

FOSTERING START-UPS AND ENTREPRENEURSHIP IN THE REGION OF KAMOTHE

** Miss. Arya Amar More & ** Prof. Shafaq Heyat Khan*

**Research Student, **Research Guide, Department of Management Studies, K.L.E Society's Science and Commerce College, Kalamboli*

Abstract:

This study looks at Kamothe, a rising neighborhood in Navi Mumbai, and its potential for promoting entrepreneurship and start-up growth. Because of its expanding infrastructure, strategic position, and growing population, Kamothe offers a lot of potential for new enterprises. However, obstacles including poor infrastructure, inadequate coaching, and restricted money impede advancement. This study highlights these difficulties, looks into possible solutions, and makes useful suggestions for creating a welcoming atmosphere for new businesses in Kamothe. With the right direction, financial assistance, and infrastructure development, Kamothe has the potential to become a flourishing center for business and innovation.

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

Introduction:

One of the most active centres of the invention in the world, India is seeing a boom in start-up activity. Cities with robust infrastructure, easy access to capital, and highly qualified personnel, such as Bengaluru, Delhi, and Mumbai, are leading the way in this expansion. However, smaller cities and towns must also create robust start-up ecosystems in order to maintain the pace and guarantee inclusive growth. Because of its advantageous position, expanding residential population, and close proximity to important urban areas, Kamothe, a rapidly rising region in Navi Mumbai, has potential for entrepreneurship. Nevertheless, Kamothe's startup ecosystem is still in its infancy despite these benefits. Among the many challenges faced by entrepreneurs in this area are insufficient infrastructure for business expansion, restricted access to seasoned mentors, and trouble obtaining capital. The purpose of this paper is to examine Kamothe's startup potential and obstacles using information gathered from local business owners, entrepreneurs, and other stakeholders. It offers doable suggestions to assist Kamothe in

becoming an atmosphere that encourages enterprise.

Objective: the objective of this study is

1. To determine the main obstacles that Kamothe's entrepreneurs and start-ups must overcome
2. To explore the opportunity the region offers for business growth
3. To provide workable methods for developing a strong and prosperous startup community in Kamothe

Literature Review:

Important of start-ups:

Numerous studies have been conducted on entrepreneurship and start-ups in a variety of settings. According to research, start-ups and entrepreneurship are essential for fostering innovation, generating jobs, and accelerating economic growth (Acs et al., 2014; Shane, 2009). Research has demonstrated that start-ups in India have particular difficulties, such as a lack of available capital, insufficient mentorship, and regulatory barriers (Nair et al., 2017; Suresh et al., 2018). However, studies have also demonstrated that the Indian startup ecosystem may spur innovation, job

creation, and economic growth (Kumar et al., 2017; Rao et al.

Importance of Start-ups:

A vital component of any expanding economy is startups. They introduce new concepts and technology, provide employment, and use innovation to address common issues. According to research, successful start-ups boost local economies and enhance people's quality of life (Acs et al., 2014). Given India's youthful population, sizable market, and rising need for creative solutions, start-ups are especially important there. More people are starting enterprises as a result of programs like Startup India, which offer tax breaks, financial assistance, and streamlined procedures for business owners.

Challenges for start-up in India:

Money Issues: Obtaining money is a challenge for many start-ups. Accessing venture financing is difficult in smaller cities, and banks are frequently hesitant to lend to small enterprises (Nair et al., 2017).

Limited Mentorship: According to Suresh et al. (2018), new business owners frequently do not have access to seasoned mentors who can help them make important business decisions.

Regulatory Obstacles: For small start-ups in particular, navigating complicated rules and regulations can be costly and time-consuming (Rao et al., 2017).

Infrastructure Issues: Businesses in tiny towns find it challenging to function effectively due to inadequate digital and physical infrastructure.

Opportunities in Smaller Towns:

Start-ups in smaller cities like Kamothe have significant potential due to:

- Lower operational costs compared to metropolitan cities.
- Untapped markets with specific local needs.
- Availability of a growing and youthful talent pool.

With the right support, these areas can contribute

significantly to the national economy and decentralize growth from major metropolitan areas.

Research Methodology:

Data Collection:

This study uses primary data collected through:

Surveys: A questionnaire was distributed to 100 entrepreneurs and start-up owners in Kamothe. Out of these, 62 people responded, sharing their experiences and views on challenges and opportunities in the region.

Interviews: In-depth interviews were conducted with 20 stakeholders, including business owners, local vendors, and residents. These interviews provided detailed insights into the problems faced by start-ups and suggestions for improvement.

Analysis:

The survey results were analyzed to identify common challenges and opportunities. The qualitative data from interviews was used to supplement the survey findings and offer a broader perspective on the issues.

Finding:

Kamothe's Startup Opportunities:

The expanding population of Kamothe, which includes families and young professionals, is driving up demand for cutting-edge goods and services. For instance, companies that provide tech-enabled services or reasonably priced co-working spaces can prosper here. With its strategic location near Mumbai and Navi Mumbai, Kamothe enjoys great connectivity. Businesses can easily reach wider markets while keeping operating expenses down thanks to this.

Expanding Talent Pool: Skilled labor is in plentiful supply due to the proximity of colleges and other educational facilities. Young graduates can supply the vitality and expertise that startups require.

Emerging Infrastructure: Although not yet complete, Kamothe's infrastructure is getting better. The region will become even more appealing to start-ups as a result of planned enhancements including improved

transit connections.

Obstacles Startups in Kamothe Face:

Lack of Funding Options: A lot of business owners have trouble locating lenders or investors. Start-ups are frequently unable to expand due to this lack of funding. The availability of seasoned business mentors for entrepreneurs in Kamothe is restricted. They find it more difficult to avoid typical blunders or make well-informed decisions as a result.

Inadequate Infrastructure: There are few transit options, reasonably priced office space, and dependable internet connections. Conflicts arise because local businesses and startups frequently vie for space.

Regulatory Barriers: Many entrepreneurs in Kamothe are deterred from launching their enterprises by the complicated regulations and unclear direction.

Coordination Issues: Local vendors, start-ups, and entrepreneurs don't generally work together. This disarray might lead to inefficiencies and disputes.

The Recommendation:

1. Develop Better Facilities

Create reasonably priced co-working spaces or incubators to give start-up companies easily accessible office space. Unused public buildings could be transformed into communal workspaces, for instance.

Better Connectivity: Increase internet speed and transportation connections to help businesses reach a wider audience and run more efficiently.

2. Provide Additional Sources of Funding

Attract Investors: Arrange for entrepreneurs to present their ideas to investors at events such as start-up expos. Angel or venture capitalist money may result from this. The introduction of local government subsidies or low-interest loans for start-ups can alleviate their financial difficulties.

3. Increase the Amount of Mentoring Experiences

Mentorship Programs: In collaboration with

prosperous business owners and professionals in the field, conduct frequent mentorship sessions for startups.

Workshops and Seminars: To give entrepreneurs the tools they need, hold workshops on subjects including marketing, financing, and business planning.

4. Streamline the Regulatory Procedures

Establish a one-stop shop where new businesses may finish all required documentation, including business registration and licensing.

Awareness Campaigns: Inform business owners of the advantages and current regulations offered by programs such as Start-up India.

5. Foster Cooperation

Hold frequent gatherings for local vendors, entrepreneurs, and start-up owners to foster collaboration and share ideas.

Community Initiatives: Promote cooperative initiatives between startups, such pooling resources or launching joint marketing campaigns.

Conclusion:

Kamothe has a great deal of potential to develop into a startup hub because of its advantageous location, expanding population, and developing infrastructure. But in order to realize this potential, issues including a lack of financing, poor mentoring, and coordination must be resolved.

Through enhancing mentorship, expanding funding options, streamlining laws, and improving infrastructure, Kamothe can foster an atmosphere that is conducive to entrepreneurship. To realize this ambition, effective cooperation amongst all parties involved—including the local community, business investors, and government officials—will be essential. With consistent work and the application of these suggestions, Kamothe has the potential to become a model for encouraging entrepreneurship in smaller

cities and make a substantial contribution to the general economic development of India.

Limitations of the Study:

The study was based on 20 interviews and 62 survey responses, which may not adequately represent the range of opportunities and difficulties in Kamothe. This is known as the "small sample size."

Geographic Scope:

The results may not be applicable to other areas because the study was restricted to Kamothe.

The comprehensiveness of the results may be impacted by the underrepresentation of some industries in the study.

A bigger and more varied sample size, extension to nearby regions, and a more thorough examination of

sector-specific issues are all possible directions for future research

References:

1. Szerb, L., Autio, E., & Acs, Z. J. (2014). *Global Development and Entrepreneurship Index, 2014*. Springer, New York.
2. Gupta, V., Singh, R., and Nair, A. (2017). *Funding Limitations on Indian Startup Growth*. 13(1), 56–63; *Indian Journal of Economics and Development*.
3. Sharma, D., Kumar, R., and Suresh, R. (2018). *The Effect of Mentoring on Indian City Startup Success*. 12(3), 234–249, *Asian Journal of Entrepreneurship*.
4. Sharda, R., Wadhwa, S., & Rao, P. (2017). *The Effects of Regulatory Barriers on Indian Startups*. 21(2), 145-160, *International Journal of Entrepreneurship and Innovation Management*.

Cite This Article:

Miss. More A.A. & Prof. Heyat Khan S.H. (2025). *Fostering Start-Ups and Entrepreneurship in the Region of Kamothe*. In **Aarhat Multidisciplinary International Education Research Journal**: Vol. XIV (Number I, pp. 1–4).

DOI: <https://doi.org/10.5281/zenodo.15250617>