STAND UP INDIA PROGRAMME – AN ADDRESS TO FINANCIAL PROBLEMS
OF MICRO AND SMALL SCALE MANUFACTURING
AND PRODUCTION UNITS
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ABSTRACT
Skill India Programme, Startup India and Stand Up India programme are the buzz words of today in manufacturing, Production and Services sectors. As present government has taken the oath to inculcate skills in every youth and help them towards startups and establish their own enterprise and become owner of their own rather doing job with some other and intern help in employment and GDP development. It is also observed that SC/ST/Women categories are marginalized in this area since inception and it was the dream of Dr. B. R. Ambedkar that equal opportunities to be given to them also to grow and showcase their talents, ideas and ability to prove themselves as a successful entrepreneur, a person and citizen of India. The present study is to understand the progress of this program and its success. The results of the study state that nearly 70% of the units expressed positive growth and expressed that if financial support would have not been availed through this platform, it would be a dream to startup their own industries and women entrepreneurs also feel that they are more empowered and able to establish their identity.

KEY WORDS: Stand Up India, Finance, MSME, Manufacturing and Production Industries & Women Entrepreneurs

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