A STUDY ON SCOPE OF HYDERABAD AS THE IT STARTUP HUB OF INDIA

Tejaswi.T1, Dr. Devi Prasad. U2
1Research Scholar, Department of Management, GITAM (Deemed to be University), GITAM-HBS, Hyderabad Campus, Telangana, India.
2Professor, Department of Management, GITAM (Deemed to be University), GITAM-HBS, Hyderabad Campus, Telangana, India.

ABSTRACT
The purpose of this paper is to study the scope of Hyderabad as the IT startup hub of India. This paper focuses on unique advantages of Hyderabad as a city that can aid to make it the IT startup hub of India in near future. This paper would be helpful for entrepreneurs who are looking for the suitable location in India to establish a startup in the IT sector. The study said that entrepreneur think of India's startup scene, probably think of Bangalore or Gurgaon, but Hyderabad has recently emerged as a prominent destination for Indian entrepreneurs.

Keywords: IT, Startup, Hub, and Hyderabad

I. INTRODUCTION
In recent years, The Indian startup ecosystem has matured and taken off. The growth of startups has been fueled by factors such as capital availability, consolidation efforts by a number of firms, expanding technology environment, and increasing demand within the domestic market. The numbers on startups speak for themselves, it is estimated that there will be 11,500 businesses by 2020, up from 3,100 in 2014. This is a groundbreaking trend! And it will alter the current state of affairs in India's markets. A group of quirky, one-room "work stations" are forging a new character for Hyderabad, that of a startup hub, among the towering offices of international firms clogging the lanes of hi-tech city. These start-ups are mushrooming across the city's IT centers, giving firms the jitters even in Delhi, Chennai, and Pune. They are managed by IT experts pulsing with out-of-the-box thoughts.

II. OBJECTIVE OF THE STUDY
The objective is to perform a study on scope of Hyderabad as the IT startup hub of India.

III. IMPORTANCE OF THE STUDY
For establishing any startup, the key decision is the location. Once an appropriate location is finalized, things start falling in place one-by-one automatically. If the location selected for establishing a startup is inappropriate then it becomes a major challenge for the very existence of the startup. The location selected must be feasible from various perspectives such as local government policies, availability of workforce, infrastructure, funding, government support in the form of incubation programs and public-private partnership. The study of appropriate location for an IT startup in the context of Hyderabad and the analysis of various factors will be helpful for any entrepreneur trying to establish an IT startup in India.

IV. FACTORS INFLUENCING THE START-UPS LOCATION

4.1 Vision of Local Governance
Hyderabad has a stable local government that is focussed on development of the IT sector. The IT sector and startup friendly policies of the local government show the vision of the government. Establishment of incubation programs in Hyderabad by the government is definitely an advantage for IT startups in Hyderabad.
4.2 Infrastructure
From the infrastructure perspective, Hyderabad has vast resources in the form of IT and R&D. These resources are required for development of any IT hub. Hyderabad is also an inexpensive city comparatively as far as commercial property prices are concerned. This factor makes it highly feasible to establish businesses and offshore offices in Hyderabad. The IT-friendly policies of the local government and forward-looking attitude of the local government add to the infrastructure advantages of Hyderabad.

4.3 Workforce
There are a number of educational and research institutes in Hyderabad that belong to both public and private sectors. These institutes provide a large number of educated, qualified, and talented professionals. This ensures the ready availability of local workforce that can support various industries. This local workforce works on incubators, innovative projects, and co-working spaces that provide opportunities to network, interact, and collaborate. Identification of talented human capital, mentors, angel investors, and venture capital becomes easier due to the availability of professional IT workforce in Hyderabad.

4.4 Funding
Funding is available in Hyderabad through public-private partnership, incubation programs, seeded capital, crowdfunding, angel investors, and venture capitalists. Incubation hubs in Hyderabad provide discounts for various services and also provide the advantage of the availability of a gamut of services at one place. These services include establishment of the startup, legal support, human resource management, mentor services, and financial advisory services.

4.5 Incubation Programs and Public-Private Partnerships
Telangana Hub (T-Hub) is the incubation centre in Hyderabad where various IT giants and the government of Telangana collaborate to encourage and nurture IT startups in Hyderabad. These private and public institutes provide guidance related to technology, finance, law, public policies, human resource management, and mentoring. Partnerships between startups in the incubation centre is an advantage due to the vast number of startups at the incubation centre. Also, the incubation centre facilitates corporate partnerships between startups and the IT industry of Hyderabad.

Incubation centre is a unique public-private partnership model. The government provides facilities, infrastructure, and encourages an independent functioning of startups. It is a living and growing ecosystem of startups, founders, mentors, and several supporting services. The biggest advantage of public-private partnerships at incubation centres is the time and efforts that get saved for startups due to the ready availability of all the resources required for a startup.

5. CONCLUSION
Hyderabad is gearing up to produce a vast number of startups and grow as a vibrant startup ecosystem in India. Innovation and entrepreneurship are the keys to startup success. With availability of all the required resources and support from the government, it's only a matter of time for Hyderabad to become the startup hub of India.

REFERENCES