Poornaprajna Institute of Management
Udupi - India
Micro Research Centre (MRC)
Name of MRC
Micro Entrepreneurial Research Centre

Name & Designation of the Coordinator
Dr. Bharath V, Professor
Name of Institution: Poornaprajna Institute of Management

1. Purpose of the Micro Startup Program (MRC-Micro Startup):
The Micro Startup Program (MRC-Micro Startup) aims to cultivate a conducive environment for nurturing and supporting micro-level startups. The program endeavors to provide essential resources, guidance, and mentorship to budding entrepreneurs, fostering innovation and sustainable growth in the startup ecosystem.

2. Objectives of the Micro Startup Program:

To identify and support promising micro-level startup ventures with high growth potential.
To offer tailored guidance and mentorship to entrepreneurs in the early stages of their startup journey.
To facilitate access to networks, funding opportunities, and resources crucial for startup success.
To foster a culture of innovation and entrepreneurship among aspiring individuals at the grassroots level.
To contribute to local economic development by empowering micro-entrepreneurs and fostering job creation.

3. Description on Proposed Research:
The proposed research within the Micro Startup Program (MRC-Micro Startup) aims to investigate various facets of micro-level entrepreneurship, focusing on critical factors influencing startup success and sustainability. Key research areas include entrepreneurial ecosystems, innovation adoption, market dynamics, financial management, social impact, and entrepreneurial behavior. Utilizing a blend of qualitative and quantitative methodologies, the research seeks to generate actionable insights and practical recommendations to support the growth and success of micro-

level startups, contributing to economic development and social impact within the local community.

4. Expected Outcome:
- **Actionable Insights: Research findings will provide actionable insights into the key factors driving the success and sustainability of micro-level startups, enabling entrepreneurs to make informed decisions and strategies.**
- **Practical Recommendations: The research will yield practical recommendations and best practices for startup founders, policymakers, support organizations, and other stakeholders to enhance the ecosystem supporting micro-level entrepreneurship.**
- **Publication Impact: Research findings will be disseminated through peer-reviewed journals, conference proceedings, and other scholarly publications, contributing to the advancement of knowledge in the field of micro-level entrepreneurship.**
- **Framework Development: The program will develop practical frameworks, tools, and methodologies to support micro-level startups in various aspects such as innovation, market entry, financial management, and social impact measurement.**
- **Policy Advocacy: The research outcomes will inform policy recommendations aimed at fostering an enabling environment for micro-level entrepreneurship, including regulatory reforms, access to funding, and support services.**
- **Industry Collaboration: Enhanced collaboration with industry stakeholders, investors, and community partners will be facilitated, leading to the co-creation of solutions, funding opportunities, and networking support for micro-level startups.**
- **Community Impact: The program's initiatives will contribute to local economic development, job creation, and social empowerment by nurturing a vibrant and sustainable ecosystem of micro-level startups within the community.**

5. List of the Team Members:

6. List of Working Papers:
(1)
(2)
(3)

7. List of related Published Papers in Journals, Proceedings, Book Chapters, Magazines by Coordinator &his/her Group membersyear-wise in APA format.

Name & Signature of Coordinator with date.