



# THE EXPORT PROMOTION SCHEMES ON GLOBAL MARKETING READINESS OF INDIAN GOVERNMENT – TECH STARTUPS

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**Abstract:-** The evolving global digital economy, Indian tech startups have emerged as significant contributors to innovation and economic development. However, their expansion into international markets often faces challenges such as limited access to resources, lack of global market knowledge, and regulatory complexities. In response, the Government of India has launched several export promotion schemes aimed at enhancing the global marketing readiness of these startups. This study critically examines the role and effectiveness of key government-led export promotion initiatives -such as the Software Technology Parks of India (STPI), Startup India, and Market Access Initiative (MAI) -in preparing tech startups for global competitiveness. Through a mixed-methods approach involving policy analysis, startup surveys, and expert interviews, the research evaluates the impact of these schemes on market entry strategies, international visibility, and sustainable growth of tech ventures. The findings reveal that while the schemes provide vital support in areas like funding, mentorship, and overseas exposure, there remain significant gaps in awareness, scheme accessibility, and customized support for niche tech sectors.

**Keywords:** tech startups, global marketing, international visibility, sustainable growth, startup surveys.

## INTRODUCTION:

The role of government-led promotion schemes has become increasingly significant in empowering technology-driven startups, particularly in developing economies like India. The Indian government, recognizing the transformative potential of its tech startups, has introduced a range of promotional schemes and policy initiatives to enhance their global competitiveness and marketing readiness. These efforts are designed not only to foster innovation and entrepreneurship but also to position Indian startups as formidable players in the international market. India's startup ecosystem is now the third-largest in the world, with a vibrant mix of software, deep-tech, and hardware-based startups.

The Schemes such as startup india, digital india, software technology parks of india (stpi), meity's tide 2.0, and national policy on software products have been instrumental in providing funding, incubation, mentorship, and international exposure. These programs often include participation in international trade fairs, access to export incentives, global accelerator programs, and marketing support aimed at improving the global readiness of startups. This study explores promotion schemes influence the global marketing readiness of Indian tech startups. It investigates the extent to which such interventions enable startups to build international networks, adapt products

for global markets, attract foreign investment, and sustain global operations. Understanding this relationship is crucial for policy makers, entrepreneurs, and stakeholders looking to scale India's technological innovation on a global stage.

## REVIEW OF LITERATURE

Sharma, A., & Ritu, N. R. (2023), the analysis of how government programs assist start-ups in India in this research focused on the Start-up India program and other related activities. The study looked at how those activities had an impact on the ecosystem of start-ups, including how many new businesses were established, how many jobs were created, and how much capital was raised. The research also examined the challenges new businesses face when applying for government funding and made recommendations for improving the effectiveness of these initiatives. Overall, the report stressed the crucial role that government programs have played in promoting innovation and entrepreneurship in India and offers suggestions for how to further strengthen their hold on the start-up ecosystem.

Shah, C. F., & Jokhi, C. D. M. E. (2023), the topic of this paper was primarily concerned with how government regulations affect the startup ecosystem in every nation, including India. Startup India, the Fund of Funds for Startups, and the Atal Innovation Mission are just a few of the policies and program the Indian government has implemented to encourage innovation and entrepreneurship. These regulations have streamlined regulatory procedures, made it simpler for entrepreneurs to conduct business in India, and given them access to finance and tax breaks. High levels of bureaucracy, a lack of access to funding, and insufficient infrastructure in some locations are a few of the issues that continue to impede the growth of startups in India. Additionally, recent modifications to data localization and e-commerce policies have affected the business and caused some disruptions.

Kamaluddin, F. A., & Sridhar, K. S. (2021), this paper's goals are to evaluate the concentration of investment in the Indian startup ecosystem and the effectiveness of government initiatives put in place to help the sector. While information on the effectiveness of government projects was gathered using the Startup India website and RTI, descriptive statistics were utilized to describe investment trends. They discover that platform business model firms are receiving the majority of financing. Government policies aimed at startups have a poor track record. In "Startup India," acceptance rates range from 5% to 7%. Many of the federally funded program mentioned on the Startup India portal do not keep separate statistics on startup recipients, which shows that startups only receive a small of the benefits. The study adds to the limited academic research on investment trends and the effectiveness of government initiatives pertaining to Indian startups. It draws attention to the extreme spatial and sectoral investment concentration and the subpar effectiveness of government initiatives.

Shaikh, Y. Z. (2019), this study focused on the idea of starting a business. This article's main goal is to shed some light on startup projects around the globe and in India. The article also included a general summary of the Goa startup environment. Mainly secondary data were used to inform this study. Websites, journals, newspaper stories, government reports, research papers, and other sources were used to gather the data. The study is conceptual and descriptive in character.

Gupta, S., Satpathy, B., & Baral, S. K. (2022), the majority of the study was descriptive. Both secondary and primary data supported the investigation. Various start-up action plan websites, periodicals, and newspaper articles were used to collect secondary data. Direct oral interviews with 150 tribal youth in the TSP region of Southern Rajasthan allowed for the collection of primary data on start-up India and other government flagship activities.

## SCOPE OF THE STUDY

This study aims to evaluate the effectiveness of Indian government export promotion schemes in enhancing the global marketing readiness of tech startups. With the rapid growth of India's technology ecosystem and its ambitions to become a global innovation hub, government initiatives like Startup India, Software Technology Parks

of India (STPI), MEIS (Merchandise Exports from India Scheme, and SEIS (Service Exports from India Scheme) have been instrumental in promoting exports and global outreach.

## OBJECTIVES

1. The impact of these schemes on the global marketing readiness of startups, including market entry, branding, and distribution capabilities.
2. The challenges faced by startups in accessing or benefiting from these schemes.

## METHODOLOGY

This study adopts a descriptive and exploratory research design to assess the impact of export promotion schemes initiated by the Indian government on the global marketing readiness of tech startups. The design facilitates both understanding and analysis of policy interventions and their practical implications for tech-based entrepreneurial ventures aiming for international markets.

### 1. Merchandise Exports on India Scheme (MEIS)

The Merchandise Exports on India Scheme (MEIS) was introduced by the Government of India under the Foreign Trade Policy (FTP) 2015-2020 with the aim of enhancing the country's export potential. MEIS provides financial incentives to exporters of specified goods to promote exports from India. These incentives are awarded in the form of duty credit scrips, which can be used to pay customs duties, excise duties, and service tax. The scheme covers a wide range of products and destinations, rewarding exporters based on the Free on Board (FOB) value of their exports. MEIS was especially beneficial to labor-intensive and small-scale sectors, helping them become more competitive globally.

### 2. Service Export on India Scheme (SEIS)

The Service Export on India Scheme (SEIS) is an initiative launched by the Government of India under the Foreign Trade Policy to promote the export of notified services from India. It aims to encourage service providers, located in India, to boost their global presence by offering financial incentives. Under SEIS, eligible service providers earn duty credit scrips as a percentage of their net foreign exchange earnings, which can be used to pay customs duties or can be freely transferable. The scheme primarily benefits sectors such as IT, education, healthcare, and professional services. By incentivizing service exports, SEIS plays a crucial role in enhancing India's position in the global services market, strengthening foreign exchange inflows, and promoting economic growth.

## STARTUPS IN ACCESSING OR BENEFITING FROM THESE SCHEMES

### 1. Lack of Awareness

- Many startups are unaware of the existence of these schemes.
- Limited outreach or promotion by the government, especially in tier-2 and tier-3 cities.

### 2. Complex and Lengthy Application Processes

- Bureaucratic red tape and paperwork discourage applicants.
- Requirements may be time-consuming and difficult for early-stage startups to fulfill.

### 3. Stringent Eligibility Criteria

- Some schemes require prior revenue generation, incorporation history, or traction that early-stage startups may not yet have.
- Specific sector or geographic focus may exclude otherwise eligible businesses.



#### 4. Delayed Disbursement of Funds

- Even after approval, fund disbursement can take months due to administrative delays.
- This affects the cash flow and operational planning of startups.

#### 5. Lack of Guidance or Mentorship

- Startups may not receive adequate guidance on how to apply or utilize the benefits of these schemes.
- Absence of mentoring or follow-up support post-approval.

#### 6. Inadequate Customization for Startup Needs

- Schemes may be designed for MSMEs or traditional enterprises, not the unique requirements of tech-based or innovation-driven startups.

#### 7. Corruption or Unofficial Expectations

- In some cases, informal payments or influence may be expected to speed up the process or ensure approval.

### SUGGESTIONS

The Indian government's export promotion schemes have significantly contributed to enhancing the global marketing readiness of tech startups. Initiatives such as the Software Technology Parks of India (STPI), Export Promotion Capital Goods (EPCG) Scheme, and Market Access Initiative (MAI) aim to provide critical financial support, infrastructure, and international exposure. These schemes help startups access new markets, participate in global trade fairs, and establish international partnerships. Additionally, programs under Startup India and Make in India foster innovation and global competitiveness through tax benefits, easier compliance, and incubation support. However, for optimal impact, there is a need for greater awareness among startups, simplified procedures, and more tailored mentorship for navigating complex international markets. Enhancing these aspects can further empower Indian tech startups to scale globally and strengthen their position in the international innovation ecosystem. the Startup India and Software Technology Parks of India (STPI) programs can be better integrated with international trade facilitation bodies to offer guidance on global standards, certifications, and market access strategies

### CONCLUSION

The export promotion schemes introduced by the Indian government have played a pivotal role in enhancing the global marketing readiness of tech startups. By providing financial incentives, market access support, and capacity-building initiatives, these schemes have empowered startups to overcome traditional entry barriers and compete internationally. Programs like Startup India, Software Technology Parks of India (STPI), and Market Access Initiative (MAI) have particularly contributed to strengthening infrastructure, innovation, and global visibility. However, to maximize impact, there remains a need for better awareness, streamlined processes, and continuous policy adaptation to evolving global trends. Strengthening public-private collaboration and investing in digital skill development can further accelerate the global competitiveness of India's tech startup ecosystem. with sustained policy support and strategic execution, India's tech startups can not only improve their global market penetration but also emerge as strong contributors to the country's economic growth and innovation-driven exports.

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