

Emerging Trends in Innovation and Start-up Culture in Kokrajhar, Assam

Dr. Kishore Krishna Das **and** Dr. Binod Chandra Swargiary

Abstract

The paper explores the new developments in Kokrajhar, Assam, a place with growing entrepreneurial potential, in terms of creativity and start-up culture. The study seeks to address these important questions: What is the current startup prospect at Kokrajhar? What difficulties do business owners encounter? What kind of support networks are accessible to them? And what steps may be taken to improve the local innovation ecosystem? The study was carried out using a sample of 100 people engaged in Kokrajhar start-up activities to answer these issues. Semi-structured interviews and structured questionnaires were utilised to gather data, with an emphasis on the respondents' experiences launching and operating businesses, as well as the challenges they faced and the tools they employed. Descriptive statistics were used to examine the demographics and features of start-ups, while inferential statistics were employed to examine the correlations between the variables influencing start-up success. The main conclusions show that although Kokrajhar is seeing an increase in entrepreneurial activity, start-ups still face several obstacles, especially when it comes to infrastructure and funding. According to the research, 50% of respondents cited poor infrastructure as a barrier, while 65% of respondents named financial restrictions as a significant impediment. Furthermore, it was shown that having access to mentoring and support networks was essential for encouraging innovation, with 45% of respondents citing a problem as a result of a lack of such resources. The study's overall conclusion is that Kokrajhar has the potential to grow a thriving startup ecosystem, but that specific actions are required to remove current obstacles. These interventions could focus on expanding mentoring and support networks, upgrading infrastructure, and expanding financial access. The area can better assist its entrepreneurs and promote growth driven by innovation by tackling these problems.

Keywords: Kokrajhar, Start-up culture, Entrepreneurship, Innovation ecosystem, Business challenges

JEL Classification: L26, O31, R11, M13

Assistant Professor, Kokrajhar Commerce College

Introduction

Around the world, innovation and start-up culture are quickly becoming recognised as important forces behind technical development, job creation, and economic expansion. Start-ups are becoming a major force in India, bringing disruptive technology, altering old sectors, and promoting entrepreneurial ecosystems. With programs like *Atal Innovation Mission* and *Startup India*, the Indian government has aggressively supported startups.

The Assam start-up ecosystem is still in its infancy, but it has a lot of promise, especially in the Bodoland Territorial Region (BTR). One of the well-known BTR districts, Kokrajhar, has seen an increase in young people's interest in business. Due to its predominately rural economy and heavy emphasis on agriculture, the area is ideal for innovation in small-scale manufacturing, eco-tourism, and agro-business.

However, Kokrajhar's entrepreneurs encounter a lot of obstacles that prevent their startups from expanding. These consist of poor infrastructure, a dearth of mentoring,

restricted financial access, and insufficient government assistance. The area has a lot of potential despite these obstacles because of its youthful population, abundant natural resources, and untapped business potential.

The objective is to investigate the burgeoning patterns in innovation and start-up culture in Kokrajhar, pinpoint the obstacles encountered by entrepreneurs, and provide suggestions to fortify the regional innovation network. Through an analysis of 100 entrepreneurs' experiences in the area, this study offers suggestions for how Kokrajhar might support a thriving and long-lasting startup

Review of Literature

The review of the literature study shows that whereas startup ecosystems are changing worldwide, the specific difficulties they encounter vary by location. In India, there is a clear divide between urban and rural areas, with the Northeast region suffering particular infrastructure and financial issues. Even though it is still in its infancy, Kokrajhar has shown promise, but to fully realise its potential as an entrepreneurial hub, it will need specific assistance in areas like infrastructure development, financial access, and mentorship.

International Perspective

Technological innovation, increased access to venture financing, and government assistance have all contributed to the notable rise of the global start-up ecosystem in recent times. Research has examined the idea of the "entrepreneurial ecosystem," with studies like Isenberg (2011) highlighting the importance of networks, culture, financing, and legislation that assist beginning businesses. As components of regional economic growth, Isenberg emphasises the significance of developing a local entrepreneurial environment that promotes innovation, risk-taking, and knowledge-sharing.

The importance of innovation in startups is examined in research by Audretsch and Link (2019), with a focus on technologically sophisticated nations like South Korea, Germany, and the United States. They discovered that areas with strong infrastructure, access to research facilities, and a skilled labour pool are more likely to see a boom in innovation-driven entrepreneurship. These factors have a big influence on how long startups survive and how quickly they expand. The OECD (2021) also highlights the need for start-up policies to be customised to the unique demands of each area, especially in poorer nations where access to digital infrastructure, capital, and education is constrained.

Global entrepreneurship rates have grown, particularly in emerging nations, according to another noteworthy report by Global Entrepreneurship Monitor (GEM, 2020) with a greater number of women and young people participating in start-up activities. Nonetheless, obstacles including financial constraints, lack of mentoring, and regulatory hurdles persist in impeding expansion in several areas.

India Perspective

Driven by technology developments, a growing middle class, and government assistance initiatives like Startup India and Digital India, India's start-up ecosystem has expanded rapidly in recent years. Research by Sharma and Kulkarni (2021) claims that start-up activity in Indian industries including fintech, e-commerce, health tech, and agri-tech has increased by 50%. The study draws attention to the differences in startup development across larger cities and smaller towns notwithstanding this expansion.

According to Nasscom (2021), reduced operational costs and government incentives are major reasons why India's Tier-2 and Tier-3 cities are becoming the country's new centres of entrepreneurship. Scaling firms in these areas are nevertheless hampered by issues including infrastructure, mentorship, and venture capital availability. According to Kumar and Shukla (2022), a deficiency of market access and technology infrastructure is a significant challenge for nascent enterprises in rural India. They contend that encouraging innovation in these fields requires governmental actions that are specific to local situations.

Additionally, research has shown how entrepreneurship education contributes to the

growth of start-up culture. According to Singh and Ghosh (2020), students' entrepreneurial mindsets can be greatly influenced by the introduction of entrepreneurial education in higher education, especially in non-metropolitan locations where exposure to start-up culture is restricted.

North-East India Perspective

Recent studies conducted in North-East India have revealed that the area is becoming more and more of a potential hub for start-ups, especially in industries like handicrafts, agriculture, and ecotourism. As a result of its abundant natural resources and diverse cultural population, the Northeast's startup environment is distinct, as noted by Baruah (2021). Particularly in the agribusiness and handicraft industries, the study discovered that entrepreneurs in the area are utilizing traditional knowledge and local resources to develop creative business strategies.

Even despite the region's promise, research by Dutta and Choudhury (2022) shows that start-ups in North-East India have major obstacles such as restricted access to capital, poor infrastructure, and shaky market ties. The authors propose that a greater emphasis on fostering entrepreneurial networks and enhancing connections within the area might aid in reducing these difficulties. Goswami (2021), who emphasises the need for youth-centric policies and skill development programs to maintain the momentum of entrepreneurship in the Northeast, further highlights the role played by the young of the area in fostering a start-up culture.

Several government initiatives, such as the North East Venture Fund (NEVF), are highlighted in a report by the North Eastern Development Finance Corporation Ltd. (NEDFi, 2022). However, because of administrative obstacles and general ignorance, these programs frequently fall short of reaching prospective business owners.

Kokrajhar Perspective

In Assam's Bodoland Territorial Region (BTR), the district of Kokrajhar is still in the early phases of establishing a thriving startup culture. Although there isn't a lot of research specifically on Kokrajhar, recent local studies and publications offer insights into the problems and trends that the area is facing. With the help of several incubation centres and state initiatives like the Assam Start-Up Policy (2017), Assam has achieved noteworthy progress in fostering the startup culture. In research published in 2020, Sharma explored how these regulations have shaped Assam start-up ecosystems and emphasised the growing significance of Kokrajhar in this process. The growth of start-ups in the area has been accelerated by the existence of educational institutions, government backing, and rising entrepreneurial awareness (Sharma, 2020).

In recent years, there has been a noticeable surge in the usage of technology, particularly in rural business. Tech-based businesses are becoming more prevalent, especially in industries like education, e-commerce, and agriculture, according to Borah and Kakati's (2021) study on how Kokrajhar start-ups are using digital tools and innovations. The authors contend that in rural places like Kokrajhar, the digital transformation has greatly reduced the obstacles to entry for new firms (Borah & Kakati, 2021).

While Kokrajhar has a great deal of promise for innovation-driven entrepreneurship, Saha and Roy's research from 2021 shows that the region's start-up ecosystem isn't growing as quickly as it should because of a lack of business incubators, restricted market access, and inadequate infrastructure. They contend that to promote a flourishing start-up culture in Kokrajhar, focused interventions are essential, such as enhancing connectivity and establishing neighbourhood entrepreneurial networks.

The primary objectives of this study are to evaluate Kokrajhar's present innovation and startup culture; to determine the main obstacles that local entrepreneurs must overcome; to investigate Kokrajhar's startup assistance programs and to make recommendations for tactics to improve the regional innovation ecosystem.

Hypothesis

The study proposes the following hypotheses:

H1: Insufficient funding severely impedes Kokrajhar start-ups' ability to expand.

H2: One of the biggest barriers to start-up development in the area is inadequate infrastructure.

H3: The availability of support networks and mentorship has a favourable effect on the success of startups.

Research Methodology

The study aims to identify the obstacles and prospects encountered by start-up proprietors in the area, the current networks of support, and the actions required to improve the local innovation ecosystem. To provide a thorough insight into the entrepreneurial environment, this research methodology combines qualitative and quantitative methodologies.

Data Collection Methods: Structured questionnaires and semi-structured interviews were used to collect data for the study. This dual method was selected to record quantifiable data that could be statistically analysed in addition to in-depth, narrative-based insights. Respondents were able to go into further detail about their start-up experiences during the semi-structured interviews, which provided insightful qualitative data on the difficulties they encountered, the resources and networks they used, and their approaches to getting over roadblocks. The structured questionnaires provide a uniform framework for gathering information on company attributes, demographic variables, and quantitative metrics associated with obstacles and success factors.

Structured Questionnaires: These were intended to collect information on the demographics of the respondents (age, gender, educational background), the type of business they operate (sector, size, number of years in operation), and the particular infrastructure, financial, and support system challenges they face. The questionnaires also asked about the respondents' opinions of the efficacy of various support networks, such as peer networks, government initiatives, and mentoring schemes.

Semi-structured Interviews: To gain a more thorough understanding of the practical experiences of Kokrajhar's entrepreneurs, interviews were conducted. During these interviews, participants were allowed to discuss anything related to their experiences as entrepreneurs, including the specific challenges they had while setting up a business, how they got funding and technical support, and how innovation influenced their day-to-day operations. Kokrajhar's startup environment was comprehensively described by the integration of qualitative data with the structured questionnaire data.

Sampling Size and Selection: A sample of 100 entrepreneurs in Kokrajhar who were actively involved in start-up activities was used for the study. The sample size was selected to ensure that the entrepreneurial community was well-represented while yet being feasible in terms of collecting information and analysis. A total of 100 respondents were thought to be a reasonable amount to convey the range of experiences and issues experienced by local entrepreneurs, given the relatively early stage of the start-up ecosystem in Kokrajhar.

Sampling Technique: The approach of purposive sampling was utilised in the participant selection process. To make sure that only those individuals who were actively involved in Kokrajhar's start-up businesses were included, this non-probability sampling approach was selected. The following were the selection criteria:

- i. Kokrajhar-based entrepreneurs must have launched or run a firm there within the previous five years.
- ii. The company must fit into the innovation or start-up culture category (i.e, it cannot be a traditional firm but rather one that uses new ideas, processes, or technology).
- iii. The participants must be open to providing specific details about their experiences as entrepreneurs, including any difficulties they may have had.

To make sure the respondents have current and relevant experience in the start-

up environment, this sampling strategy was used. The goal of selecting 100 entrepreneurs was to create a representative and varied sample that represented a range of industries, company sizes, and phases of growth. An in-depth examination of the particular problems with creativity, support networks, and Kokrajhar's general entrepreneurial climate was made possible by the concentration on start-ups.

Results and Discussion

Using both descriptive and inferential statistics, the study "Emerging Trends in Innovation and Start-up Culture in Kokrajhar, Assam" provides a thorough examination of the start-up ecosystem. 100 respondents who were engaged in start-up activities provided the data using semi-structured interviews and formal questionnaires. The demographic profiles, obstacles, networks of support, and other elements affecting the prosperity of start-ups in Kokrajhar are the main subjects of the investigation.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Age Group	18-25	30	30.0
	26-35	40	40.0
	36-45	20	20.0
	46 and above	10	10.0
Gender	Male	60	60.0
	Female	40	40.0
Education Level	Undergraduate	25	25.0
	Graduate	45	45.0
	Postgraduate	20	20.0
	Other	10	10.0
Sector of Start-Up	Agriculture	45	45.0
	Technology	15	15.0
	Services	30	30.0
	Retail	10	10.0

Source: Survey data collected from respondents

The data reveals that a significant portion of the respondents (70%) are within the 18-35 age range, with 40% in the 26-35 group. This indicates that young adults are actively involved in start-up activities in Kokrajhar. The start-up scene is male-dominated (60%), though a considerable number of women (40%) are also engaged, signalling increasing female participation. The majority (45%) of respondents have completed a graduate degree, reflecting the importance of education in entrepreneurship. A smaller number (25%) have only an undergraduate degree, and 10% belong to other educational categories. Agriculture is the dominant sector, with 45% of respondents engaged in agricultural start-ups. Services (30%) and technology (15%) also have notable representations, while retail ventures are fewer (10%).

Table 2: Challenges Faced by Start-Ups

Challenge	Frequency	Percentage (%)
Financial Barriers	65	65.0
Inadequate Infrastructure	50	50.0
Lack of Mentorship	45	45.0
Market Access Issues	40	40.0
Regulatory Constraints	35	35.0

Source: Survey data collected from respondents

A major concern for startups, particularly in the retail and agriculture industries, accounting for 65% of the total. The primary financial barriers were identified as being the stringent bank loan conditions and the dearth of venture capital. The problems including inadequate internet access and unstable transportation make it difficult for new businesses to get off the ground, especially in rural locations. A significant number of entrepreneurs (45%) indicated that they require professional networks and assistance to help with company planning and growth. This is due to a lack of mentorship. Though less common than financial restrictions, market access (40%) and regulatory constraints (35%), still impact a sizeable proportion of the participants.

Table 3: Support Systems Utilized by Entrepreneurs

Support System	Frequency	Percentage (%)
Government Schemes	55	55.0
Business Incubators	20	20.0
Mentorship Programs	25	25.0
Networking Events	30	30.0
Online Resources	40	40.0

Source: Survey data collected from respondents

Although some entrepreneurs reported difficulty accessing these resources, most entrepreneurs consider government help to be essential. The entrepreneurs use online resources (40%) and networking events (30%) to establish relationships and look for chances for growth.

The systems of Mentorship Programs and Incubators, which account for 25% and 20% respectively, are not as often used, indicating a larger need for local support infrastructure.

Table 4: Factors affecting start-up success

Factor	Average Rating (1-5)	Standard Deviation
Access to Finance	3.8	0.9
Quality of Infrastructure	3.2	1.0
Availability of Mentorship	3.5	0.8
Market Demand	4.0	0.7
Regulatory Environment	2.9	1.1

Source: Survey data collected from respondents

The market demand found to be the most important component of success, emphasizing the value of strong customers. One further important aspect affecting the sustainability and expansion of start-ups is access to finance (3.8). The regulatory environment (2.9) and Quality of Infrastructure (3.2) have lower ratings, and although they are vital, they are not as significant as financing and market access.

Table 5: Impact of Government Schemes

Scheme Type	Frequency	Percentage (%)
Subsidies and Grants	45	45.0
Tax Incentives	30	30.0
Training Programs	25	25.0
Startup Competitions	20	20.0

Source: Survey data collected from respondents

The Grants and subsidies (45%) and tax incentives (30%) are the most popular types of government assistance that relieve start-ups of financial burdens. Though they are not as popular, startup competitions and training programs can make a difference.

Chi-square tests were used in this study to examine the association between important variables influencing the success of start-ups. Chi-square analysis is a useful tool for evaluating the significance of the relationship between two category variables. To determine the significance of each hypothesis, we compare the observed frequencies (found in the survey data) with the predicted frequencies (the case in which there was no association between the variables).

Hypothesis 1 (H1): Insufficient funding severely impedes Kokrajhar start-ups' ability to expand.

Null Hypothesis (H0): Start-up growth and financial accessibility are not significantly correlated.

Alternative Hypothesis (H1): Startup development is severely impeded by a lack of funding.

Observed Data:

Out of the 100 responders, 65 per cent said that one of the biggest challenges is finance. We want to investigate if this obstacle substantially impedes the growth of start-ups.

Table 6: Financial barriers

Financial Barriers	Observed (O)	Expected (E)
Significant Impact	65	50
No Significant Impact	35	50
Total	100	100

Source: Primary data

The critical value for chi-square at 1 degree of freedom and $p < 0.05$ is **3.84**.

Since $\chi^2=9$ is greater than the critical value, we **reject the null hypothesis**. Thus, lack of access to finance significantly hampers start-up growth in Kokrajhar.

Hypothesis 2 (H2): Inadequate Infrastructure is a major obstacle to start-up success

Null Hypothesis (H0): There is no significant relationship between inadequate infrastructure and start-up success.

Alternative Hypothesis (H2): Inadequate infrastructure is a major obstacle to start-up success.

Hypothesis 2 (H2): One of the biggest barriers to start-up development in the area is inadequate infrastructure.

Null Hypothesis (H0): Launch success and insufficient infrastructure do not significantly correlate.

Alternative hypothesis (H2): An inadequate infrastructure is a significant barrier to the development of start-ups.

The availability of support networks and mentorship has a favourable effect on the success of startups.

Observed Data: 50% of respondents reported infrastructure challenges.

Table 7: Infrastructure Challenges

Infrastructure Challenges	Observed (O)	Expected (E)
Significant Impact	50	50
No Significant Impact	50	50
Total	100	100

Source: Primary data

The calculated $\chi^2=0$, meaning there is no deviation between the observed and expected values.

Despite 50% of respondents reporting infrastructure issues, the chi-square test in this instance did not reveal a significant association. Qualitative replies, however, indicate that infrastructure is still a problem.

Hypothesis 3 (H3): The availability of support networks and mentorship has a favourable effect on the success of startups.

Null Hypothesis (H0): There is no significant relationship between mentorship and start-up success.

Alternative Hypothesis (H3): The availability of mentorship and support networks has a positive impact on start-up success.

Observed Data: 45% of respondents reported that access to mentorship positively influenced their start-up's survival.

Table 8: Mentorship and Networks

Mentorship and Networks	Observed (O)	Expected (E)
Positive Impact	45	50
No Significant Impact	55	50
Total	100	100

Source: Primary data

The critical value for chi-square at 1 degree of freedom and $p < 0.05$ is **3.84**.

Since $\chi^2=2$ is less than the critical value, we fail to reject the null hypothesis. However, the qualitative analysis suggests that start-ups with access to mentorship and networks generally perform better.

Findings of the Study

Demographic study indicates that the young entrepreneurs are the primary drivers of Kokrajhar's start-up culture, as evidenced by the majority of respondents (70%) being between the ages of 18 and 35.

60% of start-ups are run by men, although a sizable percentage of women (40%) participate, which indicates that gender diversity in entrepreneurship is increasing.

The majority of responders (45%) had a graduate degree, and 45% of start-up operations were in the agricultural sector, indicating the region's strong agrarian concentration.

The start-ups challenges observed as financial obstacles were found to be the biggest obstacle, with 65% of respondents reporting difficulty obtaining finance. In the retail and agricultural industries, this problem was especially severe. The chi-square test ($p < 0.05$) validated the H1 hypothesis, which claimed that start-up development is severely hampered by a lack of funding.

50% of the respondents cited inadequate infrastructure, mostly referring to unstable transit networks and insufficient digital access. Though qualitative respondents continued to identify infrastructure as a concern, the chi-square test did not support the H2 hypothesis, which holds that inadequate infrastructure is an important barrier to start-up success.

45% of entrepreneurs, particularly first-generation business owners, report lacking professional networks and mentorship. The chi-square test did not reveal statistical significance ($p > 0.05$), despite the H3 hypothesis's suggestion that mentorship had a beneficial impact on start-up performance. However, the positive benefit of mentorship was confirmed by qualitative data.

Market access issues and regulatory constraints were mentioned by 40% and 35% of respondents, respectively, but both were seen as less significant than infrastructural and financial issues.

Support Systems covers for 55% of the participants, government schemes were the main source of help; yet, navigating bureaucratic obstacles proved to be difficult for several companies seeking to utilise these channels.

Among the entrepreneurs, 40% made use of online resources and local networks, although less often used were company incubators and mentoring programs, which may indicate deficiencies in the local business support systems.

The factors Affecting Start-Up Success was found to be market demand (average rating of 4.0), which emphasises the need to have a solid customer base.

Further validating the H1 hypothesis, access to finance (average rating of 3.8) was shown to be another important element that was closely associated with the sustainability and growth of start-ups.

The Regulatory Environment (2.9) and Quality of Infrastructure (3.2) received lower ratings, suggesting that although they are still significant factors impacting start-up success, they are not as crucial. These findings underline the crucial areas that require attention to improve Kokrajhar's startup ecosystem, especially when it comes to infrastructure, mentoring programs, and financial access.

Conclusion

The study on Emerging Trends in Innovation and Start-up Culture in Kokrajhar, Assam shows a thriving, if prospective, entrepreneurial ecosystem. Young, educated people are the main drivers of startup activity; the main industries they operate in are services and agriculture. Even with a bright future, entrepreneurs have a lot of obstacles to overcome, especially when it comes to getting funding, overcoming subpar infrastructure, and locating mentoring assistance. The basis for entrepreneurial growth is provided by local resources and government initiatives, but more work is required to strengthen infrastructure, expand support networks, and ease market access. By tackling these issues, Kokrajhar can encourage a more vibrant and long-lasting startup atmosphere, opening the door for greater innovation and regional economic growth. The study

recommended that the local financial institutions must streamline the loan application procedure, lessen the need for collateral, and raise knowledge of angel investor networks and venture capital. Access to government programs, such as grants and subsidies, should be increased for rural entrepreneurs, especially those in the retail and agriculture sectors. To boost e-commerce and digital start-ups, investments should be made in expanding digital connections, particularly in rural regions. Developing storage facilities and modernizing transportation networks will enable agribusinesses to get into new markets and reduce logistical obstacles. The establishment of local business incubators and mentorship programs will furnish entrepreneurs, particularly those who are first-generation company owners, with the requisite assistance and training. It is recommended to arrange frequent networking gatherings and startup contests to promote cooperation, exchange of expertise, and investment prospects. Export aid programs, e-commerce platforms, and government-sponsored trade shows should all help entrepreneurs reach new markets. It would be beneficial to carry out further awareness efforts regarding government schemes and start-up programs to guarantee that entrepreneurs make the most of the resources that are accessible. Government agencies should endeavour to streamline regulatory procedures and cut down on bureaucratic red tape for startups, especially in the technology and services industries, to facilitate the obtaining of licenses and permits.

References

- Audretsch, D. B., & Link, A. N. (2019). *Innovation, entrepreneurship, and technological change*. Springer.
- Baruah, A. (2021). The emergence of start-up culture in North-East India: A focus on innovation in agriculture and handicrafts. *Journal of Rural Development and Innovation*, 15(2), 34-52.
- Borah, A., & Kakati, D. (2021). Digital Transformation and Start-up Growth in Rural Assam. *Indian Journal of Business Innovation*, 9(1), 45-62.
- Dutta, R., & Choudhury, P. (2022). Barriers to entrepreneurship in North-East India: A case study. *North-East Entrepreneurship Review*, 11(3), 67-80.
- Goswami, P. (2021). Youth entrepreneurship in North-East India: Challenges and opportunities. *Indian Journal of Entrepreneurship and Development*, 14(2), 112-128.
- Global Entrepreneurship Monitor. (2020). *Global report 2020/2021*. GEM Consortium.
- Isenberg, D. (2011). *The entrepreneurial ecosystem strategy as a new paradigm for economic policy: Principles for cultivating entrepreneurship*. Babson Entrepreneurship Ecosystem Project.
- Kumar, A., & Shukla, S. (2022). Start-up ecosystem in rural India: An analysis of challenges and prospects. *Indian Economic Review*, 28(4), 102-121.
- Narzary, B. (2022). The role of youth in shaping the entrepreneurial ecosystem in Kokrajhar. *Journal of Innovation and Entrepreneurship*, 6(2), 54-70.
- Nasscom. (2021). *India start-up ecosystem report 2021*. Nasscom.
- North Eastern Development Finance Corporation Ltd. (NEDFi). (2022). *Promoting start-ups in North-East India: A review of government initiatives*. NEDFi Publications.
- OECD. (2021). *Start-up dynamics and policies for regional development*. OECD.
- Saha, R., & Roy, P. (2021). Infrastructure and start-up development in Kokrajhar: An empirical study. *Bodoland Economic Journal*, 9(3), 89-104.
- Sharma, M., & Kulkarni, R. (2021). The rise of start-up culture in India: Opportunities and challenges. *Journal of Business and Start-up Research*, 16(1), 23-37.
- Sharma, S. (2020). Start-Up Policies and Ecosystem in Assam: The Role of Kokrajhar as an Emerging Hub. *Indian Journal of Entrepreneurship*, 10(4), 91-107.
- Singh, A., & Ghosh, P. (2020). Entrepreneurship education in non-metropolitan India: A pathway to fostering rural start-ups. *International Journal of Entrepreneurship Education*, 19(3), 101-119.