A Study On Startup India - Awareness Among The Youth

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Abstract:

Startup India has launched on 16th January, 2016. The Initiative has rolled out several programs with the objective of supporting entrepreneurs, building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by a dedicated Startup India Team, The Department for Promotion of Industry and Internal Trade (DPIIT). This type of initiative by the Government of[1] In dia is first time to make entrepreneurship stronger and deeper. The scheme has intended to build a strong eco-system for nurturing innovation and Startups in the country. This will boost sustainable economic growth and generate large scale employment opportunities for the common man. The Government aims to empower Startups to grow through innovation and ideas. Startup ecosystem help to accelerate spreading of the Startup movement. Never before in the history of the country have so many powerful forces come together to enable the Indian Start-up Ecosystem. This will lead India towards Startup Nation for sure.

The initiative will accelerate the business from digital and technology sector, agriculture, manufacturing, social sector, healthcare, education and many more. The fundamental focus is on innovation and youth. New ideas will come up in the above sectors and subsectors. It may start with some new businesses with some new start-ups. The Action Plan is divided across tier 1, tier 2 and tier 3 cities including semi-urban and rural areas. The road map is clear consisting of Simplification and Handholding , Funding Support and Incentives , Industry-Academia Partnership, Incubation and acceleration of businesses and small ventures.

Keywords: EDP (Entrepreneurship Development Program),[i] Atmanirbhar Bharat, Angel Investors, Incubation, Department for [iiiii] Promotion of Industry and Internal Trade (DPIIT)

Introduction:

Entrepreneurship in India started with motivating established businessman boosting towards big dream. It also supported by EDP (Entrepreneurship Development Program). India got tremendous success in Make in India and Atmanirbhar Bharat. The connecting program of Government along with these all is Start up India. For strengthening the country's economy and for generating employment Indian government has launched a scheme nationally called as "Start-up India". In this campaign, Government typically targeted Young Indian Minds and Young Indian Ideas. Young Indians have lot of potentials and innovation mind. If they have been given chance, it will make India as a Start-up Hub. The success of a start-up depends upon the five pillars. They are Funding, Profitability, Turnover, Employability and survival. The success of the

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[1] Atmanirbhar Bharat Abhiyaan or **self-reliant India campaign** is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi in the month of May 2020. It is the most ambitious vision of understanding India's present, and based on learnings from the past, to create a new tomorrow

start-ups is influenced by the socio-demographic such as Age, Gender, Educational Qualification, Location, family structure, having business experience, ownership pattern, training, sector and so on. All these factors possess a strong influence on the success of the start-ups. This exploratory study has been done to assess the awareness of start-ups among the youth of semi urban area in India and the response of the youth towards startup in the area. A start-up company is an entrepreneurial venture which is a newly emerged business that aims to develop a strong business model for a product, service or process. Start-up is the most common term which can be heard from one who is willing to establish a new venture which is innovative and having a potential of exploring the new untapped resources. Government of India has defined Start-up as

- Any entity or establishment, registered or incorporated in India
- As private limited company, partnership, or a limited liability partnership
- Not older than 10 years
- Annual turnover (sales), in any preceding financial year, does not exceed Rs. 100 Crore
- Focusing towards Development, Creativity, Innovation, Disposition or the commercialization of new items, processes, or services that have been stimulated by technology or intellectual property.

Objectives of the Research:
1. To Understand the Concept and Framework of Startup India Initiative.
2. To Assess the Level of Awareness Among Youth.
3. To Examine Youth Perceptions towards Startup India.
4. To determine the influence of the Startup for encouraging entrepreneurship and startup culture among the youth.
5. To Provide Recommendations for successful implementation of startup India among Youth.

Hypothesis:
1) **Hypothesis 1:**
H1: The Youth are well aware and positive for the Startup India Campaign.
H0: The youth are not well aware and not positive for the Startup India Campaign.
2) **Hypothesis 2:**
H1: Start up India has a positive impact on the development of entrepreneurship in India.
H0: Start up India has no positive impact on the development of entrepreneurship in India.

Justification of Objectives:
Honorable Prime Minister Mr Narendra Modi has initiated Start up India to give a chance to young entrepreneurs. The idea behind is the inclusion of youth power in nation building. India has the youngest population in the world. Almost 60% of the population is between 18 to 45 years. "Work for every hand" is a call given by Narendra Modi. In fulfillment of all this, the startup India initiative has been launched to keep the young innovation, young minds and young power of the country on front. All the ecosystems set for startup India have given priority to young people of the country. They have been given a chance to become employment providers instead of seeking employment. Website portals have been set for making the process easy under startup India. Technical, financial assistance has been provided to make the things easy and accessible to every young Indian. For Youth, Start-up India is a Platform to act as an avenue to take an initiative and to pursue their entrepreneurship journey. Start-up India helps young entrepreneurs in management of the company and in setting up vision and direction. Start-up India acts as a one stop platform for the initial entrepreneurs by providing a start-up ecosystem by the avenues of strategic partnership or collaboration. The aim of the study is to find out the awareness about the initiative among the youth. It will try to assess the requirements and

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

perceptions of the young generation for startup initiative. The study will try to find out the success of startup India in urban and rural areas. It will focus on the youth and what exactly they think of the Startup initiative and whether the efforts of the Government have reached the Young Indians. This study will be a sample part for the outcome of the startup initiative. It will try to find out the objections and solutions for startup India initiative from the young minds.

Startup India has built the passion to do something, to create something, the passion for seeking a change, to bring a change There are so many entrepreneurs who at their initial phase, lack in the basic support, of financial or manpower. Start-up India helps the entrepreneurs fulfil all of these. It provides fundraising opportunities where Investors themselves become the best guides for start-up funding. The ecosystem helps in Recruitment, marketing strategy for the product and services. right organizational structuring and introduce processes to increase capital efficiency, lower costs, and scale efficiently. These startups are widely acknowledged to be key engines of development and employment generation. Startups are significantly producing effective solutions through innovation and scalable technology, acting as vehicles for socioeconomic growth and playing an important role in transforming India.

The success story of Start-up India initiative:

As of 2024, India's startup ecosystem has experienced significant growth, with over 112,718 startups recognized by the Department for Promotion of Industry and Internal Trade (D[2]PIIT). This expansion is evident in the technology sector, where the number of tech startups has increased from approximately 2,000 in 2014 to around 31,000 in 2023, with about 1,000 new tech startups added in 2023 alone. This growth positions India as the third-largest tech startup ecosystem globally, following the United States and China. In terms of unicorns—startups valued at over $1 billion—India has over 111 as of 2023. In 2022, the country added 23 new unicorns, the second-highest number globally for that year.

The startup ecosystem's growth is supported by various factors, including government initiatives like "Startup India," increased internet penetration, and a young, tech-savvy population. Cities such as Bengaluru, Mumbai, Delhi-NCR, and Hyderabad have become prominent hubs for startup activity, attracting talent and investment.

In spite of such success and initiation the sustainability of startup has become a big question mark. As per the data available, Startup success rates are notably low, with approximately 90% of startups failing. Notably, 10% of startups fail within their first year, and about 70% close their doors between the second and fifth years. It's also noteworthy that only about 0.05% of startups receive venture capital funding, and even among venture-backed companies, 75% rarely return cash to investors. Industry-specific failure rates vary from Industry to industry. The information industry has a failure rate of 63%, while finance, insurance, and real estate sectors have lower failure rates, around 42%.

Startup Key Benefits to be availed by young entrepreneurs:
✔ **Simple process** Anyone interested in setting up a startup can fill up a **simple form** on the website and upload certain documents. The entire process is completely online. The government has launched a mobile app and a website for easy registration for startups.

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[2] DPIIT - The Department for Promotion of Industry and Internal Trade (DPIIT) is a government agency that formulates and implements industrial policies and strategies. The DPIIT is part of the Ministry of Commerce and Industry.

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

✔ **Reduction in cost** Startup can enjoy 80% reduction in the cost of filing patents**.** The government also provides lists of facilitators of patents and trademarks. They will provide high-quality Intellectual Property Right Services including fast examination of patents at lower fees. The government will bear all facilitator fees and the startup will bear only the statutory fees.

✔ **Easy access to Funds** A **10,000 crore rupees fund** is set-up by government to provide funds to the startups as venture capital. The government is also giving guarantees to the lenders to encourage banks and other financial institutions to provide venture capital. Merger and Acquisitions are also provided at exemptional ways for startups. Venture Funding companies coming up to assist startups with different facilities and cost-effective rates.

✔ **Tax holiday for 3 Years** Startups will be exempted from income tax for 3 years provided they get a certification from Inter-Ministerial Board .

✔ **Apply for tenders** Startups can **apply for government tenders**. They are also exempted from the "prior experience or turnover" criteria which is applicable to normal companies for government tenders.

✔ **R & D facilities** Seven new Research Parks will be set up to provide facilities to startups in the R&D sector. All the guidance and support for research and innovation will be provided for the young minds.

✔ **No time-consuming compliances** Various compliances have been simplified for startups to save time and money. Startups shall be allowed to self-certify compliance through the Startup mobile app with 9 labour and 3 environment laws.

✔ **Tax saving for investors** People investing their capital gains in the venture funds setup by the government will get exemption from capital gains. This will help startups to attract more investors.

✔ **Choose your investor** After this plan, the startups will have an option to choose between the VCs, giving them the liberty to choose their investors.

✔ **Easy exit** In case of exit – A startup can close its business within 90 days from the date of application of winding up

✔ **Meet other entrepreneurs** The government has proposed to hold 2 startup fests annually both nationally and internationally to enable the various stakeholders of a startup to meet. This will provide huge networking opportunities.

Literature Review:

The Startup India initiative, launched by the Government of India in 2016, aims to foster entrepreneurship, innovation, and economic growth. Since its inception, several studies have examined its impact on the Indian startup ecosystem.

Impact on Entrepreneurship and Innovation:

Nagar and Ahmad (2024) provide a comprehensive analysis of the Startup India scheme, highlighting its role in promoting entrepreneurship and innovation. Their study suggests that the initiative has been instrumental in generating employment opportunities, particularly among youth and skilled professionals, and has contributed to India's emergence as the third-largest startup ecosystem globally. The authors also evaluate the effectiveness of the scheme's initiatives, such as simplification of compliance, funding support, and industry-academia partnerships, in creating a conducive environment for startups. **Startup India Initiative** among youth varies significantly based on factors such as educational background, urban or rural location, and access to entrepreneurial networks. According to a study by a substantial percentage of college students are aware of the initiative but lack a comprehensive understanding of the benefits and processes involved in availing government support.most young graduates are familiar with the term "Startup India," only a few possess in-depth knowledge about the funding schemes, tax benefits,

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

and regulatory relaxations provided under the initiative. Similarly, it highlights that students from business and technical backgrounds demonstrate higher awareness levels compared to those from humanities and social sciences. It highlights the need for further empirical studies that analyse youth perspectives on Startup India, their challenges, and possible policy improvements to enhance participation and success in the startup ecosystem.

Competitiveness of Technology-Based Startups:

Singh Etal. (2019) analyse startup trends in India, categorizing startups into various industry verticals and examining funding patterns and success rates. Their study provides insights into the current status of startups, highlighting the importance of understanding industry-specific trends for strategic decision-making. Role of Education and Entrepreneurial Mindset need to change as per requirement . Several studies emphasize the role of education in fostering awareness and participation in Startup India. The Author argue that entrepreneurial education plays a crucial role in shaping youth perceptions of startups. Institutions offering entrepreneurship courses witness higher student engagement in startup activities compared to those without structured programs. the impact of incubation centres in universities, stating that students who receive exposure to startup ecosystems are more likely to explore entrepreneurship as a career option. However, the study also notes that a lack of mentorship and funding opportunities remains a barrier to effective participation.

Challenges and Support Structures:

A report by the Observer Research Foundation (2019) explores the drivers, challenges, and support structures within the Indian startup ecosystem. Through qualitative research, the study identifies core growth drivers, motivations of Indian founders, and the challenges startups face. It also examines the evolution of the ecosystem and the support available to startups, providing a comprehensive overview of the factors influencing startup success in India. Despite increasing awareness, several challenges hinder youth participation in the Startup India initiative. The Study identifies financial constraints, bureaucratic hurdles, and risk aversion as key barriers preventing young individuals from launching startups. The author points out that many potential entrepreneurs struggle with securing initial funding, navigating government policies, and sustaining their ventures beyond the early stages. He also examines gender disparities in startup participation, revealing that while both male and female students show interest in entrepreneurship, women face additional societal and financial challenges that limit their engagement with Startup India programs.

Technology Business Incubation:

Mohan and Chinchwadkar (2022) conduct a literature review on technology business incubation, identifying gaps and suggesting areas for further research. Their study emphasizes the role of incubators in supporting high-tech startups and discusses factors influencing startup competitiveness. The authors call for more research on the practices and effectiveness of technology business incubation in the Indian context. Government efforts to enhance awareness and youth engagement in Startup India include mentorship programs, funding schemes, and awareness campaigns. He   assesses the effectiveness of these initiatives and finds that while urban youth are more likely to benefit from government schemes, rural areas lack adequate infrastructure and exposure to entrepreneurial opportunities. The study recommends expanding outreach efforts, particularly in tier-2 and tier-3 cities, to bridge the awareness gap. **Startup India Initiative** has made significant strides in promoting entrepreneurship, there is a gap in awareness and accessibility among youth, particularly in rural and non-business academic backgrounds. Future research should focus on evaluating the effectiveness of awareness programs, the role of digital platforms in bridging knowledge gaps, and strategies to enhance youth engagement with Startup India.

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

In summary, the literature indicates that the Startup India initiative has significantly impacted the entrepreneurial landscape by fostering innovation, enhancing competitiveness, and providing necessary support structures.

Research Method/Methodology:
This study is indicative, descriptive and analytical in nature.

Population and Sampling:
The population of the study consist of Youth in the age group of 8 to 30 years. The intermediaries like business man, entrepreneurs, distributors, financial institutions are also considered. The Population of the study to consist the 75 respondents in Mumbai suburbs. The sampling method adopted is Simple Random sampling.

Data Collection:
Research involves getting primary and secondary data.

Primary Data: This study is based on the primary survey of data, which is collected through the issue of questionnaires to the young business man, college students, passed out Bachelors in selected areas in Thane Districts. Personal interaction and discussion with young population is carried out.

Secondary Data: The secondary data is proposed to be collected from annual reports, journals, circulars, books, records, magazines and Internet.

Data Processing: This includes Editing, Coding, Classification, Tabulation and Graphical Representation of the data.

Research Design:
- The study is Analytical and Descriptive in nature.
- Data is analysed as a descriptive study with the help of suitable diagrams and is interpreted to test the hypothesis by applying Co-relation analysis, Chi-Square test and Pie Diagrams.

Data Interpretation:
The process of interpretation will involve taking the result of analysis, making influences relevant to the research relationship studied and drawing managerially useful conclusion about this relationship.

Data Interpretation and Findings:
1 **Do you agree that Startup India Initiative will boost entrepreneurship culture among youth?**

Agree	45
Disagree	28
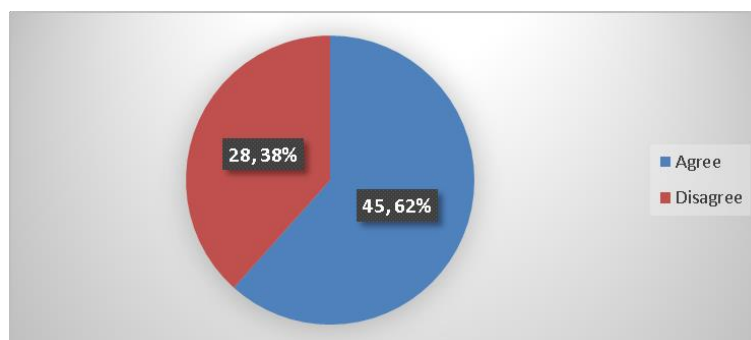
45% respondents agrees that they feel that there will be boost in entrepreneurship culture because Of Start up Initiative. Higher number of respondents (45) believe that the

*Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak*

initiative will positively impact entrepreneurship culture. This suggests that many young individuals see Startup India as a valuable program for fostering innovation, startups, and self-employment.

28 respondents do not believe that Startup India will significantly boost the entrepreneurship culture. This could be due to concerns like bureaucratic hurdles, lack of financial support, or challenges in accessing resources.

Reasons for Disagreement:
- **Lack of Awareness:** Youth may not be aware about the initiative's benefits.
- **Challenges in Implementation:** Difficulty in accessing funding, mentorship, or infrastructure might create hurdles.
- **Risk Aversion:** Some individuals might prefer job security over the risks of Business Start-ups.

Recommendations: More target-oriented campaigns should be conducted to educate youth about Startup India benefits. More t real-life examples of startups should be promoted so that it will be benefited to build trust.
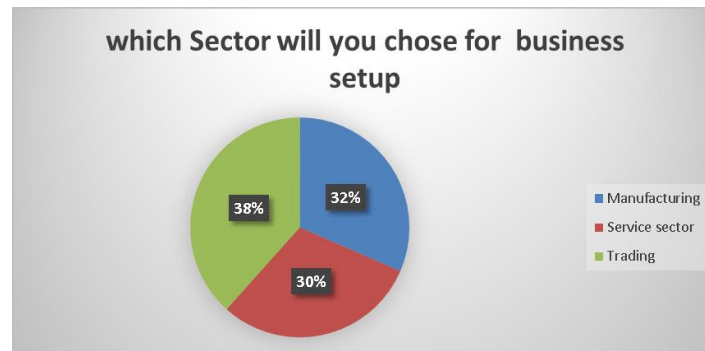
Selection of Startup Set up is equally chosen by the respondents. It is observed that no Particular sector has been given weightage in the research. This shows that The startup Initiative will result in balanced business development. Startups are more preferred in the trading and small-scale sectors.
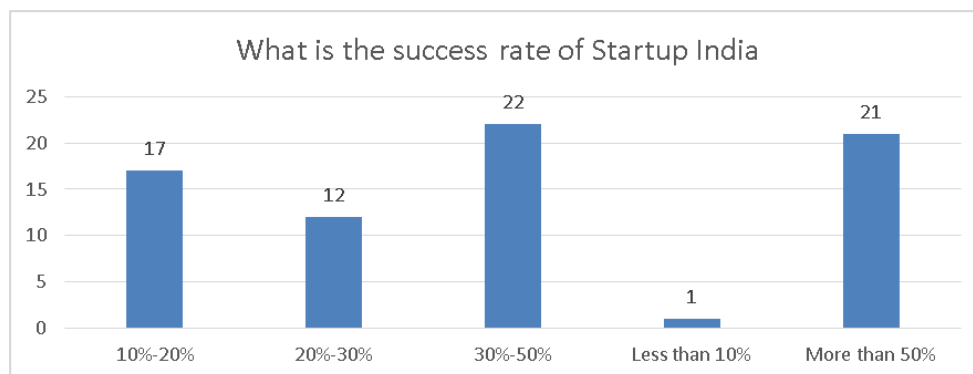
- Majority (43 out of 73 respondents) believe the success rate is 30% or higher.
- 22 respondents (30%–50%) and 21 respondents (more than 50%) indicate that they see Startup India as a relatively successful initiative.
- A significant portion (29 out of 73 respondents) sees success rates between 10% and 30%, indicating mixed perceptions.

The data suggests a **positive perception** of Startup India's effectiveness, with a majority believing in a success rate **above 30%**. **very few respondents believe the success rate is extremely low** (less than 10%).

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

By applying **Chi-Square Test** to the Collected data, we can conclude that the

> • Significance level = 0.05
> • Sigma Square tabulated = 12.592
> • Sigma Square calculated = 72.67
> • Sigma Square calculated > Sigma Square tabulated

Therefore, the Null Hypothesis is Rejected and the Alternative Hypothesis is Accepted.

Based on the statistical analysis provided, here's what the results indicate:

1. **Degrees of Freedom (df) = 6:**
   This value is derived from the formula used in the chi-square test, which suggests that the test considers multiple variables related to the awareness of Startup India among youth.

2. **Significance Level (α) = 0.05:**
   The significance level is 0.05 , meaning there is a 5% risk of concluding that there is an effect when there actually is none.

3. **Comparison of Calculated and Tabulated Sigma Square Values:**
   • Sigma Square Calculated = 72.67
   • Sigma Square Tabulated = 12.592
   Since the calculated value (72.67) is significantly higher than the tabulated value (12.592), this suggests strong statistical evidence against the null hypothesis.

4. **Decision Rule & Conclusion:**
   • Since **Sigma Square Calculated > Sigma Square Tabulated**, we reject the null hypothesis.
   • This means that there is **a significant difference in awareness levels** about the Startup India Initiative among youth.
   • The null hypothesis (which likely assumed that youth awareness is low or uniform) is rejected, indicating that awareness varies significantly.

Possible Implications:
   • The Startup India Initiative awareness among youth is not uniform—some groups may be more aware than others.
   • There could be specific factors influencing awareness, such as education, exposure to entrepreneurship, or geographic location.
   • The government or other stakeholders might need to **enhance awareness efforts**, especially targeting segments with lower awareness.

Reasons for Awareness Variation:

1. **Demographic Factors:**
   • Urban youth may have higher awareness due to better access to information, while rural youth may lack exposure.
   • College students, especially those in business or technology fields, may be more aware compared to students from other disciplines.

2. **Lack of Outreach & Promotion:**
   • The Startup India campaign may not be effectively reaching all youth segments, particularly in Tier 2 & Tier 3 cities.
   • Language barriers could be limiting awareness in non-English-speaking regions.

3. **Limited Integration with Educational Institutions:**
   • Awareness campaigns may not be fully integrated into school and university curriculums.
   • Entrepreneurship-related programs may not be well-promoted among students.

4. **Media & Digital Gaps:**
   • Some youth may not actively engage with government websites or official startup portals.

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

- Traditional media might not effectively target the younger population, who consume information via social media and digital platforms.

Suggestions and Recommendations for Successful Implementation of Start-up Campaign:

A. Targeted Awareness Campaigns:
- **Campus Drives & Workshops:** Conduct Startup India awareness programs in universities and colleges, particularly in non-metro cities.
- **Incentivized Online Courses:** Partner with platforms like Udemy, Coursera, or government-run portals to offer free or subsidized courses on startups and entrepreneurship.

B. Digital & Social Media Engagement:
- **Introducing Social Media Influencers:** Engage popular YouTubers, Instagram influencers, and LinkedIn professionals to spread awareness.
- **Gamification & competitions:** Introduce online startup challenges, hackathons, or quizzes with rewards to drive engagement.
- **Localized Content:** Create videos, infographics, and blogs in multiple regional languages to expand reach.

C. Integration into Education System:
- **School & College Curriculum:** Include modules on Startup India, entrepreneurship, and innovation as part of school and university courses.
- **Incubation Support:** Provide government-backed incubation canters in educational institutions to encourage startup ideas among students.

D. Community Engagement & Support
- **Mentorship Programs:** Connect young entrepreneurs with experienced startup founders for guidance and networking.
- **Startup Grants & Competitions:** Promote funding opportunities and startup competitions to attract aspiring entrepreneurs.

Conclusion:

While Startup India has made progress in promoting entrepreneurship, greater efforts are needed to ensure all youth are aware of and can benefit from its programs. Young entrepreneurs have the knowledge of Startup Initiative but the response is expected more than the current figures. Government of India has launched many new schemes recently in different sectors to promote new ideas and to create better economy in terms of demographics India. NEP has also played a significant role for the promotion and education of Startup India Initiative. Entrepreneurship is not a new idea or thought in our country but it requires lot of strength, patience, capital, risk taking abilities to pursue it as a career option. Startup will initiate the industry or businesses to grow or to develop. The more beneficial it is for the economy as well as to reduce unemployment and to motivate the youth of India from being job seeker to job creator. India being a youth country has a lot of scope to grow in this sector. This research was being conducted with a perspective to understand the perception of youth towards Entrepreneurship as a career option as to the trend has changed with the increase in awareness about it. While on the other hand it also wanted to examine the awareness regarding different schemes and start up India scheme among the youth. By implementing the strategies, we can expect that there will be an increased awareness and participation of youth in Startup India programs.

More startup registrations and entrepreneurial activities among young people will be initiated which will result in higher job creation and innovation-driven economic growth. India

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak

with the highest youth power should also ensure the most developing nation with innovation, creativity and entrepreneurship. That will be the real outcome of Start up and [3] Stand-Up India.

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[3] The **Stand Up India** Scheme is a government program that provides loans to women and Scheduled Caste (SC) and Scheduled Tribe (ST) entrepreneurs. The scheme was launched on April 5, 2016. **Stand-Up India** Scheme Facilitates bank loans between ₹10 lakh and ₹1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower

Dr. (Mrs). Anaya Aditya Markandeya & Ms. Pooja Prasad Oak