



## Problems in start-up sector

### What is the issue?

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- The Indian e-commerce and start-up sector has hit a rough patch.
- Serious questions have been raised about the ecosystem after the arrest of Stayzilla co-founder on a vendor's complaint and staff layoffs in e-commerce majors Snapdeal, Yepme and Craftsvilla.

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### What is the present problem?

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- In the last five years, an estimated \$15 billion, or Rs 97,000 crore, has been invested in this sector.
- Leading domestic players in the e-biz sector raised huge sums of money.
- These investments were used by the companies to try out new business models.
- But since they failed to figure out the right economic model, the plans backfired.
- The venture capital and private equity (PE) players realised that they were unable to reap the real fruits of their investments.
- While big players face a funds crunch, smaller entities are being forced to shut shop.

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## Can this be addressed?

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- Following this, e-commerce majors such as Flipkart were finding it difficult to get the next round of funding.

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- Snapdeal's major investor Softbank is looking at merging operations of Snapdeal and Flipkart.

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- Paytm is also gearing up to grow its business as investor Alibaba eyes the Indian e-commerce market.

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- All this will result in major consolidation among the players.

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- India's e-commerce market is still at an early stage.

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- The market is seeing signs of consolidation as scale is a key success factor in the business.

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- In countries like the U.S. and Europe, it is common to see ideas or businesses fail.

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- It is almost a given that about 70% of the new ideas fail, and a few start-ups succeed, and investors accept it as reality.

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- It is accepted that in a strong start-up environment an idea which sounded excellent and received huge funds can fail.

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- Industry experts point out that failures should not cause scepticism towards innovation and entrepreneurship.

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**Source: The Hindu**

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