

UNICORN STARTUPS AND EMPLOYMENT GENERATION IN INDIA AN EXPLORATORY STUDY

Abstract

Purpose. This research paper aims to create awareness of Unicorn Startups in India. The real motive is to provide information about the Unicorn startup's valuation and its impact on the economic development of the country. This study helps entrepreneurs and students to grow up their startups.

Methodology. The researchers apply a descriptive research design based on secondary data sources. The secondary data has been collected from the reports of NASSCOM, Global startups ecosystem report 2022, reputed journals, research articles, and newspaper articles. Measuring the impact of startups on the economy, by comparing the number of startups and GDP and finding the correlation between them.

Findings. This study aims to analyze Unicorns Startups in the economic development of the country. This study also gives an insight into different Startups in different states of India and also finds out how much employment is generated by these startups in different states and UTs of India. Today, India's startup ecosystem has become a talking point for the entire world due to the increase in the number of Unicorns Startups in India.

Research limitations. This research paper only includes the status of Unicorn Startups in India. In this study, data used to calculate the impact of startups on economic development is less than one decade. The study includes the valuation of Unicorn startups till the third quarter of 2022. In this study, only secondary data is used.

Keywords. Startups, unicorns, employment, valuation, sector, states, economy, ratios, government.

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