

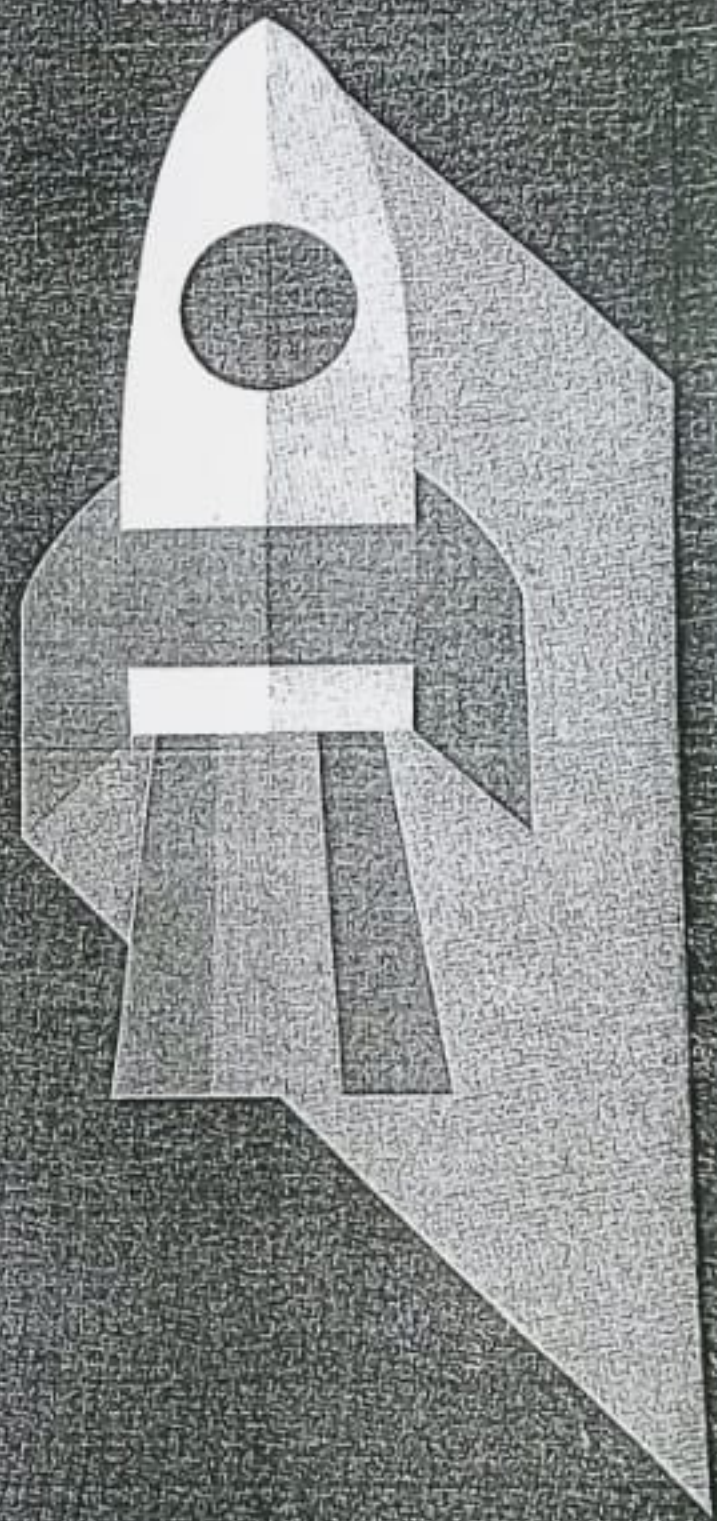
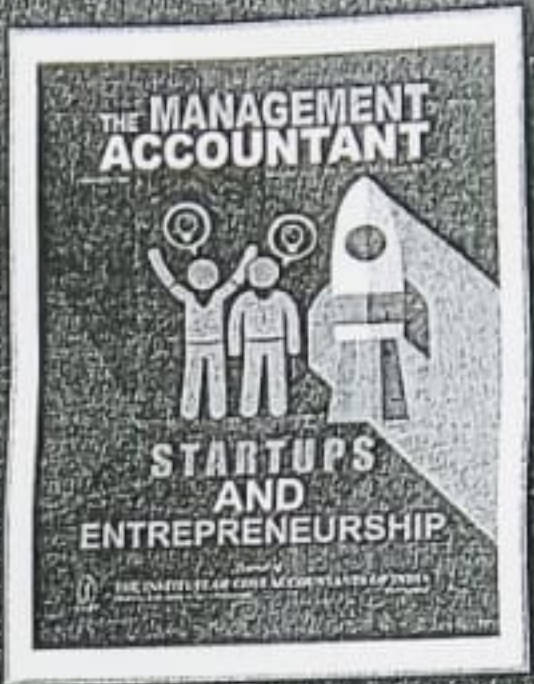
CONVENTION

INSIDE

COVER STORY

DECEMBER 2019

COSTING PRINCIPLES FOR STARTUPS	34
MOOC'S BASED LEARNING - CREATING AN ECOSYSTEM OF ADAPTIVE LEARNING IN A SOCIAL CONTEXT	37
ENTREPRENEURSHIP	40
ARTIFICIAL INTELLIGENCE STARTUPS IN INDIA	44
CORPORATE GOVERNANCE AND ITS IMPORTANCE IN THE STARTUP WORLD	48
CHALLENGES FACED BY STARTUPS IN INDIA	51
AGRITECH START-UPS AND COST & MANAGEMENT ACCOUNTANTS <i>MAKING FARMERS FARMPRENEURS!</i>	54
STARTUP INDIA AND WOMEN ENTREPRENEURSHIP - A THEME FOR ECONOMIC GROWTH	59
TECHNOLOGICAL STARTUP AND ITS IMPACT ON ECONOMY IN INDIA: AN OVERVIEW	63
START UPS IN INDIA - THE THEME FOR ECONOMIC GROWTH	67
STARTUP MOVEMENT IN INDIA THE JOURNEY AHEAD	71
DIGITAL TRANSFORMATION	
DIGITAL TRANSFORMATION - PARADIGM SHIFT FROM WAYS TO CONDUCT BUSINESS WITH ARTIFICIAL INTELLIGENCE	80



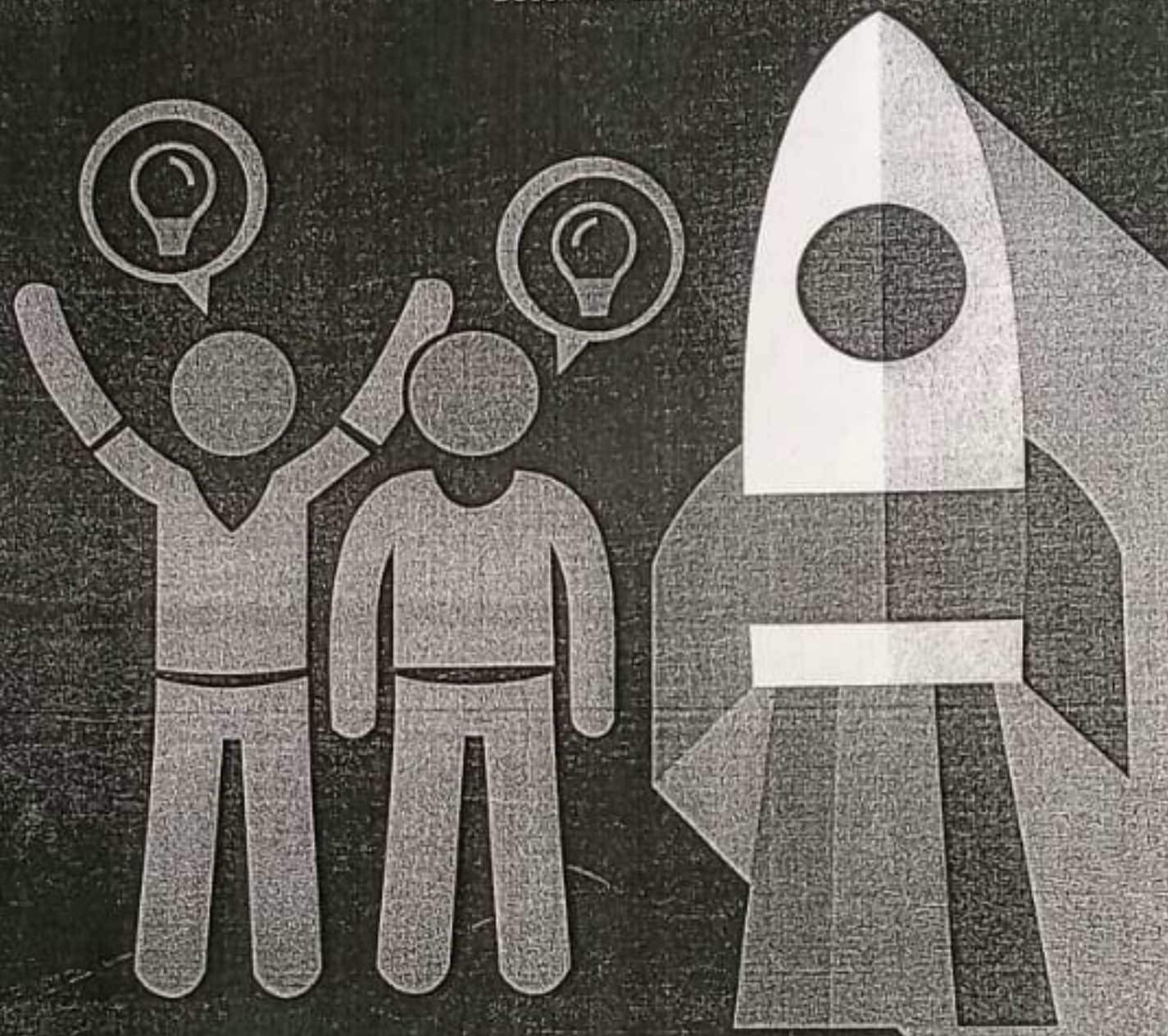
ATTESTED
S. K. Das
 Principal & Secretary
 Sarat Centenary College
 Dhaniakhali, Hooghly

S. K. Das

THE MANAGEMENT ACCOUNTANT

ISSN 0972-3528

December 2019 | VOL 54 | NO. 12 | Pages - 124 | ₹ 100



STARTUPS AND ENTREPRENEURSHIP

Journal of

THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(Statutory Body under an Act of Parliament)

www.icmai.in

1

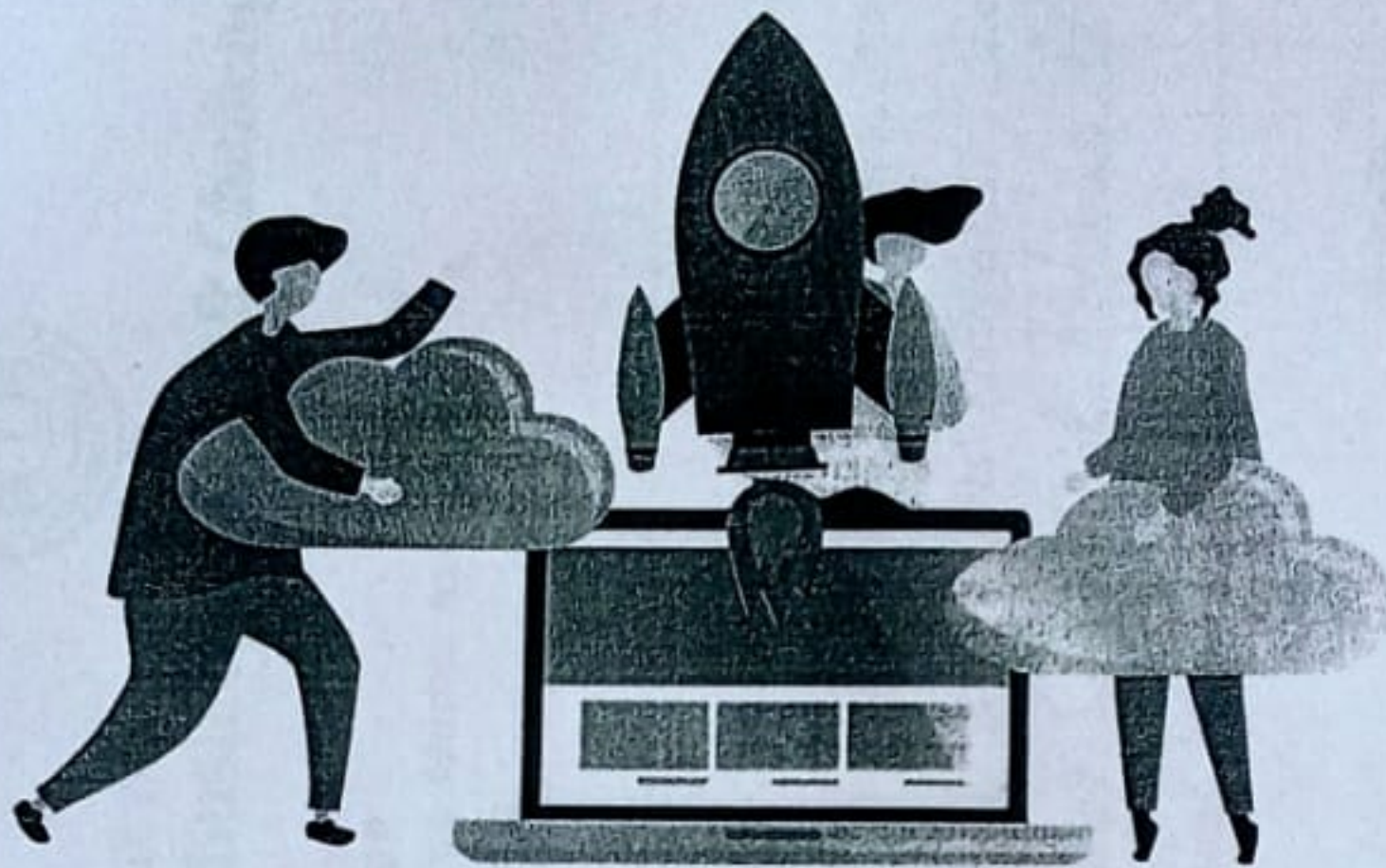


ATTESTED
I. K. Kanchan
Principal & Secretary
Sarat Chandra College
Dhaniakhali, Hooghly

Kanchan

COVER STORY

pire
rial
l in
l as



TECHNOLOGICAL STARTUP AND ITS IMPACT ON ECONOMY IN INDIA: AN OVERVIEW



Dr. Rintu Nath
HoD & Assistant Professor
Dept. of Commerce
Sarat Centenary College, Dhaniakhali, Hooghly

ATTESTED
Principal & Secretary
Sarat Centenary College
Dhaniakhali, Hooghly

Rintu Nath

Abstract

Technology is considered as major thrust area of gaining strong economy. Indian economy has been transforming from conventional to digitalize through launching of several initiatives. In this regard, technology startup was an important milestone in India. But, its contribution on economy has been slowly but steadily growing. Despite its contribution on economy, technology startup and its performance are not all satisfactory. The purpose of this study is to review and to evaluate technology startup and its impact on Indian economy. However, technology startup is at growing phase in India and plenty of opportunity to achieve expected goals subject to focus on innovations and initiatives.