A STUDY ON LEADERSHIP FOR START-Ups IN INDIA

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Abstract

The perfect bookish definition of the word start-up would be " an embark on a venture or undertaking, especially a commercial one" or in simple words " it is just a newly established business." Among the whole population of India, the majority of population is youth. Provided with the present situation of unemployment & poverty, only a handful of youth are employed. This situation is leading to the rise of start-ups. These are not only established by youth but in India almost all start-ups are by youth. The key for the success of start-ups lies in understanding its customers, innovative ideas & mainly a good leadership. Even if good quality goods and services are provided by a start-ups,it cannot grow without a good leadership. In every start-up, manpower plays a very importantrole. To manage or protect this manpower, efficient leadership skills are needed. If start-up is compared to a building then efficient leadership & manpower are its two important pillars which make a strong base. If these two walk together then the start-up will run.

INTRODUCTION

Even the government of India started supporting the idea of start-ups, as they are helping in providing employment opportunities on a wide scale.

The leadership in start-ups is less rigid. It is because, the company is newly formed and the leadership at this point of time should be more efficient because the start-ups have to face a huge competition in order to grow as large organisation. Best HR practices must be adopted by the start-ups. A start-up should mainly focus on employee satisfaction which will in turn make the business profitable. In the initial stages the start-ups should not produce more because this may lead early losses. They should not invest huge amount in production activity at the beginning.

REVIEW LITERATURE

NASSCOM- news line [October 2017, vol:8, issue:7]- In India, the growth of tech start-ups is steady and there are over 5000 companies. In 2017, 800 more companies got added to this number.

Leadership is one of the reason why the tech start-ups are succeeding. Tech start-ups are usually led by experienced and skilled persons who have worked in MNCs for years. The people who start the tech start-ups are usually between the age of 32 years.

Nishith desai [June 2016]- The manager or leader of a start-up should not only perform planning, staffing, etc but also should manage legal matter like: incorporation, financing, patents, copyrights, trademarks, etc.

Leland Stanford junior university- The functions of a CEO in a start-up are:-

➢ Evaluate people performance and give feedback regularly.
➢ Provide employees a good workplace.
➢ Hire people with right kind of ambition.
➢ Minimize politics in the company at the initial stages.

People Wiz consulting [2014]- HR should not be more specific with the roles while recruiting as they may change with the time when company grows.

Interact with employees frequently in order to have good relations. HR should not reimburse all the expenses of an employee as it is a start-up.

Galbraith [1985]- HRM in start-ups should mainly focus on building relationship among employees.

Kidwell and Fish [2007]- Strategic HRM provides start-ups with the internal capacity to adopt & adjust to their competitive environments by aligning HRM policies & practices.

Catarina Nascimento-Employees are expected to meet the objectives independently in a start-up. There are no departments or HR person in a start-up, there are only persons who look after administration work.

Gauri dwivedi & pankaj singh- India is a land for more than 4000 tech/digital start-ups and many of them fail within the first year because well managed employment relationships can be a secret to business success, yet this factor is relatively purely understood when it comes to small enterprises.

General Colin L Powell-Good leadership involves responsibility to the welfare of group. Notice the little details about everything as it a start-up. Good leaders are prudent not reckless. It is not wise for start-ups to run after experts.

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Suren Dutia [2015]- Every CEO of a start-up needs to go through self-introspection to decide if he or she is the right candidate to take the company to the next level. Letting go of the reins of the start-up is not easy because, after all, founders have been intimately and emotionally involved with its creation.

Digby morgan- HR for fast growing start-ups is more about finding a structure that drives company's growth, attracts the right people who'll support vision, builds a strategy and culture to rise your existing employees while creating the structures and processes for professional HR department.

CONCEPTUAL FRAMEWORK

The word leadership means to lead or direct a person or group of people towards right path. A person who take the responsibility to lead a group is called a leader. Leading include many aspects like: motivating, developing, selecting, planning, organising, etc.

The word start-up means a new enterprise which try hard to become the largest organisation. In the process of making a start-up into a large business leadership plays a vital role.India is a developing country which have some common problems like unemployment and poverty, in order to reduce this start-us are very important but in reality people are scared to start business because a business is influenced by many external factors like: political factors, social factors, etc To manage all these factors and get success in business some leadership skills are needed.
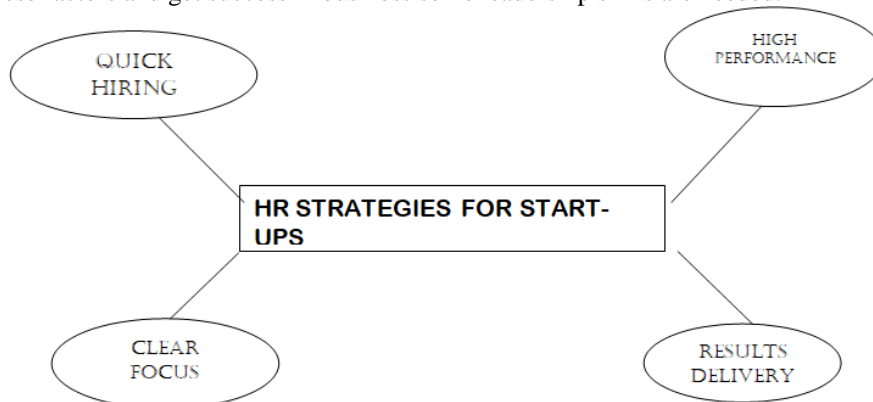

FIG 1: HR STRATEGIES FOR START-UPS

In fig 1, some of the HR strategies used by most start-ups are given. These strategies are used to face challenges like:
- Finding good team members.
- Recruiting the best talent.
- To make weak management a strong one, etc.

A perfect HR will keep his team in focused to achieve the objectives, he or she will give the members a chance to take initiative. Using all these strategies and styles the start-up can grow into a large organisation.

OBJECTIVES
- To know the reasons for raise of start-ups.
- To study how they function.
- To know the reasons why most start-ups fail to rise.
- To understand the challenges faced by them.
- To study the importance of start-ups.

METHODOLOGY

We collected information by studying different articles & journals. We also referred to many books, magazines, news lines,etc.

Sl. No.	Aspects rated From 1-10	Employer	Employees	Total [20]
1	Training &Development	09	06	15
2	Motivation	09	09	18
3	Job satisfaction	08	06	14
4	Career opportunities	09	06	15
5	Compensation system	08	05	13
6	Performance evaluation	09	04	13
7	Working condition	07	06	13
8	Recruitment techniques	09	06	15
9	Communication	08	08	16
10	Employee relation	09	05	14

In most of the start-ups employees are well motivated, provided with good working conditions but the start-ups should improve the performance evaluation methods. They should make a little improvement in compensation system. The employer should adopt performance appraisal tools inured to motivate their employees. Compensation system is poor because it is a start-the success of a company start-ups have a very little scope of making improvement in any area because they are in the initial stages of business.

CONCLUSION

The ripple effect of the leader's attitude, enthusiasm plays a key role in the success of a company. It also has the power to create failures as well. Therefore, a leader must be prudent and not reckless, he must delegate the work, pay attention to every detail, most importantly the leader must not be buffaloed by the experts. He must live in today's reality, carefully planning for tomorrow's future.

The experts have theories which sometimes turn out to be unrealistic and inapplicable. They may workout for other huge companies, but in the case of start-ups not many chances are open. So you have to think about how far the concepts of experts will work for your company. So the leader must be dynamic in his thought process.

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