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News Alert – Launch of Startup India portal & Mobile app

By Amita Desai & Co.



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Preview:

Launching of Startup portal and mobile app



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Startup Action Plan and Mobile App Launched

Calendar year 2016-2017 should be considered as boon to the startup. On 16th January 2016, Mr.Narendra Modi launched The **STARTUP ACTION PLAN (SAP)**, considered to be a most innovative step for the entrepreneurs dreaming about setting up a business.

Encouraging the Youth of India to be more employment creators rather than employment seekers .

For setting up a business in India one pictures about the red tapism coupled with an elaborate compliance regime which often discourages the entrepreneurs' growth.

Wouldn't it be great sigh of relief if in such a scenario one doesn't have to wait in the queue for procuring approvals, and such a process is assisted which is available on the smartphone or laptop

To this, the Government of India continued its initiative on the start up by launching a mobile app on April 01, 2016 for assisting the incubators, stakeholders and investors , the mobile app will serve as a single window interface for easy exchange of information amongst various stakeholders.

The Startup India portal <http://startupindia.gov.in>, has been launched on April 1, 2016 and some of the key features of the portal and app are the following :

- The Portal has a strong visual identity and is well put together. The layout is very simple yet effective. At one glance, one can make out the purpose of the portal. The Make in India logo has been aptly used;
- The inspiration was to help entrepreneurs have an easy access to all the information pertaining to the startup ecosystem at one place and at their fingertips. The Portal serves that right by giving dedicated access to SAP, Start-up recognition (registration and formats), Notifications (government circulars/notifications), Information (relating to Incubators and SEBI registered Funds) and social media links (You tube, Facebook, LinkedIn, Instagram, Pinterest and Twitter);

- The procedure for startup recognition is simple and involves just a single page form to be filed. It also has formats for the recommendation/support letters that needs to be attached to the application form;
- Information regarding incubators and SEBI registered funding agencies recognized for the purpose of recommending Startups, which is an essential part of Startup recognition is available on the portal;
- A comprehensive list of FAQs has also been made available on the portal which will assist the entrepreneurs, incubators and funding agency to fundamentally understand the SAP scheme.
- The Portal has an assigned link to download the Startup India mobile application;
- The layout and the features of the mobile application and portal have been kept similar;
- It is apropos, to the point. There are precisely five relevant tabs and a few social media links on its homepage, making it free from any level of complexity. One would not have to be extremely technology -savvy in order to utilise the mobile application;

CONCLUSION

In the age of technology the launch of mobile app has been a good encouragement by the Government of India. The launch of app shall bring in benefits to the incubators, startups which will indeed help in achieving dream of young entrepreneurs. The launch of the mobile app will not be a walk on the cake but will serve a good platform for the entrepreneur with regards to the procedure.

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