules for reports or form which don't serve the build loop. These steps block not growth. To close the gap, hubs must rethink how they develop teams, recruit brand new voices with fresh start-up runs, and let Gen Z dictate what help they want. They must shape peer loops, not top-down talks. This shift will see mentor paths serve real need instead of ticking the box.

Gen Z in India come to start-up world to test & expand concepts, bring pace and huge steps to close the gap but this quick rise carries the price in long hours without breaks and in the grind to beat peer group and to match global icons that show win without pause. These young founders are chasing growth fund and proof without any rest or check. They feel pushed to pitch each week and post every step and track views likes and deals and they carry the weight of scale goal without base or team. The start-up frame sells the fast win dream but not the mind and health toll. Gen Z attempt to match this speed but crash when work fills all hours and fail is framed as lack not step. The field talk still marks grind as gain and long work as evidence of worth and this norm turns rest into shame and help ask into weak sign. Many do not reach for help because help lines are rare or not built for this field. School does not teach how to handle loss or pitch drop or breaking in code or block from fund. The team might not feel stress or speak of it and hub may not track signs and space may not hold steps for care. Even when talk of wellness increases the steps remain weak. Few mental health tools exist for start-up pace or peer group shape.s

Sharma and Gokhale (2022) found that Generation Z women are increasingly stepping into entrepreneurship, demonstrating high intention and a progressive attitude towards business leadership. They must bring trained staff to hold space for assistance. A strong plan should contain care not code and fund. A lasting start-up needs a great team. Gen Z founders in India shift the old frame which emphasized degree over work done and look at team build differently. They select those who could act from day 1 and not those who could just pass a test or even

create a mark. They want coders who build not just read, writers who ship not just plan, sellers who test not just post, and all team mates to bring skill they could use now. They prefer proof of skill over file from school, and they trust self-taught coders who learn from open web and build with no-code tools or new stack. They hire digital voice that understand grow reach and test post and read click and those that learnt by doing not by course. They track real work beyond mark sheet, and they scan work log not grade. This shift makes hiring quick & lean and it enables them to form team from wide group who are not class top but have excellent tools abilities. Helps tier-two towns or mixed paths participate in build loop. Additionally, it forms firm to act fast and learn on the move as skill moves with change and not with past course.

Mungila Hillemane (2020) found that the entrepreneurial ecosystem in Bangalore, while thriving, still has structural gaps that need to be addressed for long-term sustainability. They introduce new test as old hire steps require degree and fund rules might require formal file and some roles still block those miss fixed mark. Gen Z firms must justify work log counts and build fair screen tools that check fit and skill. They must state to school what they seek and help form course to new frame. Essentially, Gen Z hire for what an individual can do now instead of what they read before, and this could soon alter how all firms hire. Gen Z founders in India face tough measures whenever they attempt to start or grow a firm because the guidelines governing tax work team hire and firm construct derive from old paths using terms and forms not built for speed. Whenever they attempt to file GST or maybe set up shop or hire team, they encounter steps asking for time cost and fix that few understand how to do at beginning. The rules for tax need them to file in set way with codes and slabs that shift and with terms that change with new rule and few guides show how to track each rate or how to file when cash comes from more than one state or more than one deal type. Miss one form or date and fine comes and this potential risk adds weight to plan. They hire help and in case they hire help they must meet labour law that says how to pay when to pay what you should provide and what to track and each state uses new term or step, and the act of team build slows. The law that says to make firm or to change firm type adds work because forms want words in legal frame and few new builders have guide to check out what to write or even where to send.

Bhagavatula et al. (2019), innovation and entrepreneurship in India are evolving rapidly, though regional imbalances and access disparities remain prominent. This gap in help and the years to obtain nod from state leaves many young builders without drive or miss chance and

some seek assistance from agent who might charge more than fair. Gen Z want a way to act that reflects their build/shift pace. They need site or tool which shows each step in clear frame and links rule to stage.

Rule groups must bring steps online in full, drop repeat checks and allow one form do more than one job. They must give guide in plain words and should cut time for nod. Fast rule path helps more plans take root. A slow one makes them wait or stop. Gen Z founders in Indian's grow up without any border at all but worldwide links early on via web tools peer organizations and digital space and this view influences how they build firms and investigate reach. They see growth as path that must remain in a single land, or one zone and they do not wait for local test alone before mapping new ground. They post work on worldwide websites and join forums to test plan and pitch to funders a world away. They create teams with parts in more than one time zone, and they share code plans or task lists via cloud links. They test sell in worldwide app store, they post in cross-market websites, and they develop brand that works in more than one land from the start. Bala Subrahmanya (2017) found that Bangalore's emergence as a tech startup hub has been influenced by policy support, infrastructure, and academic institutions fostering innovation. This path also takes them to other parts to participate in start-up events and pitch in worldwide contests for which they receive cash and notes. They seek mentors in other zones and learn from peer builds in fields such as fintech, Health tech or maybe edtech which run in more than one land.

Still, they encounter gaps whenever rules in India follow the route. Some fund flows need nods from banks asking for many forms. Some sites block deal when firm is new or not yet full in local file. They also meet tax checks that require more proof when work is land-based. State and hubs should ease fund flow for cross-border plans, connect with global mentor groups and map rules for sell in more than one place to support this view. They must support firms which test new reach and not stifle them with old red tape. Essentially Gen Z see the world as their build spot, not their lane or zone and this view if backed can drive a new wave of rapid scaling firms.

Kalyanasundaram et al. (2021) investigated that the life expectancy of tech startups in India is often short, affected largely by factors like lack of mentorship, poor scalability, and resource mismanagement. Gen Z founders in India don't build for high value or quick exit and don't

consider growth a route which doesn't leave people or place out. They design with cause in mind and aim to solve real world pain they experience in daily life like loss of job, low care, poor health, or harm to land and air. They choose to solve what displaces work from wage, what ruins minds in work zones, or even what contributes waste to sea and field. They design tools to plug these gaps, and they plan not to gain but to be safe or fair. They do not split profit and purpose. They link them from the first step. They generate ideas in fields like clean tech, up-skill apps, health check tools or care link websites. They've people on the ground, test what fits and assists user and firm shape plan. They don't consider gain wrong, but rate impact as key mark. They ask: What exactly does this fix? Who gains? What length will it help? This path is filled with hope and test. Funders still want scale quickly and they check value by mark up, not good done. Gen Z must show that firms can do both - bring return and build fair. They're looking for backers who think this way and who consider purpose part of win. They also face test in rules which don't yet offer aid for mix goal firms. Some schemes are divided between social and profit and are difficult to file or to obtain assistance. Gen Z needs rules to back this blend and mentors who understand how to guide this path. In other words, Gen Z bring a brand-new lens to the start-up world - one that blends heart and skill, gain and offer. If backed, this shift might form the next wave of firms which help now and long term.

Pradeep and Satish (2022) found that campus startup ecosystems face challenges related to industry alignment, funding, and guidance, especially in engineering disciplines. Gen Z founders in India show care about how they fund their firms and scale their plans. They don't rush into debt or give up big stake too soon and they're alert to cost that could reach a later date because of high loan or loss of say. Many come from homes still in the build stage where there's no large hold in land or bond to base long-term loans on. They also grow up amid a time of job flux and fund shocks and watch closely as firms fail because of loan miss or fund pull. This view dictates their view of risk and their cash path. They build slow for more hold & less debt. They find low-cost way to ship first plan, test in small group, and get first sale. They turn to bootstrapping by lack and by choice. It enables them to keep full say and change fast. They apply for grants from state or school aid or small wins in pitch contests to pay for the first build. They also examine peer backers which put small sums but trust in plan. Even when they approach funders, they push back on terms that bind too long or demand too much in trade. They want time to prove worthiness before they go open book to share loss.

Singh (2022) explored that India's startup culture is being shaped not only by economic policy but also by a shift in societal attitudes toward entrepreneurship and self-employment. This low-risk view slows scale in some paths but cuts waste and forces clear test of what works. Still, it brings test whenever fixed cost increases or when new tool must purchase. Some will wait way too long to seek fund and miss good chance. Other people lose team if no fund arrives to pay fair.

State must create light rule grant pools to assist. Banks must give short-term loans with low ask on proof. Hubs should teach the way to weigh fund types and read fine text. Not all risk is in slow growth - some is in blind spend, funders should learn. In other words, Gen Z wants to create lasting firms, and they understand that a lot of debt too soon may end the run. They can form long slow firms backed by fair rules and smart tools.

Conclusion

Gen Z provides a brand new, tech-savvy and bold perspective to India's developing startup community. Although they face hurdles including limited access to funding, lack of mentoring and pressure from conventional career paths, their distinctive digital abilities, imagination and risk-taking mindset provide them with an advantage. Gen Z entrepreneurs are motivated by earnings but also by purpose - they wish to develop companies that deal with real life issues and develop social influence. Their openness to innovation and flexibility to adjust positions them as important drivers in entrepreneurship future in India. Nevertheless, stronger institutional support, targeted policy frameworks and inclusive startup networks that nurture young talent are needed to fully unlock their potential. With the proper ecosystem in place, Gen Z could bring value to India's development story through viable, disruptive and globally cut-throat undertakings. Their journey simply starts and the possibilities are limitless.

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