India Calling: The Booming Startup Ecosystem Calling The Indian Diaspora Back; Reversing The Brain Drain In India

After all, home is home, right? "Ghar Wapsi"

Jodhpur, Rajasthan Apr 2, 2022 (Issuewire.com) - Two decades ago, India was worried about having been badged as "*brain drained*". Skilled Indian students were leaving the country for greener pastures abroad which caused India concern that they would not return.

Little did they know that they indeed would return and now we are ready to carry our new tag, "*Ghar Wapsi*".

NEVER SAY NEVER– PUSHING AND PULLING BACK TO INDIA

Young talented Indians from various disciplines are returning back to their home with their knowledge and expertise in turn transforming the process of "*brain drain*" to "*brain gain*" for India.

Even the government of India, which has neglected brain drain as a cause for concern for far too long, has in the recent past taken both pre-emptive and retrospective actions to curb the impact of brain drain on India.

Narendra Modi has sought to attract businesses the world over, to invest and manufacture in India with a 'Make in India' campaign. This will create jobs and will potentially be followed by a much mooted 'Think in India' campaign. These campaigns are designed to encourage students to have the capacity and resources to conduct their research and thereby base their future lives in India.

"The last two pandemic years have been a conundrum for businesses across the nations but what came out crystal clear was the high confidence in countries like India with robust capabilities and great minds to steer the economic growth curve," says **Sushil Sharma, Founder & CEO, Marwari Catalysts.**

Despite the fragile global economy, there was an increase in Indian startups reaching unicorn status and many talented Indians who came back to the country are now seeing the Indian start-up ecosystem as a platform to monetize their expertise and build home-grown technologies for the world.

Sushil further adds,

"It is also a matter of fact that the time of the pandemic outbreak, acted as a tailwind for digital and technology-enabled businesses, thus making it a big criterion for private equity firms that are looking to bet on the next set of high growth companies in India. It became clear that sectors like Ed-tech, Fintech, SaaS, and Health-tech became more prominent amongst investors as they demonstrated resilience, while other sectors bled during the pandemic.

Besides this, in India, the future holds promise for deep-tech start-ups in space and drone technology after the government liberalized these industries, AI-VI technology catering to the metaverse and biotechnology. All these sectors have opened doors to immense entrepreneurial opportunities for the returning Indian Diaspora to act upon and grab a piece of the growing pie.

All these factors acted as a catalyst for "reverse brain drain" and these may result in a new wave of start-ups, which can deploy global experiences and knowledge with a desi touch."

Moreover, apart from Indians, settling abroad and coming back to India, there is even a shift in the professional population from metros to Tier II and Tier III cities as well. The pandemic has made life in smaller towns and cities look more attractive not just for retired folk but even for youngsters.

"With the advent of E-commerce and proliferation of smartphones and internet in small towns of India, the opportunities for business and employment for educated professionals have increased manifold. The unsustainable livelihoods and lack of better job opportunities that had prompted these professionals, in the first place, to uproot from their homes, that's changing now!

Moreover, with work no longer tied to a physical office in a big city, the white-collared professionals can work from anywhere without having to pay high rents in the city.

Therefore we need to collectively change our perception and stop regarding the 'NRI' tag as a feather in our cap and stop defining India only by its Metro cities. It is the moment to rally our moral support to the few who have chosen impact over money, country above self, and gain over the drain."

Concluding, if we analyse the overall situation, today, together we can create a better future where no one is left behind, providing much greater opportunities and more progressive growth.

About Marwari Catalysts:

Marwari Catalysts(India's Fastest Growing Startup Accelerator) primarily focuses on creating, nurturing, and fostering Startups to accelerate their journey from a startup to a unicorn. Marwari Catalysts is a founder & investor-friendly platform with a community of industry experts passionate about entrepreneurship.

Why MCATs?

Mcats is 100 co-founders,

We hold a portfolio of 50+ startups that have already raised their Pre Seed, Seed, and Pre Series funding rounds.

Existing Investors are from the US- Silicon Valley, UK, Muscat, Abu-Dhabi, UAE, Hong Kong, Singapore, Japan & India.

40% Female Founders Portfolio, 80% Success Ratio.

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