

Challenges Faced by New Age Entrepreneurs in India in Street Food Business

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Abstract: India's dynamic street food industry is a reflection of its rich cultural identity and economic vitality. While it presents valuable opportunities for tech-driven, modern entrepreneurs, the journey is not without significant roadblocks. This paper explores the major obstacles encountered by these new entrants, such as inconsistent regulatory frameworks, inadequate urban infrastructure, and shifting consumer expectations. Entrepreneurs must deal with complex licensing procedures, meet hygiene benchmarks, and innovate within tight margins. As consumer demand tilts toward safer and more creative street food experiences, building trust and visibility in a saturated market becomes essential. Drawing from secondary sources, the study highlights how digital tools and inventive branding can empower these ventures. It concludes by calling for policy clarity, financial inclusivity, and improved municipal systems to unlock the sector's employment and growth potential.

Keywords: street food, entrepreneurship, India, regulation, digital footprint, urban consumers

