



# SUNNY TIMES DAILY NEWS PORTAL

## www.sunnytimes.in

Daily News and Views Online TV & Cyber media. “Blunt and Sharp Daily News Portal” Sunday 04-02-2024 Portal Website with online news daily at: sunnytimes.in Mobile: 9945116476

M.S.Yatnatti : Editor and Video Journalist: “Blunt and Sharp Daily News Portal”: Swarnamba .R.L Freelance Video Journalist and Reporter

## “SMALLER” WILL BE AGAIN “BEAUTIFUL” IN 2024 “STARTUPS THAT GREW BIG” NURTURE OTHER “SMALLER” STARTUPS BY SUB-CONTRACTING & INVESTMENT



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: Email marketing is extremely cost effective and one of the most powerful marketing tools available to small businesses. Business owners who spent time and money building their Face book Page discovered in 2013, that Face book is showing their posts to just a *tiny fraction* of their fans. If they want all their Face book fans to see their posts, they now need to pay Facebook. Facebook owns their network! This change of the rules is a perfect example of why you need to avoid outsourcing your network, to a social network. Email marketing puts you in control and allows you to build an increasingly valuable asset. Follow your intuition, take risks. If you make easy and safe choices, very little worth remembering will ever happen. Understand what people want. What do they see in your technological innovation and the fundamental problem you are trying to solve? G et lucky. Even with a great idea, an amazing team and solid execution, a little bit of luck comes in handy. With smaller investment with technology enabled business model big companies can be run. Uber world largest taxi company owns no taxi. Airbnb the largest home renting company ,owns no home .That means future rivals wont have to invest heavily on tangible assets either. Many new ideas are taking shape in the business world . The social entrepreneurship has in the raise .The N/Core, the Bengaluru-based incubator for non-profits, has graduated its second cohort of non-profit startups. The incubator programme, in partnership with Mphasis and other corporates, focused this time on startups in the areas of affordable housing, municipality playgrounds, sports training, and ghazal music for school kids. “ The N/Core started this programme because they felt “nonprofits” struggle with a shortage in mentorship and financial support. They don’t enjoy the same privileges or infrastructure that for-profit startups enjoy from VCs, PE funds, incubation centres and the community at large. N/ Core Mentors reportedly are included Pratham founder Madhav Chavan, former Infosys Consulting chairman Sanjay Purohit, Azim Premji Foundation chief endowment officer K R Lakshminarayana, and WestBridge Capital co-founder S K Jain. Reportedly many of the founders in the cohort are graduates of premier institutions like IIT and IIM. Many youngsters are quite courageous in taking the path less travelled. Not many people would give up a stable, high-paying job in a corporate to get into social work”. Of the ten startups incubated, three were from Bengaluru -- Anthill Creations, Bridges of Sports, and MyCityMoney. MyCityMoney helps citizens track the performance and spending of public funds by government bodies. With their cloudbased reporting and analytical tool, they are hoping to empower citizens with better transparency and more prudent financial spending. Anthill Creations, founded by Nancy Charaya and Pooja Rai, hopes to make visually appealing, better designed playgrounds by better utilisation of existing resources. From exploration of industrial waste to local sourcing techniques, Anthill Creations helps local bodies keep costs within budget for more beautiful playgrounds. Bridges of Sports is trying to train children from tribal and underserved communities. The other participants in this incubation programme were Delhi-based Manzil Mystics (music for kids) and Slam Out Loud (poetry, dance, performing arts for kids). From Chennai there was Madhi Foundation and from Pune there was Leadership For Equity, both working to improve teaching in government schools. RightWalk Foundation is aimed at getting the Right to Education implemented, while billionBricks and Eco-habitats are focused on affordable housing for all.

The wave of entrepreneurship that began early this decade is giving rise to a secondary wave. The ones that grew big in the first wave are nurturing a host of other entrepreneurs through their contracting, sub-contracting and investment activities. In many cases, startups find that partnering with other startups is often simpler and costeffective than trying to do so with established enterprises. Digital transformation that the Indian Government has opened up on technology automation front both budget and complexities of adoption and great news for IT industry and its stakeholders. But it is trauma of IT Industry that Government tenders are more towards vendors and principals and gives little opportunities to partners and they get eliminated in fist stage itself and predetermined companies only get tenders and also payment cycle is so designed that only vendors with deeper pocket and working capital coming from their overseas parent companies . it is time to think how Indian SMEs and start up take up Government tenders .Reportedly almost all states and Union territories are showing a friendlier approach to startups — extending incubation facilities, facilitating early-stage funding, or even formulating policies for them. However, sourcing from these startups is still only on paper and not in practice. Requirements like prior experience, turnover limits to engage startups, earnest money deposits and other “archaic” sourcing policies impede opportunities for these newgeneration businesses. An analysis of Startup India’s report that ranks states shows that the 27 states and 3 Union territories assessed fell short when it comes to providing an equal platform for startups vis-à-vis experienced companies in public procurement.“Overall, performance of majority states is below average in this (ease of procurement) pillar as 26 states scored between 0% to 25% of the maximum marks,” the report said. The national average score under this particular criterion was 1.27 out of 14 marks, with performance of majority states defined as ‘below average’.“While at the policy level exemptions have been declared for startups in many of these aspects, the procedures followed by the states are sometimes not in alignment with the Centre,”. “It would be helpful to introduce easier bid eligibility, especially in the case of newer technologies like IOT and smart grids, which would aid infrastructure development,”. “Yes, there is more to be done to move away from age-old tendering procedures, but the open API policy under Digital India is a huge boon for tech entrepreneurs,” noted an expert .Starting a business is a multi-step process that can feel overwhelming when you're on your own, but it is better to stay organized and be on track while you start your business and achieve success. Whether you're refining your business idea, filing for permits and licenses, drafting your business plan, or looking for funding, you need different tools to do it right and get it done. SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. As the name implies, it is an organized list of your business’s greatest strengths, weaknesses, opportunities, and threats. The purpose of a SWOT Analysis is to help you develop a strong business strategy by making sure you’ve identified and considered all of your business’s strengths and weaknesses, as well as the opportunities and threats it faces in the marketplace. Be different startup .Find unsolved problems of customers and solve it, everybody has problems. Many have many problems .Few problems are universal. Few problems are local few are national and few are international .Find unsolved problems. Companies succeed because they solve and understand the unsolved problem and come up with solutions that are very different from what others do. Put yourself in the customer's position; perhaps you would have experienced a pain point yourself. You may not fully understand the difficulty unless you experience it yourself .Develop deep customer insights. Secret of your success is in Passion, determination, vision, agility, team play, fund-raising skills. What exactly defines the DNA of a booming startup? What do some of the biggest names in the investment community look for in startups and entrepreneurs Clarity of vision Domain expertise? What key factors do successful entrepreneurs attribute to their triumph? Need to be understood diligently. Many venture capitalist look for startups addressing larger customer base scaling up large, interesting markets. It's important not only that startups succeed, but that the the co sequences of that success are large. Startup investment is based on the premise that you the premise that you can make hundred times your money, and that's not possible if the markets are small.

The growing entrepreneurial ecosystem in India has had a domino effect on a number of sectors and the conventional real estate space is also reaping the benefits of the startup boom. Within five years, the concept of co-working spaces has not only caught on but has grown to include more than 200 players. Research reportedly estimates that co-working operators accounted for 1.27 million sqft of leasing in first half of 2018, a 199% increase over the first half of 2017. With so many players in the field and investment flowing in, consolidation is the logical next step, say co-working space operators. As startups seek affordable office space, more than 200 co-working spaces have come up across the country and with investment flowing in, consolidation is the logical next step in the sector. Underscoring the need to boost the start-up ecosystem, the Reserve Bank reportedly stated that it will simplify rules and regulations which impede their growth and ensure that an entrepreneur does not have to run from "pillar to post" to start a business. The Reserve Bank has created a dedicated mailbox (helpstartup@rbi.org.in) to provide assistance and guidance to the start-up sector. Electronic reporting of investment and subsequent transactions will be made on e-Biz platform only. Submission of physical forms will be discontinued . RBI said the aim was to enable start-ups, irrespective of the sector, to receive foreign VC investment and also enable transfer of shares from foreign VC investors to other residents or non-residents. But still lot of simplification is needed to be done as start ups are rich in ideas but poor in finance by the time they complete the RBI Procedures they will be dead.

Reportedly the RBI relaxed foreign investment norms in financial services firms, startups and in investments by foreign regulated capital investors. When it comes to financing startups, the RBI has said that foreign venture capital investors (FVCIs) registered with Sebi can invest in equity or equity-linked instruments or debt instruments issued by an Indian `startup' irrespective of the sector in which the startup is engaged. According to the RBI, a startup will mean an entity (private limited company or a registered partnership firm or a limited liability partnership) incorporated or registered in India not prior to five years, with an annual turnover not exceeding Rs 25 crore in any preceding financial year. With a view to boosting innovation and promoting job creation, the Reserve Bank on recently said start-ups can raise external commercial borrowings (ECBs) of up to 3 million in a financial year. They will be permitted raise the overseas funds in rupees as well as in foreign currency .India has the third-largest number of start-ups globally. Prime Minister Narendra Modi had unveiled a slew of incentives for them including tax holiday, inspector raj-free regime, capital gains tax exemption and Rs 10,000 crore corpus to provide funds. Government has also relaxed procurement norms for them. Statement on developmental and regulatory policies announced by RBI said start-ups have the potential to play a significant role in economic growth and job creation by spurring innovation and injecting competition. "Taking into account the available funding channels from overseas for start-ups, the RBI, in consultation with the Government of India, will allow such entities to raise ECB up to USD 3 million or equivalent per financial year either in INR or in any convertible foreign currency or a combination of both," it said. It will issue guidelines in this regard by month-end. A National Credit Guarantee Trust Company is being envisaged with a budgetary allocation of Rs 500 crore per year for the next four years. Information technology is one of the most important mass employers in the country today providing significant value addition and employment creation. Startups and SMEs face unique growth challenges in India while seeking to establish a stronghold in the marketplace. Most of the entrepreneurs are often stumped when it comes to the next growth stage thereby, ending up in a situation of low to no growth. Business advisors, experienced entrepreneurs, bankers, and investors generally agree that you should develop a business plan before you start a business. A plan can help you move forward, make decisions, and make your business successful. Many of them need product development, packaging, retail fittings and signage, office equipment, websites, and sometimes months or even years of payroll before the sales start. So, however you cut it, your business plan is very important, even at the early startup stage, and even if you can keep it in your head. Before you purchase business stationery, telephones, or rent a location, you should have a business plan.

Here’s a suggestion: Draw up a list of the 3000 most influential people in your marketplace. These people could include high quality prospective clients or maybe influential introducers; introducers are people who can recommend you to lots of buyers. Then, put a plan together that will allow you to earn their attention. This targeted approach takes time, but the rewards are enormous. Don’t believe me? Okay, think how different your business would look, if you had already done this, and you could now pick up the phone and talk to the most influential people in your industry! It’s a game-changer. Everyone knows that quality never comes cheap. We have been trained from childhood to believe that if something looks too good to be true, it is too good to be true. Promising people a high quality service for a low fee, creates doubt. That’s the last thing you want to happen in the mind of your prospective clients. I am sure you will have noticed what happens whenever a beautiful woman or a handsome man walks into a crowded room or a bar? People look at them. In fact, some people will actually walk over to them and offer them a drink or strike up a conversation with them. The reason we call these kind of physically striking people ‘attractive’ is that they literally attract the attention and also the interest of other people. So, you might be wondering at this point, what this has to do with you and your marketing? The most successful businesses all use the same power of attraction I just highlighted, in order to attract sales, clients readers or customers. The most successfully marketed businesses gain the attention and interest of potential clients by making themselves attractive. It’s impossible to effectively sell or market your services unless you have researched your competitors. You need to know what offers, guarantees, prices or fees you are selling against, in order to make your offering the most attractive to potential clients. In my experience, business owners often *assume* that the service they offer to potential clients is superb, when in reality it’s pretty average, when compared to what their competitors are offering. One of the reasons for this, is that a key way service providers gather feedback on their competitors, is when they speak with former clients of their competitors.





# SUNNY TIMES DAILY NEWS PORTAL

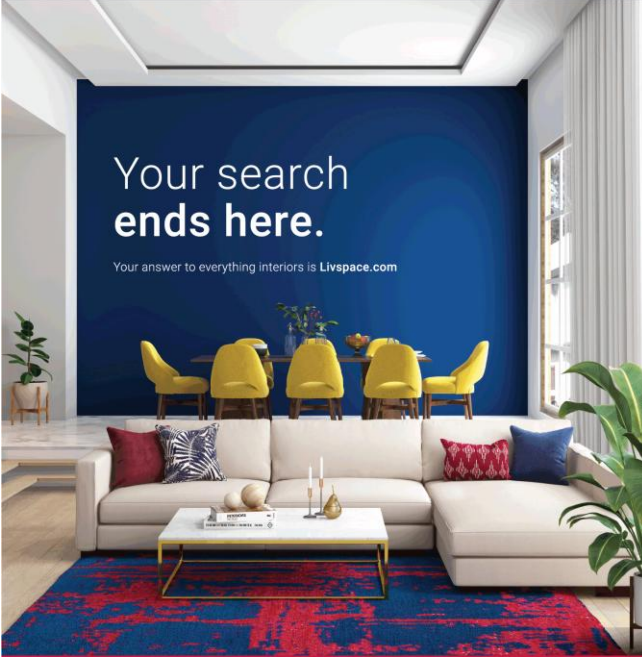

## www.sunnytimes.in

Page: 2; Daily News and Views on Property Matters and Political Matters, Online TV & Cyber media. Sunday 04-02-2024 "Blunt and Sharp Daily News Portal" Website at: sunnytimes.in Mobile: 9945116476

An accountant, for example, speaking with the disgruntled, former client of one of her competitors is likely to get a very biased, worst case scenario view .The key is to find out what you're really up against and then beat it by adding massive value.

**STARTUPS CAN BEAT BIG COMPANIES:** 1. Be fast: Sure, big companies have big resources. But you know what else they have? Big bureaucracy. In other words, they are slow. And if there's something clients hate, it's slow service. You need to build your company with a culture of lightning fast speed: emails responded to within minutes or hours, samples delivered within weeks instead of months and a team of phenomenal sales and technical personnel who were empowered to make decisions on the spot. Big companies are rarely built to be fast, so use this weakness to your advantage as you create your company DNA. 2. Be relentless: Get used to hearing "no" constantly in the beginning, but don't lose heart. Keep finding excuses to email or meet potential clients. Sourcing managers are smart, and even if they say no, they remember when a small company is impressive. Also, many large companies are entitled and take clients for granted. So when you get the tiniest opportunity, kill it with great performance. Everyone knows that you are a small company, but you don't have to act like one. Just because your competition spends hundreds of millions of dollars on R&D or marketing does not mean they are better than you. Hire superstars who know how to develop fantastic products and who are passionate about your business. It shows you're a true leader. Exude irrational confidence, be smart, demand execution and believe in the power of self-fulfilling prophecy. If you believe that your larger competitors have no chance to beat you, one day they actually won't be able to. 4. Listen: Huge companies can be surprisingly tone-deaf and may not know (or care) what their clients want. Many times they have off-the-shelf products that they won't modify even if their clients beg them to do so. As a small business, do the opposite. Create an ethos that's client obsessed. Customize everything if you can and above all listen to your clients. They will tell you exactly what they want. You just have to deliver. Clients love suppliers who do one thing: solve their problems. And solving problems starts with listening. 5. Understand things don't happen overnight: It took eight years to build GMM to the size it is today. However, from the beginning they had a clear vision of where they were going. Don't get discouraged because the first 10, 20 or 100 sales calls go nowhere. It only takes one break to change everything, and you never know when that break is going to come. And once that big break happens, work even harder. Take nothing for granted. After a few more big breaks, you will have another problem: You're not a small company anymore, and you have to learn how to scale. Underscoring the need to boost the start-up ecosystem, the Reserve Bank reportedly said it will simplify rules and regulations which impede their growth and ensure that an entrepreneur does not have to run from "pillar to post" to start a business. The Reserve Bank has created a dedicated mailbox(helpstartup@rbi.org.in) to provide assistance and guidance to the start-up sector. Electronic reporting of investment and subsequent transactions will be made on e-Biz platform only. Submission of physical forms will be discontinued with effect from February 8, 2016. RBI said the aim was to enable start-ups, irrespective of the sector, to receive foreign VC investment and also enable transfer of shares from foreign VC investors to other residents or non-residents. But still lot of simplification is needed to be done as start ups are rich in ideas but poor in finance by the time they complete the RBI Procedures they will be dead. Reportedly The RBI relaxed foreign investment norms in financial services firms, startups and in investments by foreign regulated capital investors. When it comes to financing startups, the RBI has said that foreign venture capital investors (FVCIs) registered with Sebi can invest in equity or equity-linked instruments or debt instruments issued by an Indian 'startup' irrespective of the sector in which the startup is engaged. According to the RBI, a startup will mean an entity (private limited company or a registered partnership firm or a limited liability partnership) incorporated or registered in India not prior to five years, with an annual turnover not exceeding Rs 25 crore in any preceding financial year.

With a view to boosting innovation and promoting job creation, the Reserve Bank on recently said start-ups can raise external commercial borrowings (ECBs) of up to 3 million in a financial year. They will be permitted raise the overseas funds in rupees as well as in foreign currency .India has the third-largest number of start-ups globally. In January, Prime Minister Narendra Modi had unveiled a slew of incentives for them including tax holiday, inspector raj-free regime, capital gains tax exemption and Rs 10,000 crore corpus to provide funds. Government has also relaxed procurement norms for them. Statement on developmental and regulatory policies announced by RBI said start-ups have the potential to play a significant role in economic growth and job creation by spurring innovation and injecting competition. "Taking into account the available funding channels from overseas for start-ups, the RBI, in consultation with the Government of India, will allow such entities to raise ECB up to USD 3 million or equivalent per financial year either in INR or in any convertible foreign currency or a combination of both," it said. It will issue guidelines in this regard by month-end. A National Credit Guarantee Trust Company is being envisaged with a budgetary allocation of Rs 500 crore per year for the next four years. Information technology is one of the most important mass employers in the country today providing significant value addition and employment creation. Venture funds look for really good entrepreneurs, those who can be agile. Since venture funds focus on startups doing things that have generally not been done before, it's really important that entrepreneurs are agile; they can change plans rapidly, come up with new ideas, zig and zag wherever the road leads to. Some people are too traditional and they only do what they have done before, and those don't make good. venture funds look for really good technologists and at technical breakthroughs. (venture funds look at) those that cause disruption and give the startup an advantage. I see too many people in the investment world chase what is successful. If Amazon is successful, you will have a lot of people trying to chase ecommerce.



Your search ends here.

Your answer to everything Interiors is Livspace.com



Full home interiors | Modular kitchens & wardrobes | Renovation services

For free quote  
Call +91-888-042-0000

LIVSPACE.COM  
Bengaluru | Chennai | Delhi | Gurgaon | Noida | Hyderabad | Mumbai | Thane | Pune

India's top home interiors brand  
is now in your city

Up to  
10-YEAR  
WARRANTY



- Designs for every room  
Living rooms, bedrooms, puja rooms, kitchens—you name it and we can do it.
- Furniture & decor  
Chairs, beds, rugs, lamps and more from India's largest catalog.
- Modular solutions  
Pick matching modular kitchens, wardrobes & storage for your home.
- Turnkey solutions  
Flooring, false ceilings, electrical, plumbing & more

WANT A FREE QUOTE?



Call +91-888-042-0000

LIVSPACE.COM  
Bengaluru | Chennai | Delhi | Gurgaon | Noida | Hyderabad | Mumbai | Thane | Pune

Walk in to our Design Center  
Lower Parel




Valid by appointment only



Brighten up your Diwali with  
amazing new Vivo Smartphones

V3 V3Max



Assured FREE Gift Box

- Back Sticker Stand
- Flip Cover
- Selfie Stick
- Extended Warranty Card

### ADVERTORIALS AND CONSULTANCY HELP LINE

You may have problems with Government Departments PWD, BDA, BMRDA, KIADB, TOWN PLANNING DEPARTMENTS AND Development Authorities BBMP, Taluka office, D.C. Office, Corporation, K.S.R.T.C., Commercial Tax Offices, K.E.B., Pension problems, Acquisitions of Land Problems, Khata, Bifurcation, Tax Revision. Banks Problems etc, which may be have been pending for months, and years in Government files etc.

Everybody is facing Problems, Problems?

Kindly write to us, we analyze and convince our selves and if appropriate then we will take your problems, to concerned authorities, ministries, i.e., through our news paper property politics and try to help you. We also provide consultancy and Liaison service on case to case bases as per agreed terms and fees. Write your problems with Xerox copies,

M.S.Yatnatti, Editor and Video Journalist Consultant Mobile: 9945116476 E-Mail: msyatnatti@yahoo.com propertypolitics@gmail.com

Online Portal Edited Printed Published and Owned By M.S YATNATTI No.107, Ground Floor "Royal Residency" Apartment Complex "Enkay Farms Valagerahalli, Dubasiplaya Kengeri Bangalore – 560 059

Editor –In –Chief M.S YATNATTI E-mail :sunnytimes.in@gmail.com Phone : 9945116476

Unsolicited material may not be returned. The opinion of writers are their own ,not our .We are not responsible for incorrect advertisement listings and .We do all we can to ensure correctness ,but readers are advised to recheck with concerned establishment before entering into binding contract .No part of this publication should reproduced without our written permission. Legal jurisdiction restricted to Bangalore only