



**Keshav Memorial Institute of Management**  
Affiliated to Osmania University, Approved by AICTE  
A unit of Keshav Memorial Educational society  
Narayanaguda, Hyderabad, 500029



## Report on " What is the problem "

**Name of the Event – Group discussion on the topic**

**(Problems faced by startups and entrepreneurs)**

**Organizing Club - KMIM E-cell**

**Date – 2<sup>nd</sup> September 2025**

**Venue – KMIM seminar hall**

**Time - 11:30 AM - 12:30 PM**

### **Introduction:**

The Entrepreneurship Cell (E-Cell) of **IIT Bombay** organized an engaging **Group Discussion Program** aimed at enhancing students' analytical thinking, entrepreneurial awareness, and communication skills. The event provided a platform for aspiring entrepreneurs and MBA students to exchange ideas on the challenges and opportunities present in India's startup ecosystem.

The discussion theme, "*Problems Faced by Indian Startups*," focused on identifying key obstacles that hinder the growth of emerging ventures in India and brainstorming practical, sustainable solutions. The GD served as an experiential learning activity connecting academic knowledge with real-world entrepreneurial scenarios.

### **Event Highlights:**

- **Event Title:** Group Discussion on "Problems Faced by Indian Startups"
- **Organized By:** KMIM E-CELL Coordinators
- **Participants:** MBA students and aspiring entrepreneurs from various institutions
- **Objective:** To analyze the real-time challenges faced by Indian startups and propose innovative solutions

- **Evaluation Criteria:** Communication skills, clarity of thought, teamwork, critical reasoning, and solution-oriented approach

The discussion centered around six major problem areas frequently encountered by startups in India:

1. Lack of proper financial awareness
2. Lack of managerial skills
3. Lack of infrastructure
4. Lack of awareness about government schemes
5. Lack of a proper customer review mechanism
6. Lack of customer retention ability

Participants highlighted that these issues collectively affect a startup's ability to sustain itself in a competitive market. Several potential solutions were proposed, including:

- Conducting financial literacy and management training for founders
- Strengthening incubation and mentorship support
- Improving infrastructure and access to digital tools
- Promoting awareness about government startup schemes
- Building structured customer review and retention strategies

And finally, an overview of all problems which have been discussed by the participants and prescribed solutions were given by the team representative.

### Glimpses:

