

# Systematic Review Framework- Analyzing the Policy Landscape of Uttar Pradesh Startup Ecosystem

Devika Dhawan Shukla<sup>1</sup>, Dr. Madhu Bhatia<sup>2</sup>, and Prof. R.K. Maheshwari<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Applied Economics, Faculty of Commerce, University of Lucknow, Lucknow, Uttar Pradesh, India

<sup>2</sup>Assistant Professor, Department of Commerce, University of Lucknow, Lucknow, Uttar Pradesh, India

<sup>3</sup>Professor, Ex. Head, Dean, Department of Applied Economics, Faculty of Commerce, University of Lucknow, Lucknow, Uttar Pradesh, India

Correspondence should be addressed to Devika Dhawan Shukla; [devika.dhawan07@gmail.com](mailto:devika.dhawan07@gmail.com)

Received: 28 October 2024

Revised: 11 November 2024

Accepted: 6 December 2024

Copyright © 2024 Made Devika Dhawan Shukla et al. This is an open-access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**ABSTRACT-** This paper analyses the policy framework for start-ups in Uttar Pradesh with reference to existing; issues, opportunities and prospects for the development of a supportive framework to create an environment for innovation and enterprise development. They include policy documents and academic articles and focuses on the period 2015-2024 with the view of identifying strengths, weakness and potential areas of improvement in relation to the startup ecosystem in the state. Funny enough, the current emerging sectors including logistics and transportation, financial and other related services, healthcare and Edtechs among others are on the rise but the issues like regulatory measures, talent search, and gender imbalance issues among others still exist. Startup Policy 2020 and infrastructure support have been beneficial, though more effective and friendly policies are needed for that. The study recognizes limitations, for example, in data acquisition and analysis, and incomplete knowledge of the SME sector conditions that may influence the credibility of findings. Most importantly, it offers policy suggestions for optimizing resource allocation and policy effectiveness and advancing sustainable development as well as a bridge between theory and practice for the state's corporate development.

**KEYWORDS-** Startup Ecosystem, Startup Policies, Public Private Partnership, Startup, Innovation, Entrepreneurship

## I. INTRODUCTION

### A. Background and Rationale

The scenario in Uttar Pradesh has also shown that a startup ecosystem's drive for local employment and economic growth and development cannot be undermined due to its resource strength, that is business environment and demography. Given the fact that startups could create a new wave within the economy the state government has introduced measures that would support innovation. This paper looks at the effectiveness of government initiatives, private public partnerships together with policies on the realization of sustainable development. Prominent areas covered include financial contributions, facilities, people, and funding and talent. Mainly regarding IT, agricultural, and service industries, the study focuses on changes in the

policies which are necessary to improve the role of start-ups in the context of economic development sustainability.

The UP State Budget and the present UP Startup Policy 2020[1] and the First Amendment in 2022 mention key initiatives include seed capital, tax incentives, and subsidies for the startups and incubation facilities in Uttar Pradesh. However, the difficulties can be noted even thus. Venture capital continues to be a challenge especially for upstarts with limited funding challenges [23], [19]. Development of proper infrastructure is still lacking in supporting high-tech innovative businesses, particularly in the rural and semi-urban areas. Also there is a deficit of highly trained skilled qualified mentors and industry experts as well as successful entrepreneurs who can help startups to navigate different and quite intricate stages of growth.

As much as the government strives to formulate amazing policies as a way of empowering women they face some implementation barriers such as bureaucratic procedures, inadequate materials regarding the policies and lack of co-ordination among stakeholders [30]. The above aforementioned challenges therefore need to be attended to in able the State to ignite the entrepreneurial prowess of Uttar Pradesh province, enhance the chances of youth employment, and foster economic development. Preliminarily, this systematic literature review contributes to the understanding of trends, issues and voids in the UP startup ecosystem policy scholarship. Its core purpose is to determine how policy interventions may be influenced to harmonise sustainable development of startups in the state; effective promotion of innovation; and sustaining an enabling environment for successful entrepreneurial activity.

Using a **PRISMA methodology**, the comparative publication patterns in this area has been recognized. The following research questions (RQs) has been postulated:

**RQ1:** What type of SMEs are developing in UP?

**RQ2:** What government support policies contribute to SME development in UP and what problems remain unresolved?

**RQ3:** What are the key elements of government support and financing that contribute to the development of SMEs in UP

**RQ4:** How can the barriers be eliminated for startup?

**B. Scope**

The present research focuses on understanding Uttar Pradesh as a center of venture entrepreneurship for regional development, innovation, and job creation. It examines the reaction to the established government policies, PPPs, issues related to funding and mentoring, and improvements. It is a programme targeting sectors such as IT, agriculture and the services, which seeks to support sustainable economic development and business innovations in the state.

**C. Delimitations of the Study**

The research concentrates on the Uttar Pradesh tech startup industry (2015-2024) within IT, agriculture, production, and service sectors. This paper also focuses on the Uttar Pradesh Startup Policy 2020 [1][2][3][4][5] together with its Amendments, but does not consider polices initiated by other organizations or the non-governmental sector. Limitations of the study based on secondary data may incline to have limited generalizable results for other areas or may not involve actual data collection..

**D. Literature Search Strategy**

While conducting the literature search for this systematic review, the fire was screened with keywords that referred to the startup ecosystem in Uttar Pradesh, including

government initiatives, public-private partnerships, and challenges. The identified databases include Google Scholar, UGC Journal List- Group II, PubMed, or Norwegian registers, and Science Direct. It will also encompass government reports such as NITI Aayog, DPIIT as well as state level reports and publications. The keywords that would be used include: Uttar Pradesh startup environment, PPP startups, Uttar Pradesh start up policy 2020 A Boolean operators will most appropriate be used.

Using exclusively peer-reviewed journals and official publications (2015–2024), the research concentrates on Uttar Pradesh while comparing it with other states. Exclusions are other foreign ecosystem, any policy formulated before year 2010 and any source that is not a peer reviewed academic source excluding the expert opinions of other sources

**E. Search Process and Screening**

The process is initiated by a keyword presearch in chosen databases and identified potentially relevant studies by screening the titles and abstracts. The method of full-text scrutiny also guarantees that the results obtained meet the research questions. Initial literature searches involve snowballing, and similar studies are located, excluding any irrelevant or low quality; only works on startups, policies, partnerships, and issues faced in Uttar Pradesh are kept.

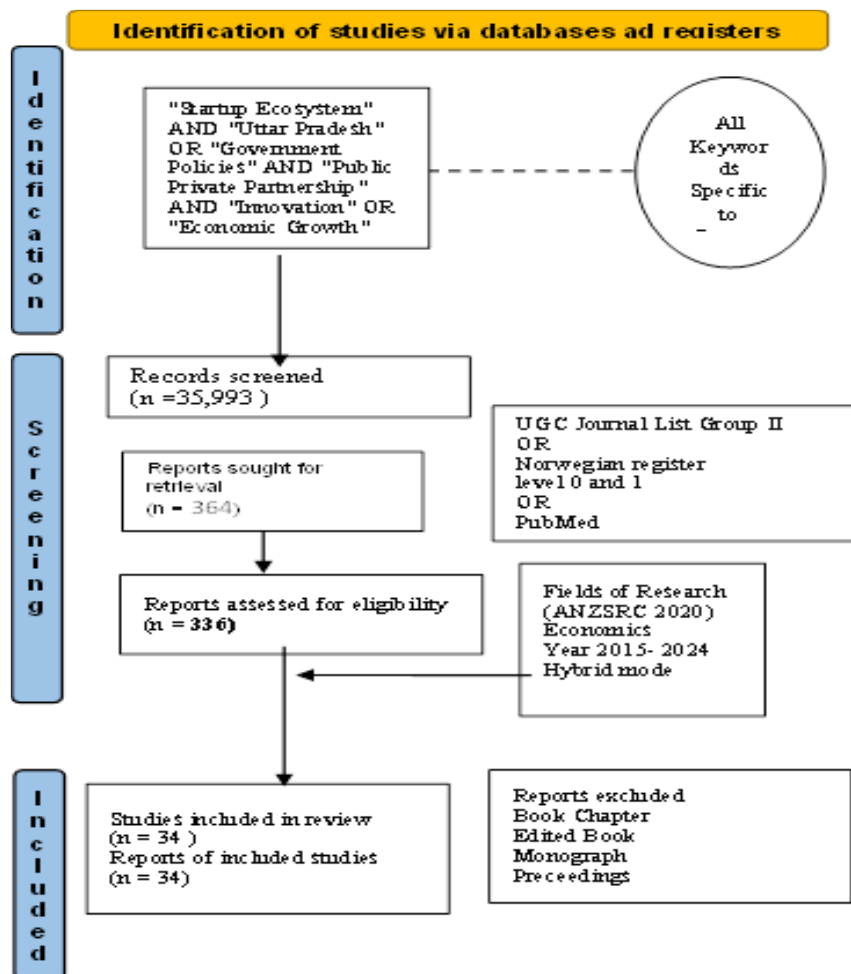


Figure 1: PRISMA Flow diagram for inclusion criteria of the study, Source: Compiled by authors

**F. Number of Publication Research Category Wise**

Analysis of research publications related to the startup ecosystem in India, categorized by fields of research based

on ANZSRC 2020. The field of **Economics** leads with the highest number of publications (34), indicating significant academic interest in the economic aspects of startups. This

is followed by **Commerce, Management, Tourism, and Services**, which has 17 publications, highlighting the focus on management strategies, tourism, and service-oriented businesses within the ecosystem. **Human Society** has 3 publications, reflecting research on societal implications and contributions of startups. Fields like **Built Environment and Design** and **Agricultural, Veterinary, and Food Sciences** each have one publication, showcasing niche interest in the design and agricultural sectors. Similarly, **Engineering** and **Environmental Sciences** each feature one publication, indicating limited but relevant focus on technological and environmental aspects within the startup context. The publications span the years 2015 to 2024, with journals adhering to UGC, Norwegian register level 1, or PubMed standards, emphasizing high-quality and peer-reviewed research.

## II. METHODOLOGY

### A. Study Selection Process

The study selection process begins with the literature search on the Google Scholar, PubMed, and Science Direct with keywords such as; 'startup ecosystem,' 'Uttar Pradesh,' and 'government policies.' Journal articles, government documents, and industrial assessments and forecasts (2015–2024) are individually examined for connections to Uttar Pradesh startups and their difficulties and approaches.

### B. Quality Assessment Criteria

Data extraction will employ a format that will contain objectives, research and design, sample, sectors of interest, findings and conclusions. As a result, the policies, the challenges, and the public-private partnerships' findings will be grouped according to the themes.

### C. Data Extraction Methods

The information will be collected in a structured data form with fields of the authors, year of publication, purpose and methods of the studies, sample size, the sector that the study is based on, major findings and conclusion. Moreover, inter alia, information on initiatives and measures by the authorities, other challenges faced by startups, and activities of public-private collaborations will be also grouped within the themes corresponding to the research questions.

### D. Method to Synthesize and Analyze Data

Meta-synthesis will then be carried out on the extracted data in order to come up with thematic concepts, trends and gaps. Conclusions drawn will be used to compare Uttar Pradesh with other studies to evaluate the startup environment. The outcomes of policy implementation will be assessed, and suggestions will be made to improve innovativeness, expansion, and jobs creation in the state

## III. RESULTS AND DISCUSSION

### A. RQ1: What type of SMEs are developing in UP?

Following is a comprehensive list of SMEs that have developed in UP over the time.

The list features startups from diverse industries, showcasing varying scales and funding levels. **Arya Collateral Warehousing Services**, founded in 1982, specializes in warehousing with 51–100 employees and \$28.93M funding. **One97**, established in 2000, operates in finance, fintech, and related areas with 1001–5000

employees, receiving over \$4.43B in funding. **CRMNEXT** (2002) offers CRM solutions with 501–1000 employees and \$7M funding. **Magicbricks** (2006) focuses on real estate with 1001–5000 employees and ₹300M funding. **Attero** (2007), a leader in electronics asset management, has 501–1000 employees and \$28.6M funding. **Lava International Limited** (2009), known for consumer electronics, employs 501–1000 and has raised \$90M.

**SunSource Energy** (2010), in the solar energy sector, has 101–250 employees with ₹422.9M funding. **Paytm Mall** (2010), an e-commerce giant, employs 1001–5000 with \$795M funding, while **Paytm**, its parent, raised \$32.4M for its 501–1000 employees. **Zopper** (2011) has 251–500 employees with \$25M in funding, and **FabAlley** (2012), an e-commerce fashion platform, employs 101–250 with \$18.7M in funding. Similarly, **Clovia**, a fashion and lingerie brand from 2012, has 251–500 employees and \$22.7M funding.

**EM3 AgriServices** (2013) focuses on agriculture with 101–250 employees and \$13.3M funding. **Vidooly** (2014) provides analytics with 101–250 employees and \$4.5M funding. **RailYatri** and **IntrCity** (2014) operate in tourism, each with \$16.1M funding and 101–500 employees. **Lal10** (2014) is an online marketplace, and **Gradeup** (2015) is an education platform with 501–1000 employees and \$10M funding.

**EduGorilla Community** (2016) focuses on education with 11–50 employees and ₹106M funding. **Cleardekho** (2016) specializes in eyewear with \$2.3M funding, and **Wishfin.com** in fintech with \$17M. **Classplus** (2018) leads in EdTech with \$89.5M funding, while **LearnApp** focuses on trading platforms with ₹20M funding. **Redcliffe Labs** (2018) is a diagnostics service provider with over 3000 employees.

Startups like **Farmley** (2017) and **Theracure Healthcare** (2023) emphasize innovative products, while emerging names like **qubit pulse** and **Cognato AI** (2024) focus on quantum computing and AI-powered interview tools, respectively. Companies such as **BigOhTech** (2021) and **Eco Rides Bazaar** (2024) highlight a focus on app development and electric vehicles, underscoring the diversity and innovative spirit in the startup ecosystem [Source Compiled by Author]

The SME framework in Uttar Pradesh is still in the progressive development process, and the principal branches of activity predetermine the economic development of the region. New industries include logistics, mobile payments, retail & fashion, AgTech, healthcare specifically medical device, EdTech, renewable energy, consumer electronics and quantum computing, which is more focused towards digital and innovation.

### B. RQ2: What government support policies contribute to SME development in UP and what problems remain unresolved?

To answer this question the following 10 researches were identified 25% increase in UP startups after the policy but pointed out a lack of mentorship and networking that constrains expansion [32]. Financial problems as the major concern disturbing UP startups was eliminated ,because of ineffective and inadequate financial support programmes [22]. It was Identified that long times to obtain permits and approvals led to regulations becoming an issue that curbed



innovation and willingness to take risks [27]. Interactions with industry meant that infrastructure and mentorship were enhanced, but no optimal results due to poor collaboration [9]. Talent is simply the key to any start up, but more often talent gets hard to retain as other opportunities are better elsewhere[40]. Policies regarding infrastructures and technologies facilitate a successful startup, but the rural region does not possess quality infrastructure [6]. Tax incentives have raised startups but complicated tax structure continues to persist as a concern [36]. State supported incubation programs seem to enhance incubate survival rates, only to find out that many centers receive inadequate funding, there are accomplished green startups, though there are no special incentives for green businesses to flourish and also women's representation in startups remains woefully low: Women-controlled startups are funded to 20% less than men-controlled startups and are imposed with few diversities polices [10].

This policy further introduces the UP Startup Policy 2020 in Uttar Pradesh, for the creation of 500 Startups through funding, subsidies, and incubation. Schemes like Mukhyamantri Yuva Swarozgar Yojana and ODOP provide important funding and industrial parks and transport network, PPPs and skill development addressed the growth and development concerns of SMBs/MSMEs.

### **C. Unresolved Problems Identified in the Studies:**

Some of the challenges such as complex formalities, high costs and slow permits affect SMEs in Uttar Pradesh. A large number of rural SMEs continue to be unaware of government schemes, hence their complexity. A lack of television and film production facilities — electricity and Internet in particular — holds back progress. Employee turnover is high and skills, gender, and diversity, ceilings restrict promotions to women and the minority.

### **D. RQ3: What are the key elements of government support and financing that contribute to the development of SMEs in UP**

**To answer this research question following studies were identified**

Some of the observations made in this paper concern Uttar Pradesh government policies are the following. [35] suggested that financials subsidies and tax relief are helpful to SMEs in financial terms while skill development programs helped in increasing productivity. [16] concluded that the use of loan guarantee as well as micro-credit facilities foster growth, but there were a lack of knowledge of financial policies. While there are few restrictions of incubation centres for mentorship and networking but they can be found with scarce in rural areas [33]. The source of capital in regards to PPPs were effective in availing capital but on the other hand the PPPs were labelled as being ineffective mainly due to the ambiguous nature of the regulations[28]. Programmes such as ODOP benefit local industries but they have problems regarding enforcement [11].

As mentioned before, the government's reward and tax privilege policies play significant roles in relieving the pressure on SMEs' development. Training and development enhances output while increased affordable credit availability is attributed to government assisted loans and micro-financing. These incubation centers assure essential supports and contacts. They afford the financial

requirements but have enforcement problems. Thus, measures like One District One Product support domestic businesses, while the analysis of implementation deficiencies and disparities across regions is still relevant..

### **E. RQ4: How can the barriers be eliminated for startup?**

Some studies made an effort to capture the major problems of startups in Uttar Pradesh and proposed solutions. Compliance regulation needs to be made easier, and the existing support instruments should be more effectively delivered to minimize danger [34]. It was pointed out the paradigms of loan application and improved the funding sources and financial knowledge [17]. Reduction of bureaucratic approvals and administrative formalities for enhancing single-window clearance[40]. Infrastructure issues were outlined, with increased investment in connectivity and co-working spaces being required and PPP's are prominently positioned[25]. The necessity to scale up activities such as incubation and accelerators and pay specific attention to the factors such as mentorship and networks as well as support that could help elevate the achievements of startups were highlighted[21].

The challenges and solutions toward the sustainability of entrepreneurial policies, and the supports to be focused in Uttar Pradesh, can be discussed in several headings: They include regulatory reforms on one hand which are general areas of innovation such as simplifying compliance processes and cutting the cost of legal requirement that hampers efficiency among start-ups. Hurdles of the financial access are also persistent, recommendations that agencies should reduce the gold-plated loan application procedures and efforts should be made to explore new funding instruments such as venture capital. There is also infrastructural progress, where connection and cooperation with co-working spaces, provided via PPPs, should be advanced. Incubator and accelerators also require betterment for offering required support structures and comprehensive startup mentoring.

Focusing on these research results, it can be concluded that further development will reflect the importance of politico-economic fit where policies have to be adapted to local socio-economic conditions. The Centre for Public Impact underlines the need for more flexible approaches to policy, while Uttar Pradesh Government's startup policies offer cash benefits and co-working spaces as well as regulatory efforts in order to promote venture. This paper also emphasizes technology transfer support and entrepreneurship education in the IIT BHU Innovation Policy. However, current obstacles, such as extensive administrative procedures and variation in the level of regional development, still persist, and therefore, uniform policy measures to foster start-ups and stimulate regional growth should be more specific and innovative.

## **IV. CONCLUSION**

The main directions of SMEs in Uttar Pradesh are quickly developing, focusing on those areas that are currently actively switching to digital solutions: logistics (warehouses) and financial services (mobile money). New frontiers for entrepreneurship also include the AgTech, retail, fashion, diagnostics and medical devices, EdTech, renewable energy, consumer electronics, quantum computing and others. The new face has been brought by the state's Startup Policy 2020, where the government aims

at creating 500 new startups in the next 2 years, focusing on financial support, subsidies and business development in IT manufacturing and business sectors. Mukhyamantri Yuva Swarozgar Yojana and One District One Product (ODOP) scheme have also come up handy offering micro credit, subsidies and market linkages.

But there are some concerns like long-drawn regulatory mechanism, inadequate or no infrastructure in the rural areas and poor respondents' awareness about availability of government incentives, especially in the semi-urban and rural setting. There is also a continued issue with both talent management and the skills shortage, especially in new industries such as the information technology and manufacturing industries. The problem is also compounded by gender and diversity disparities on the African continent. To rectify these problems, better infrastructure, better regulation, right level of support, and better financial inclusion must remain key for SME development in Uttar Pradesh.

### CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

### REFERENCES

- [1] <https://invest.up.gov.in/wp-content/uploads/2023/02/Uttar-Pradesh-Startup-Policy-2020-First-Amendment-2022.pdf>
- [2] <https://startup.up.gov.in/state-startup-policy>
- [3] <https://www.adb.org/where-we-work/india>
- [4] <https://www.centreforpublicimpact.org/insights/leading-way-india-beyond>
- [5] Innovation start up policy (2022). <https://www.iitbhu.ac.in/incubation/startup>
- [6] R. Aggarwal and P. Nair, "Infrastructure and Technology Policies: Catalysts for Uttar Pradesh's Startup Ecosystem," *Indian Journal of Regional Development*, vol. 14, no. 4, pp. 190-210, 2023. Available from: <https://uplc.in/docs/UP-IT-Start-up-Policy-2017-English.pdf>
- [7] M. Angioi and C. E. Hiller, "Systematic literature reviews," in *Research Methods in the Dance Sciences*, M. Angioi and C. E. Hiller, Eds. University Press of Florida, 2023, pp. 265–280. Available from: <https://doi.org/10.1016/j.mex.2022.101895>
- [8] "Benefits of the Startup India Program," *Business & Compliance*, 2024. Available from: <https://cleartax.in/s/11-benefits-to-startups-by-indian-government>
- [9] V. Chaturvedi and N. Desai, "Public-Private Partnerships in Uttar Pradesh's Startup Ecosystem: Policy Implications and Success Stories," *Journal of Public Policy and Management*, vol. 11, no. 1, pp. 23-45, 2022. Available from: <https://doi.org/10.1016/j.seps.2023.101703>
- [10] R. Chaudhary and T. Malik, "Gender and Diversity Policies in Uttar Pradesh's Startup Ecosystem: Progress and Challenges," *Journal of Gender and Entrepreneurship*, vol. 10, no. 2, pp. 112-130, 2022. Available from: <http://dx.doi.org/10.36948/ijfmr.2024.v06i04.26077>
- [11] S. Chaudhary and R. Pandey, "Government Initiatives and Their Effectiveness in Promoting SME Growth in Uttar Pradesh," *Journal of Small Business and Enterprise Development*, vol. 30, no. 2, pp. 312-330, 2023. Available from: <http://dx.doi.org/10.54741/mjar.3.6.5>
- [12] R. Chokhani, "Challenges and opportunities for Indian startups; Key points to note," *Financial Express*, 2017. Available from: [https://www.researchgate.net/publication/356633113\\_INDIA\\_N\\_STARTUPS\\_CHALLENGES\\_AND OPPORTUNITIES](https://www.researchgate.net/publication/356633113_INDIA_N_STARTUPS_CHALLENGES_AND OPPORTUNITIES)
- [13] D. David, S. Gopalan, and S. Ramachandran, "The Startup Environment and Funding Activity in India," *Asian Development Bank Institute, ADBI Working Paper* 1145, 2020. Available from: [http://dx.doi.org/10.1142/9789811235825\\_0007](http://dx.doi.org/10.1142/9789811235825_0007)
- [14] R. Dwivedi, "Indian startups: Analyzing their vulnerabilities & prevailing challenges," *SMS Journal of Entrepreneurship & Innovation*, vol. 6, no. 1, pp. 61–79, 2019. Available from: <http://dx.doi.org/10.21844/smsjei.v6i01.17665>
- [15] S.Goel, "Startups in India- Retrospect and Prospects," *International Journal of Research*, vol. 5, no. 7, pp. 2676-2685, 2018. Available from: <http://dx.doi.org/10.47392/IRJAEM.2024.0426>
- [16] P. Gupta and M. Verma, "Financial Inclusion and SME Development in Uttar Pradesh: An Empirical Study," *International Journal of Financial Management*, vol. 12, no. 2, pp. 113-130, 2020. Available from: <http://dx.doi.org/10.4108/eai.18-12-2018.2283840>
- [17] S. Gupta and R. Patel, "Access to Finance for Startups in Uttar Pradesh: Barriers and Solutions," *International Journal of Financial Innovation*, vol. 15, no. 2, pp. 112-130, 2021. Available from: <http://dx.doi.org/10.33422/6th.icmef.2023.03.001>
- [18] N. R. Haddaway and J. L. V. Vicente, "Fatal flaws in systematic review conduct, and how to fix them – A commentary to Rao. Et al. (2022)," 2022. Available from: <http://dx.doi.org/10.31219/osf.io/8vbtw>
- [19] K. Kamaldeep, "Startup India: Challenges and Opportunities," *Journal of Social Science Research*, vol. 11, no. 1, pp. 2318-2321, 2017. Available from: [https://www.gapinterdisciplinarity.org/res/articles/\(220-224\).pdf](https://www.gapinterdisciplinarity.org/res/articles/(220-224).pdf)
- [20] S. Khan and P. Iyer, "Sustainable and Green Startups: Policy Support in Uttar Pradesh's Ecosystem," *Journal of Environmental Policy and Innovation*, vol. 12, no. 1, pp. 77-95, 2023. Available from: <https://upneda.org.in/MediaGallery/GreenHPolicy2024.pdf>
- [21] A. Kumar and R. Sharma, "Improving Startup Support Systems in Uttar Pradesh: A Comprehensive Analysis," *Entrepreneurship and Regional Development Journal*, vol. 26, no. 2, pp. 143-160, 2024. Available from: <http://dx.doi.org/10.31014/aior.1992.06.03.523>
- [22] P. Kumar and S. Singh, "Access to Finance for Startups in Uttar Pradesh: A Policy Perspective," *Indian Journal of Financial Management*, vol. 9, no. 2, pp. 101-120, 2022. Available from: [https://www.researchgate.net/publication/324865311\\_Concept\\_Document\\_Uttar\\_Pradesh\\_Startup\\_Policy](https://www.researchgate.net/publication/324865311_Concept_Document_Uttar_Pradesh_Startup_Policy)
- [23] M. Lall and D. Mishra, "Business Sustainability of Startup Based on Employment Generation: An Empirical Study of Uttar Pradesh Startups," *International Journal of Creative Research Thoughts*, vol. 8, no. 12, ISSN: 2320-2882, 2020. Available from: <https://www.ijcrt.org/papers/IJCRT2012379.pdf>
- [24] "Leading the way – in India and beyond," *Centre for Public Impact*, 2017. Available from: <https://www.centreforpublicimpact.org/insights/leading-way-india-beyond>
- [25] K. Patel and S. Mehta, "Infrastructure Challenges and Solutions for Startups in Uttar Pradesh," *Urban Studies and Planning Review*, vol. 19, no. 4, pp. 202-220, 2022. Available from: [https://invest.up.gov.in/wp-content/uploads/2024/02/Uttar-Pradesh-undergoing\\_230224.pdf](https://invest.up.gov.in/wp-content/uploads/2024/02/Uttar-Pradesh-undergoing_230224.pdf)
- [26] N. Patel and M. Shah, "Incubation and Acceleration Programs in Uttar Pradesh: Policy Support and Ecosystem Impact," *Journal of Entrepreneurial Studies*, vol. 16, no. 2, pp. 55-78, 2022. Available from: <https://invest.up.gov.in/wp-content/uploads/2023/02/Uttar-Pradesh-Startup-Policy-2020-First-Amendment-2022.pdf>
- [27] M. Rao and D. Mehta, "Regulatory Environment and Its Impact on Innovation: The Case of Uttar Pradesh Startups," *Journal of Entrepreneurship and Innovation in Emerging*

- Economies, vol. 7, no. 4, pp. 299-315, 2021. Available from: [https://www.researchgate.net/publication/324865311\\_Concept\\_Document\\_Uttar\\_Pradesh\\_Startup\\_Policy](https://www.researchgate.net/publication/324865311_Concept_Document_Uttar_Pradesh_Startup_Policy)
- [28] V. Rao and P. Singh, "The Role of Public-Private Partnerships in Financing SMEs in Uttar Pradesh," Journal of Developmental Entrepreneurship, vol. 26, no. 3, pp. 207-224, 2021. Available from: <http://orcid.org/0009-0000-9078-0845>
- [29] S. Rao, "An Introduction to Systematic Reviews and Meta-Analyses," APIK Journal of Internal Medicine, vol. 11, no. 3, pp. 141-146, 2023. Available from: [https://doi.org/10.4103/ajim.ajim\\_36\\_23](https://doi.org/10.4103/ajim.ajim_36_23).
- [30] V. S. Rawat, "UP Cabinet Clears Startup Policy 2020, Targets 10,000 New Ventures," Business Standard, 2020. Available from: [https://wap.business-standard.com/article-amp/economy-policy/up-cabinet-clears-startup-policy-2020-targets-10-000-new-ventures-120070900855\\_1.html](https://wap.business-standard.com/article-amp/economy-policy/up-cabinet-clears-startup-policy-2020-targets-10-000-new-ventures-120070900855_1.html).
- [31] F. Shah and M. E. Jokhi, "A Study on Effect of Government Policies on Startup," GAP GYAN- A Global Journal Of Social Sciences, vol. VI, no. 1, 2023. Available from: [https://www.researchgate.net/publication/385094898\\_IMPACT\\_OF\\_GOVERNMENT\\_POLICIES\\_ON\\_STARTUP\\_ECOSYSTEM](https://www.researchgate.net/publication/385094898_IMPACT_OF_GOVERNMENT_POLICIES_ON_STARTUP_ECOSYSTEM)
- [32] A. Sharma and R. Gupta, "Evaluating the Effectiveness of Uttar Pradesh's Startup Policy 2020: Outcomes and Recommendations," Journal of Regional Policy Studies, vol. 15, no. 3, pp. 45-67, 2023. Available from: <https://invest.up.gov.in/wp-content/uploads/2023/02/Uttar-Pradesh-Startup-Policy-2020-First-Amendment-2022.pdf>
- [33] A. Sharma and D. Mehta, "The Impact of Government-Sponsored Incubation Centers on the Success of Startups and SMEs in Uttar Pradesh," Journal of Entrepreneurship and Public Policy, vol. 11, no. 1, pp. 98-115, 2022. Available from: <http://dx.doi.org/10.31014/aior.1992.06.03.523>
- [34] N. Sharma and V. Kumar, "Overcoming Challenges in the Startup Ecosystem of Uttar Pradesh: Policy Recommendations," Journal of Innovation and Entrepreneurship, vol. 11, no. 3, pp. 245-264, 2022. Available from: <https://www.corpzo.com/major-challenges-facing-startups-in-india-and-how-to-overcome-them>
- [35] D. Steijger, C. Chatterjee, W. Groot, and M. Pavlova, "Challenges and limitations in distributional cost-effectiveness analysis: A systematic literature review," International Journal of Environmental Research and Public Health, vol. 20, no. 1, p. 505, 2022. doi: 10.3390/ijerph20010505. Available from: <http://dx.doi.org/10.3390/ijerph20010505>
- [36] "Uttar Pradesh Emerging Startup Ecosystem," Government of India – Ministry of Commerce and Industry – Department of Promotion in Industry and Internal Trade, 2019. Available from: [https://www.startupindia.gov.in/srf/portal/reports/Uttar\\_Pradesh\\_State\\_Report\\_26072020.pdf](https://www.startupindia.gov.in/srf/portal/reports/Uttar_Pradesh_State_Report_26072020.pdf)
- [37] "Uttar Pradesh Startup Policy 2020 (First Amendment-2022)," Official Website of Invest UP, Government of Uttar Pradesh, India. Available from: <https://invest.up.gov.in/uttar-pradesh-startup-policy-2020-first-amendment-2022>
- [38] A. Verma and K. Joshi, "Human Capital Development and Startup Success: Analyzing Educational and Skill Development Policies in Uttar Pradesh," Journal of Educational Policy, vol. 18, no. 2, pp. 88-107, 2023. Available from: [https://www.researchgate.net/publication/382067817\\_Skill\\_Development\\_Programmes\\_and\\_Employment\\_of\\_Marginalised\\_in\\_Uttar\\_Pradesh](https://www.researchgate.net/publication/382067817_Skill_Development_Programmes_and_Employment_of_Marginalised_in_Uttar_Pradesh)
- [39] P. Verma and A. Singh, "Regulatory and Legal Barriers Affecting Startups in Uttar Pradesh," Journal of Business Law and Ethics, vol. 22, no. 1, pp. 87-104, 2023. Available from: [https://www.startupindia.gov.in/srf/2022/reports1/Uttar\\_Pradesh\\_State\\_Report\\_02-06-2022.pdf](https://www.startupindia.gov.in/srf/2022/reports1/Uttar_Pradesh_State_Report_02-06-2022.pdf)
- [40] R. Singh and H. Kaur, "Role of Government Policies in the Growth of Small and Medium Enterprises in Uttar Pradesh," Journal of Indian Business Research, vol. 13, no. 4, pp. 541-558, 2021. Available from: [https://www.researchgate.net/publication/293298992\\_The\\_role\\_of\\_government\\_policy\\_and\\_the\\_growth\\_of\\_entrepreneurship\\_in\\_the\\_micro\\_small\\_medium-sized\\_enterprises\\_in\\_india\\_An\\_overview](https://www.researchgate.net/publication/293298992_The_role_of_government_policy_and_the_growth_of_entrepreneurship_in_the_micro_small_medium-sized_enterprises_in_india_An_overview)

## ABOUT THE AUTHORS



**Devika Dhawan Shukla**, is a dedicated academician with 15 years' teaching experience, research interest include startups and entrepreneurship. She has presented several papers in national and International conferences.



**Dr. Madhu Bhatia**, Applied Economics professor at Lucknow University, excels in research, publications, and academic contributions Nationally and Internationally.



**Prof. R.K. Maheshwari**, Senior Professor at Lucknow University, excels in applied economics, research, publications, mentorship, and academic leadership. Authored of several influential books in his area of expertise