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ODISHA AND START-UP ENTREPRENEURS: AN OVERVIEW OF BUSINESS ENVIRONMENT AND GROWTH OPPORTUNITY

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Abstract

This paper aims to examine the culture friendly environment for start-up entrepreneurship as well as the employment opportunities for low skilled youth in Odisha. In addition to this, attempt has been made to identify the intent and dimensions of venture capitalists and angel investors to create business hub in the growing cities of Odisha. The objective of the article is to understand the culture and intent of the governance procedures to set up a better conducive business platform for the sustainability of entrepreneurship ably supported by evolved government policies mechanisms. It is purely a review article. It tries to explore the essential ingredients required to setup business environment through analysing secondary review of the studies and content analysis of policy initiatives at the government level. The economy system of the state like Odisha has been well natured focusing on the areas like world class infrastructural development, innovative academic culture, adequate training scope for the requisite skill. The innovative ideas and business mind sets among the youth would add value to compete at the global market perspectives.

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