



Department of Industrial Policy & Promotion  
Ministry of Commerce & Industry  
Government of India

#startupindia

# State/UT Startup Ranking Framework 2018



**Suresh Prabhu**



# Message

It is heartening to know that the Department of Industrial Policy and Promotion has prepared a Startup ranking framework for States. The ranking framework is an ambitious step towards acknowledging the important role played by States/ Union Territories in developing the Startup ecosystem. The active participation of States is the key to success of the Startup India initiative and in recent years, some of the States/UTs have done laudable work towards strengthening their Startup ecosystems.

I am confident that the ranking framework would promote healthy competition among the States/UTs and enable them to further learn, share and adopt best practices across the seven identified key parameters which include Startup policy and implementation, incubation support, seed funding support, venture funding support, simplified regulations, ease of public procurement and awareness and outreach.

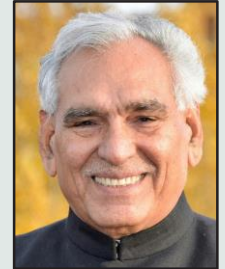
As per the Hon'ble Prime Minister's vision, every block and every zila must have at least one Startup. I am sure that this exercise would generate collaboration amongst all stakeholders so as to turn this vision into reality.

I also take this opportunity to place on record my appreciation for the efforts put in by Startup India team and all State Governments in finalizing this ranking framework. The Startup India initiative has come a long way since it was launched, and has progressed with the involvement of stakeholders of the Startup ecosystem like incubators, mentors, accelerators, Indian and foreign VCs, angel networks, legal partners, academia and the Central and the State Government. More than 6300 Startups have been recognised till date under the program.

**Shri Suresh Prabhu**  
**Minister of Commerce and Industry**



**C. R. Chaudhary**



# Message

It gives me immense pleasure to present the Startup India ranking framework for States/Union Territories. The framework is an endeavour by the Department of Policy and Promotion (DIPP) towards acknowledging the important role played by States/UTs in developing the Startup ecosystem. I firmly believe this exercise will trigger a healthy competition among the States/UTs and build a robust Startup ecosystem in the country.

I take this opportunity to appreciate the efforts put in by the Startup India team, State/UT Governments and Startup ecosystem components in drafting the ranking framework.

Proactive initiatives undertaken by State/UT Governments across the 7 areas of intervention, as mentioned in the framework will ensure that the Startup ecosystem in the country is significantly strengthened. I would like to urge all State/UTs Governments to support this exercise and learn from each other for the development of a Startup nation.

**Shri C. R. Chaudhary**  
**Minister of State for Commerce and Industry**



**Ramesh Abhishek**



# Message

It gives me great pleasure to present the Startup Ranking framework for States and Union Territories. Preparation of this framework is a sincere endeavour by the Department of Policy and Promotion (DIPP) towards fulfilling our commitment of building a robust ecosystem for Startups in the country.

India has one of the fastest growing Startup landscapes and is currently the world's third largest Startup ecosystem. More importantly, State Governments have recognised the importance of Startup ecosystem in driving economic growth. It is heartening to note that 18 States/UTs have Startup policies today, whereas only 4 States/UTs had their own Startup policies when the Startup India initiative was launched in January 2016.

The key objective of the Startup states ranking framework is to encourage States/UTs to take proactive steps towards strengthening the enabling Startup ecosystems at the State/UT level. Selection of the right parameters to effectively cover all aspects was one of the major challenges faced while developing the framework. Benchmarking studies and extensive stakeholder feedback have helped us arrive at a well-balanced framework. Our aim is not only to measure the extensive efforts made at the State level towards building a strong Startup ecosystem, but also to enable an environment of constant learning through dissemination of good practices.

Under the Ranking Framework, the 38 action points have been divided into 7 areas of intervention. The action points have been drafted so as to cover diverse parameters like having a Startup policy, simplification of regulations, online means of accessing benefits, redressal of queries, incubation support, and seed funding support, among others. We have developed the mechanism in such a way that the areas which should be given greater thrust like seed funding support, incubation support etc. are given adequate weightage. We have also given adequate weightage to both the effective implementation of action points and feedback which will be collected from the stakeholders for overall evaluation.

I am sure this exercise will trigger a healthy competition among the States/UTs to provide robust ecosystem support to Startups. I look forward to active participation and co-operation from the States/UTs in our journey to transform India into a country of job creators instead of job seekers.

**Shri Ramesh Abhishek**  
**Secretary, Department of Industrial Policy and Promotion**





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## 1. Introduction

The Startup India initiative of the Government of India envisages to build a robust Startup ecosystem in the country for nurturing innovation and providing opportunities to budding entrepreneurs. The active support from State/UT Governments is crucial for achieving the overall objectives of the program. An Action Plan with 19 action points for Startup India initiative was unveiled by the Hon'ble Prime Minister on January 16, 2016. This Action Plan laid down the roadmap for creation of a conducive ecosystem for Startups in India. Subsequently, many activities have been undertaken to encourage Startups.

In order to achieve the vision of building a strong ecosystem in India, it is imperative that a collaborative and concerted efforts are undertaken by Centre and States/UTs Government together to effectively nurture and support Startups for their success. With this objective a set of recommendations have been drafted on which State/UT Governments can act upon and implement to develop an enabling startup ecosystem.

# State/UT Startup Ranking Framework

## 2. Objectives

India being a federal nation, the States/UTs have a vital role to play in promoting the Startup ecosystem. The hallmark of an enabling ecosystem in a State/UT is a function of the framework and policy put in place along with the effective implementation of the same. Institutionalisation of reforms through the State/UT interventions will ensure manifestation of outcomes. For this, the Department of Industrial Policy and Promotion (DIPP), Government of India intends to undertake an exercise to assess States/UTs on key areas of interventions that are germane to a healthy Startup ecosystem. It is expected that this initiative shall support in achieving following objectives:

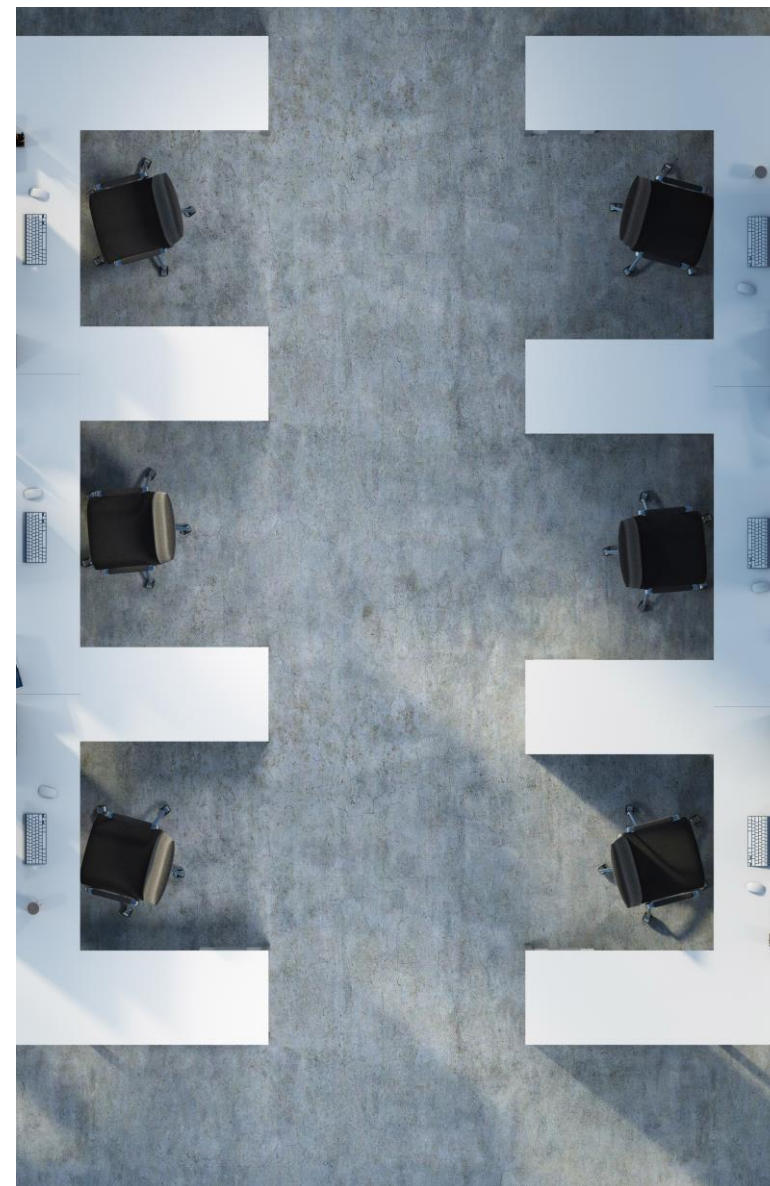
- Help bring to fore progress made by the States/ UTs for promoting Startup ecosystem
- Foster competitiveness & propel the States/ UTs to work proactively
- Facilitate States/ UTs to identify, learn and replicate good practices

## 3. Overview

The 'State/UT Startup Ranking Framework' is spread across 7 areas of interventions with a total of 38 action points and overall score of 100 marks. The framework also provides the guidelines to support implementation of action points along with good practices<sup>1</sup> against each action point. In order to evaluate States/UTs in a balanced and transparent manner, the implementation of action points by the State/UT Government and feedback from Startup ecosystem components have been given due weightage. Under the framework, out of 38 action points, 21 action points require submission of supporting document(s), 1 action point requires only stakeholder feedback and 16 action points require both the components (supporting document(s) and stakeholder feedback) for assessment of the State/UT Startup initiatives.

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<sup>1</sup> Good practices are provided to appreciate the efforts taken across the country by majority States/UTs and are mentioned only for reference. By no means, the good practices are related to assessment.



#### 4. Ranking Framework Overview

Areas of intervention	Number of action points	Area-wise score
Startup Policy and implementation	13	17
Incubation support	3	20
Seed funding support	2	15
Funding support – Angel and Venture funding	3	10
Simplified regulations	4	13
Easing public procurement	5	14
Awareness and outreach	8	11
<b>Grand Total</b>	<b>38</b>	<b>100</b>

## 5. Definitions

S. No.	Schemes/ Projects	Description
1	Incubator	A business incubator is often defined <sup>2</sup> in terms of the services it provides to potential entrepreneurs. It is a multi-tenant facility which provides entrepreneurs with: (1) flexible leases on small amounts of inexpensive space; (2) a pool of shared support services (business, legal, financial, etc.) to reduce overhead costs; (3) some form of professional and managerial assistance; and (4) access to or assistance in acquiring seed capital.
2	Seed Funding/ Seed Capital	The term seed suggests that this is a very early investment, meant to support the business. Seed funding <sup>3</sup> is the initial capital used when starting a business, often coming from the founders' personal assets, friends or family, for covering initial operating expenses and attracting venture capitalists.
3	VC (Venture Capital)	Venture capital <sup>4</sup> is a means of equity financing for rapidly-growing private companies. Finance may be required for the Startup, expansion or purchase of a company. Venture capitalists comprise of professionals in various fields. They provide funds (known as Venture Capital Fund) to these firms after carefully scrutinizing the projects. The typical venture capital investment occurs after an initial "seed funding" round.
3	Accelerator	Startup accelerators <sup>5</sup> support early-stage, growth-driven companies through education, mentorship, and financing. Startups enter accelerators for a fixed-period of time, and as part of a cohort of companies. The accelerator experience is a process of intense, rapid, and immersive education aimed at accelerating the life cycle of young innovative companies, compressing years' worth of learning-by-doing into just a few months.
4	Angel Investor	An individual investor who provides financial backing for small Startups or entrepreneurs is called an Angel investor <sup>6</sup> . These are usually high net worth individuals who are successful entrepreneurs themselves and make early equity investments in Startups.
5	Angel Network	Angel network <sup>7</sup> is a network of Angel investors keen to invest in early stage businesses which have potential to create disproportionate value. The members of the network are leaders in the entrepreneurial eco-system as they have strong operational experience of creating new and successful ventures.
6	Angel Funding	Funding provided by an Angel Investor for high-potential Startups to bridge the gap in seed funding and advanced start-up financing through formal venture capital.
7	Mentors	Mentors maybe existing/ former entrepreneurs, business leaders, venture capitalists and angel investors who can provide benefit of their personal experience to help young founders.

<sup>2</sup> Definition of an incubator | IIM Bangalore - Link

<sup>3</sup> Definition of Seed capital | Investopedia - Link

<sup>4</sup> Definition of Venture Capital | (Small Industries Development Bank of India) SIDBI - Link

<sup>5</sup> Definition of Accelerator | (Harvard Business Review) HBR - Link

<sup>6</sup> Definition of Angel Investor | Indian Private Equity and Venture Capital Association (IVCA) - Link

<sup>7</sup> About Angel Network | Indian Angel Network (IAN) - Link

S. No.	Schemes/ Projects	Description
8	IPR (intellectual Property Rights)	Intellectual Property Rights (IPR) <sup>8</sup> are about creations of the mind, they are granted to creators of IP, for ideas which are new and original, by the respective governments. No one can use others' IPR without their permission. These rights come with limited monopoly and exclusivity. These rights can include patents, copyrights, trademarks, industrial designs, protection of geographical indications (GIs), IC lay-out designs, trade secrets and new plant varieties.
9	Trademark	Trademark <sup>9</sup> is a sign that helps distinguish the products from a particular producer or enterprise from those of its competitors. By providing a distinctive sign to goods or services produced by an enterprise, trademarks create an enduring image in the customers' mind.
11	Trademark Facilitator	Trademark <sup>10</sup> Facilitators are agents/agencies registered with Controller General of Patents, Designs & Trade Marks (CGPDTM) that provide assistance in filing and disposal of trademarks along with general advisory among other IP services. Under Startup India Scheme 596 trademark facilitators are providing assistance.
12	Self-Certification	Self-certification is certifying that Startup/ firm/ individual is working as per the prevailing law and there is no need of physical inspection unless otherwise informed about non-adherence.
13	Patent	Patent <sup>11</sup> is a statutory right granted by the respective governments. It gives one the exclusive rights and bars others from making, using, selling and importing product or process, based on the patented invention without one's prior permission.
14	Patent Facilitator	Patent Facilitators <sup>12</sup> are agents/ agencies assistance registered with Controller General of Patents, Designs & Trade Marks (CGPDTM) who provide assistance in filing and disposal of the Patent applications along with general advisory among other IP services. Under Startup India Scheme 423 patent facilitators are providing assistance.
15	Fund of Funds (FFS)	Fund of Funds <sup>13</sup> (sometimes called umbrella fund) means that it will not invest directly into Startups, but shall participate in the capital of Securities and Exchange Board of India (SEBI) registered Venture Funds.
17	Public Procurement	Public procurement <sup>14</sup> is purchase of goods and services by the public sector and is a key economic activity of governments. Procurement of goods and services is carried out by various ministries, departments, municipal and other local bodies, statutory corporations and public undertakings both at the Centre and at the State level.
18	Startup Pitches / Elevator Pitch	Elevator pitch <sup>15</sup> is a term used to describe a brief speech that outlines an idea for a product, service or project. The name comes from the notion that the speech should be delivered in the short time period of an elevator ride, usually 20-60 seconds.
20	Hackathon	Hackathon <sup>16</sup> is an event, typically lasting several days, in which a large number of people meet to engage in collaborative computer programming.
21	Startup ecosystem components	Startup ecosystem components include students, entrepreneurs, Startups, investors, incubators, accelerators and mentors.

8 What is meant by IPR | Ministry of Electronics & Information Technology - Link

9 What is a Trademark | Ministry of Electronics & Information Technology - Link

10 Who can be Trademark Facilitator | Startup India Portal - Link

11 What is a Patent | Ministry of Electronics & Information Technology - Link

12 Who can be a Patent Facilitator | Startup India Portal - Link

13 What is Fund of Funds | SIDBI - Link

14 What is public procurement | Competition Commission of India (CCI) - Link

15 What is an elevator pitch | Investopedia - Link

16 What is a Hackathon | Oxford Dictionary - Link



## Ranking Framework

Startup Policy and Implementation (17 Marks)



## 6. State/UT Startup Ranking Framework

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
1	Startup Policy	Formulate a Startup policy for promoting Startups in the State/ UT	a) Yes b) No	a) 1 b) 0	1.The Startup policy should define 'Startups' for the purpose of recognition and getting applicable benefits and incentives as laid out under the policy and 2.The Startup policy should outline efforts of State/ UT in building Startup ecosystem and 3.Benefits and incentives (fiscal and/or non-fiscal in various areas of intervention such as incubation, funding, tax rebates/ waivers, etc.) under the policy should be applicable to Startups working across multiple sectors. The State/UT may consider having additional incentives for any specific focus sectors	1.Notified policy document of State/UT 2.Sector agnostic approach of policy (sections on incentives/ benefits applicable to all Startups belonging to all sectors)  Weightage = 100%	NA



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
2	Women entrepreneurship	Provide benefits and/or incentives to encourage women entrepreneurship under State/UT Startup policy	a) > 25% women beneficiaries under Startup policy b) <= 25% women beneficiaries under Startup policy	a) 1 b) 0	1.State/UT Startup policy should provide benefits and incentives (fiscal and/or non-fiscal) for encouraging women entrepreneurship and 2.At least 25% of total beneficiaries of State/ UT Startup policy should be women entrepreneurs (founders and/or co-founders) in last two years	1. Notified policy document with details of benefits and/or incentives applicable to women entrepreneurs  Weightage = 50%	1. Feedback shall be collected from list of beneficiaries as shared by State/UT and relevant ecosystem components  The percentage of respondents who are aware of and benefitted out of the total respondents  a) >=50% b) <50%  Weightage = 50%
3	Nodal Department and Officer	Assign a Nodal Department and appoint a Nodal Officer with responsibility of Startup ecosystem development in the State/UT	a) Yes b) No	a) 1 b) 0	1.Any Department of State/ UT Government can be nominated for this purpose and 2.Nodal Officer should be a Government officer of the State/UT not below the rank of Secretary to State/ UT Government	1.Government order regarding assignment of Nodal Department and Nodal Officer 2.Contact details of Nodal Department and Officer (with designation) be made available on the portal  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
4	Dedicated team/ agency	Appoint a dedicated team/ agency within the Nodal Department for supporting the development of Startup ecosystem in State/UT	a) Yes b) No	a) 1 b) 0	1. The team should have domain experience pertaining to Startup facilitation, funding, mentoring, incubation etc. The team should ensure proper monitoring, documentation and reporting of the progress of the Startup initiatives being undertaken by State/UT Government	1. Government order regarding constitution of State/UT Startup team should be made available on State/UT portal  Weightage = 100%	NA
5	Innovation Society	Establish an innovation society for promoting a culture of innovation in the State/UT	a) Yes b) No	a) 1 b) 0	1. Society should be working to foster a culture of innovation and entrepreneurship in the State/UT	1. Government order regarding constitution of State/UT innovation society  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
6	Online system for registering Startups with State/UT	Create an online system for Startups in State/UT to get registered and avail applicable benefits under Startup policy of State/UT	a) Yes b) No	a) 1 b) 0	1. Implement a system that allows online application submission, status tracking and downloading of registration certificate (mentioning name of Startup, registration number, date of registration and validity period (if any)) and 2. The time frame for issuing the registration certificate should be defined (preferably within 10 days from the date of application)	1. Details (URL and screenshots) of Startup registration portal with description of registration process and timeline  Weightage = 50%	Feedback shall be collected from list of beneficiaries as shared by State/UT and relevant ecosystem components  The percentage of respondents who are aware of and satisfied with the registration mechanism out of the total respondents  a) >=50% b) <50%  Weightage = 50%
7	Online system for availing benefits/incentives	Develop an online system for Startups to avail benefits and/or incentives available under the State/UT	a) Yes b) No	a) 1 b) 0	1. It should provide application procedure(s) along with functionality of applying online, online approvals and online status tracking for availing benefits/incentives under the State/UT Startup policy	1. Details (URL and screenshots) of online system with description of process for availing benefits  Weightage = 50%	1. Feedback shall be collected from list of beneficiaries as shared by State/UT and relevant ecosystem components 2. The percentage of respondents who are aware of and satisfied with the online system out of the total respondents  a) >=50% b) <50% Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
8	Online information wizard	Set up an online information wizard for entrepreneurs regarding doing business in the State/UT	a) Yes b) No	a) 2 b) 0	1. The online information wizard (through a defined number of questions) should provide details of all applicable approvals/ clearances (sector-wise) required by entrepreneurs to set up, operate and exit a business in the State/UT. The wizard should be available in public domain	1. Details (URL and screenshots) of the online information wizard  Weightage = 100%	NA
9	Progress monitoring	Develop a mechanism for monitoring the progress of implementation of Startup policy on regular basis	a) Yes b) No	a) 1 b) 0	1. Publish report on progress made against each policy objective (such as funding, incubation support or any other support provided) in public domain on regular basis	1. Details (URL and screenshots) of the webpage where progress reports are published  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
10	Query resolution	Set up a dedicated Startup support system (helpline) to resolve the queries of Startups and other ecosystem components	a) Yes b) No	a) 2 b) 0	1.A dedicated Startup support system (such as on call support or email support or online chat or physical centre) should be established with competent staff to resolve queries related to Startups and, 2.Helpline should capture contact details (email ids and mobile numbers) of users and should generate customer satisfaction scores	1) Details (URL and screenshots) of State/UT portal where number or email Id or address of Startup support system have been published  Weightage = 25%	1. Feedback shall be collected from record of users as shared by State/UT and other relevant ecosystem components The percentage of respondents who are aware of the system and whose queries have been satisfactorily resolved out of the total respondents  a) >=50% b) <50%  Weightage = 75%
11	Mentor network	Create a pool of mentors (registered on State/UT Startup portal) for supporting entrepreneurs in State/UT	a)Pool of 100 mentors or above b)Pool of 50 - <100 mentors c)Pool of 25 – <50 mentors d) Pool of < 25 mentors	a) 3 b) 2 c) 1 d) 0	1. Mentors should be registered on the Government’s online Startup platform along with their contact details (Name, profile, email ID)	1. Details (URL and screenshots) of the webpage where mentors are listed along with their contact details  Weightage = 50%	1. Feedback shall be collected from list of mentors and Startups facilitated as shared by State/UT and other relevant ecosystem components  The percentage of respondents who are aware of and have been satisfactorily facilitated out of total respondents  a) >=50% b) <50%  Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
12	Intellectual Property (IP) support centres	Set up IP support centres in State/UT	a) Yes b) No	a) 1 b) 0	1.IP Support Centres include setting up of Patent Information Centres (PICs) and/or Intellectual Property Facilitation Centres (IPFCs). These can also be set up at educational institutions and R&D Labs etc. 2.The IPFCs and PICs should comply with guidelines and perform activities as mentioned under the CIPAM, DIPP website: <a href="http://cipam.gov.in/know-your-ip-offices/">http://cipam.gov.in/know-your-ip-offices/</a>	1.List of IP support centres along with contact details (along with name of contact person) should be available on the State/ UT Startup portal 2.List of activities undertaken by PICs and IPFCs should be provided  Weightage = 50%	1. Feedback shall be collected from list of Startups as shared by State/UT on facilitation provided by IP Support Centres  The percentage of respondents who are aware of and have been satisfactorily facilitated out of total respondents  a) >=50% b) <50%  Weightage = 50%
13	Partnerships	Partner with corporate(s) and/ or educational institution(s) for extending their assistance to State/UT Startups	a) Yes b) No	a) 1 b) 0	1. Partner(s) may provide assistance such as professional services, mentorship, Corporate Social Responsibility (CSR) funds for incubators and/ or co-working spaces, software/hardware tools and other lab equipment, knowledge exchange, technology transfer and market linkages	1. Details (URL and screenshots) of webpage where partner(s) are listed along with description of assistance to be extended to Startups  Weightage = 50%	1. Feedback shall be collected from list of Startups benefitted as shared by State/UT  The percentage of respondents (Startups) who are aware of and have benefitted from such partnerships out of total respondents  a) >=50% b) <50%  Weightage = 50%



# Incubation Support (20 Marks)



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
14	Incubators	Support setting up incubators and/or scaling up existing incubators in State/UT for Startups	a) Supported >=5 incubators b) Supported >=2 to < 5 incubators c) Supported > 1 to <=2 incubators d) Nil	a) 10 b) 5 c) 3 d) 0	1. Support may refer to financial support provided in form of grants and/or reimbursements on capital expenditure (can be utilised for development of incubation area and/or operational expenditure)	1. Government order regarding support to be provided to incubators 2. Sanction letter issued to incubators regarding government support  Weightage = 100%	NA
15	Incubation area	Ensure total incubation area in incubators supported (Setting up or scaling up support) by State/UT Government	a) >= 30,000 sq. ft. b) >=15,000 sq. ft. to < 30,000 sq. ft. c) >=5,000 sq. ft. to < 15,000 sq. ft. d) Nil	a) 5 b) 3 c) 1 d) 0	1. The incubator should be operational with basic facilities and services as mentioned in section 4: 'Definitions' in this document	1. Sanction letter having details of incubation area of operational incubators, supported by State/UT Government 2. Details of facilities available for Startups  Weightage = 100%	NA
16	Subsidised incubation	Make provision for providing subsidised incubation to Startups in incubator	a) Yes b) No	a) 5 b) 0	1. The State/UT should provide subsidised incubation support to at least 10 Startups.	1. List of Startups provided subsidised incubation  Weightage = 100%	NA





# Seed Funding Support (15 Marks)



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
17	Guideline and System for Seed funding	Design guideline and online system for providing seed funding to Startups	a) Yes b) No	a) 5 b) 0	1.The guideline may detail the process and extent of seed funding support available for Startups and 2.The online system should provide application procedure(s) along with functionality of applying online, online approvals and online status tracking for availing seed funding being provided by State/UT	1.Guideline Document 2.Details (URL and screenshots) of online system describing procedure, approval and status tracking  Weightage = 100%	NA
18	Seed funding	Provide seed funding to Startups	a) >=50 Startups b)>=25 to <50 Startups c)>=1 to <25 Startups d) Nil	a) 10 b) 5 c) 2 d) 0	1. Seed funding can be provided directly to Startups and/ or through incubators by giving them seed grant	1. List of Startups having received seed funding support from State/UT Government  Weightage = 100%	NA



# Funding Support - Angel & Venture Funding (10 Marks)



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
19	Angel funding	Undertake steps to promote angel funding	a) Yes b) No	a) 2 b) 0	1.The steps may include providing incentives to angels for their investments in Startups and 2.Conduct workshops/ networking events for awareness regarding State/UT interventions in this regard with High Net Worth Individuals ((HNIs), industrialists, angels investors, angel groups, angel networks etc.	1. Guideline document highlighting incentives for angel (individual/group/ network) investments 2) Event report, record of discussion  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
20	Venture Fund(s)/ Fund of Funds for Startups	Support/create Venture Fund(s) or Fund of Funds in State/UT for Startups	a) Yes b) No	a) 4 b) 0	1.Fund manager for Fund of Funds (public or private) should be hired to manage the fund operations or 2.Independent venture funds (Category I - Alternative Investment Fund (AIF)) should be approached to participate with State/UT Fund of Funds	1.Operating guideline of Fund of Funds for Startups 2.MoU(s) with fund managers  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
21	Startups funded through Venture Fund(s) or Fund of Funds	Facilitate funding to Startups through Venture Fund(s) or Fund of Funds supported by State/UT Government	a) Funded >=50 Startups b) Funded >=25 to < 50 Startups c) Funded >=1 to <25 Startups d) Nil	a) 4 b) 3 c) 1 d) 0	1. Number of Startups funded from venture fund(s) or Fund of Funds supported by State/UT Government	1. Details of Startups funded with funding amount  Weightage = 100%	NA



# Simplified Regulations (13 Marks)



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
22	Self-certification/ third party certification for Startups	Provide self- certification/ third party certification to Startups under all applicable Labour laws	a) Yes b) No	a) 5 b) 0	1. Self-certification should be provided for where there is no technical regulations which need to be complied with, such as compliance with EPFO, ESIC, Minimum Wages, Bonus, Gratuity etc. and/or 2. Third Party Certification should be provided for where technical regulations need to be complied with such as Boiler Act, Factories Act, (Lift Act) etc. and 3. Self-certification/third party certification may be determined on the basis of risk	1. Government Orders  Weightage = 100%	NA



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
23	Online platform for self-certification/third party certification	Develop an online system to facilitate self-certification/third party certification under all applicable Labour laws	a) Yes b) No	a) 2 b) 0	1.System should provide information on application process for Self-certification/third party certification in respect of all applicable labour laws and 2.System should allow Startups to submit self-certification/third party certification under all applicable labour laws and 3.Acknowledgement/ Receipt may be issued to the Startup after successful submission with period of validity	Details (URL and screenshots) of online system: 1. procedure 2. online application 3. issue of acknowledgement  Weightage = 50%	1. Feedback shall be collected from list of Startups benefitted as shared by State/UT through self-certification  The percentage of respondents aware of and have benefitted by the self/third party certification mechanism out of the total respondents  a) >=50% b) <50%  Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
24	Support to Startups working in new/ disruptive areas/ technologies	Introduce mechanism that allows Startups (working in newer or disruptive areas/ technologies such as e-Pharmacy, Electric Vehicles, Cab aggregators etc.) to reach out to State/UT Government to present their case	a) Yes b) No	a) 5 b) 0	1.The mechanism may include reaching out to Startups proactively through workshops/ stakeholder meetings or through online platform etc. to connect with State/UT Government 1.The Government should proactively identify new/disruptive areas/ technologies that may be supported and 2.The Government should facilitate Startups to showcase their technologies/products/services through sessions/meetings & present their case	1)Details of new/disruptive technology areas identified and supported 2)Records of discussion with list of participants  Weightage: 50%	1. Feedback shall be collected from Startups/entrepreneurs on the mechanism for interacting with State/UT Government on presenting new/disruptive technologies  The percentage of respondents who are aware of and satisfied with State/UT Government interactions out of total respondents  a) >=50% b) <50%  Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
25	Policies/ regulations regarding adoption of disruptive technologies/ business models	Publish draft regulations on newer and disruptive areas online; invite public comments/ feedback and hold stakeholder consultations on the same prior to enactment	a) Yes b) No	a) 1 b) 0	1.Regulations should be made considering long term impact of the technology/ business model and 2.Stakeholders should be consulted and feedback may be incorporated before introducing regulations concerning new technologies/business models and 3.The duration for inviting public comments should be at least 30 days and 4.Publish the decision of State/UT Government in public domain	Government order detailing process of drafting policies/ regulations regarding adoption of disruptive technologies/ business models including: 1.Impact 2.Stakeholder consultation 3. Due timelines 4. Publishing decision  Weightage = 100%	NA

REPORT - Q1-Q2

1. SUPPLIES  
2. MARKET  
3. ANALYSIS

1. SUPPLIES  
2. MARKET  
3. ANALYSIS

1. SUPPLIES  
2. MARKET  
3. ANALYSIS

### ANALYSIS

**SUMMARY**

...the market is showing a steady increase in demand for high-quality products. This is primarily due to the growing awareness of the benefits of these products among consumers. The data indicates that the market is becoming more competitive, with new entrants bringing innovative solutions to the table. Overall, the outlook is positive, with significant growth potential in the coming years.

**PROJECTION**

Category	Value
I	314
II	280
III	150

...the market is showing a steady increase in demand for high-quality products. This is primarily due to the growing awareness of the benefits of these products among consumers. The data indicates that the market is becoming more competitive, with new entrants bringing innovative solutions to the table. Overall, the outlook is positive, with significant growth potential in the coming years.

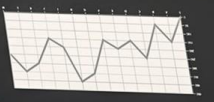
...the market is showing a steady increase in demand for high-quality products. This is primarily due to the growing awareness of the benefits of these products among consumers. The data indicates that the market is becoming more competitive, with new entrants bringing innovative solutions to the table. Overall, the outlook is positive, with significant growth potential in the coming years.





Y	Q1	Q2	Q3	Q4
2002	15000	14500	14000	13500
2003	15500	15000	14500	14000
2004	16000	15500	15000	14500
2005	16500	16000	15500	15000
2006	17000	16500	16000	15500
2007	17500	17000	16500	16000
2008	18000	17500	17000	16500
2009	18500	18000	17500	17000
2010	19000	18500	18000	17500
2011	19500	19000	18500	18000
2012	20000	19500	19000	18500
2013	20500	20000	19500	19000
2014	21000	20500	20000	19500
2015	21500	21000	20500	20000
2016	22000	21500	21000	20500
2017	22500	22000	21500	21000
2018	23000	22500	22000	21500
2019	23500	23000	22500	22000
2020	24000	23500	23000	22500

Investment Returns to Date  
\$443,658  
\$596,221  
\$583,005



**REPORT**  
Investment Returns to Date

Period	Q1	Q2	Q3	Q4
2002	15000	14500	14000	13500
2003	15500	15000	14500	14000
2004	16000	15500	15000	14500
2005	16500	16000	15500	15000
2006	17000	16500	16000	15500
2007	17500	17000	16500	16000
2008	18000	17500	17000	16500
2009	18500	18000	17500	17000
2010	19000	18500	18000	17500
2011	19500	19000	18500	18000
2012	20000	19500	19000	18500
2013	20500	20000	19500	19000
2014	21000	20500	20000	19500
2015	21500	21000	20500	20000
2016	22000	21500	21000	20500
2017	22500	22000	21500	21000
2018	23000	22500	22000	21500
2019	23500	23000	22500	22000
2020	24000	23500	23000	22500

ANALYSIS

# Easing Public Procurement (14 Marks)



ANALYSIS

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
26	Public Procurement	Do away with criteria of "prior experience" for encouraging Startups to participate in public procurement	a) Yes b) No	a) 2 b) 0	1. Do away with 'prior experience' criteria for Startups from Government procurement of all State/UT Government Departments and PSUs through Government order	1. Government order  Weightage = 50%	1. Feedback shall be gathered through review of tender documents 2. Feedback shall also be collected from list of Startups benefitted as shared by State/UT  The percentage of respondents aware of and have benefitted out of the total respondents  a) >=50% b) <50%  Weightage 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
27	Public Procurement	Do away with criteria of "prior turnover" for encouraging Startups to participate in public procurement	a) Yes b) No	a) 2 b) 0	1. Do away with 'prior turnover' criteria for Startups from Government procurement of all State/UT Government Departments and PSUs	1. Government order  Weightage = 50%	1. Feedback shall be gathered from review of tender documents 2. Feedback shall also be collected from list of Startups benefitted as shared by State/UT  The percentage of respondents aware of and have benefitted out of the total respondents a) >=50% b)<50%  Weightage 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
28	Public Procurement	Do away with submission of EMD for Startups to encourage them to participate in public procurement process	a) Yes b) No	a) 4 b) 0	1. Do away with submission of EMD for Startups in Government procurement of all State/UT Government Departments and PSUs	1. Government order  Weightage = 50%	1. Feedback shall be gathered through review of tender documents 2. Feedback shall also be collected from the list of Startups benefitted as shared by State/ UT  The percentage of respondents aware of and have benefitted out of the total respondents a) >=50% b)<50%  Weightage = 50%



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
29	Preference to Startups in State/ UT Government procurement	Support Startups by providing adequate preference in public procurement of goods and/or services	a) Yes b) No	a) 4 b) 0	1. Preference may be in percentage terms of public procurement of goods and/ or services should be given to Startups	Government order  Weightage = 50%	1. Feedback shall be undertaken from the list of Startups benefitted as shared by State/UT  The percentage of respondents aware of and have benefitted (Startups) out of total respondents  a) >=50% b) <50%  Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
30	Grievance Redressal Mechanism for Startups on public procurement issues	Develop a mechanism for resolving the issues of Startups related to public procurement in a time-bound manner	a) Yes b) No	a) 2 b) 0	1. Develop online or offline mechanism in the nodal Department for Startups to submit issues pertaining to State/UT Government procurement and 2. Assign a dedicated officer to liaise with other Government Departments concerned and complainant to resolve issues in a time-bound manner	Government order regarding mechanism of grievance resolution in a time bound manner  Weightage = 50%	1. Feedback shall be collected from list of Startups who have used the mechanism and relevant ecosystem components as shared by State/UT  The percentage of respondents aware of and are satisfied with the grievance redressal mechanism out of total respondents  a) >=50% b) <50%  Weightage = 50%



# Awareness and Outreach (11 Marks)



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
31	Policy Awareness	Communicate State/UT Startup policy and available benefits to all stakeholders for generating awareness	a) Yes b) No	a) 1 b) 0	1.Undertake awareness campaign to promote the Startup policy through Government portal(s), social media, print media etc. and 2.Undertake direct outreach to ecosystem components for disseminating information regarding the State Startup policy (highlighting benefits and incentives) through workshops, conferences etc.	NA	1. Feedback shall be collected from relevant ecosystem components  The percentage of respondents in the State/UT aware of the State Startup Policy of the State out of total respondents  a) >=50% b) <50%  Weightage = 100%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
32	Startup outreach events	Organise (State/ UT level) Startup events to provide a platform to Startups for showcasing their ideas to ecosystem components	a) >=5 events b) >=1 to <4 events c) Nil	a) 2 b) 1 c) 0	1.Startup fests/events are dedicated events to provide a platform to Startups for showcasing their ideas/ products/services to ecosystem components and provide opportunities to connect with other ecosystem components and 2.Minimum participant size of at least 100 with involvement of ecosystem components (entrepreneurs/ Government officials/ Startup mentors etc.) per event organised in a financial year	1.Event report 2. List of participants 3.Date and place of event(s)  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
33	Boot Camps across schools and colleges in the State/UT	Organise Boot Camps to promote innovation in schools and colleges across State/UT	a) >=5 events b) >=1 to 4 events c) Nil	a) 2 b) 1 c) 0	1.Boot camps may include workshops, grand challenges etc. to foster innovation among students 2.Minimum participant size of 100 with involvement of ecosystem components (entrepreneurs/ Government officials/ Startup mentors etc.) per event organised in a financial year	1.Event Report 2.List of participants/schools and colleges 3.Date and place of boot camps  Weightage = 100%	NA
34	Hackathons	Organise Hackathons to identify innovative technological solutions and for supporting entrepreneurs in building these solutions as product/service offering	a) Yes b) No	a) 1 b) 0	1.Should be open to students from all educational institutes in the State/UT 2.Minimum participant size of 30 per Hackathon organised in a financial year	1.Event report 2. List of participants 3.Date and venue of Hackathons 4.List of problem statements  Weightage = 100%	NA

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
35	Entrepreneurship programs	Facilitate training programs in educational institutes for students in entrepreneurship development	a) Enrolled >=1000 students b) Enrolled >=500 to < 1000 students c) Enrolled >=100 to < 500 students d) Enrolled <100 students	a) 2 b) 1 c) 0.5 d) 0	1. Training should be of at least 2 weeks with minimum 50 training in a financial year	1. List of training session(s) organised in current financial year 2. List of trainees attended the training session(s)  Weightage = 50%	1. Feedback shall be collected from trainees list as shared by State/UT and ecosystem components  The percentage of respondents in the State/UT aware of and satisfied with the training programs out of the total respondents a) >=50% b) <50% Weightage = 50%
36	Entrepreneurship Cells	Set up Entrepreneurship Cells in educational institutes across State/UT	a) Yes b) No	a) 1 b) 0	1. At least 1 entrepreneurship cell should be set up in colleges/universities in each district across the State/UT	1. List of educational institutes with entrepreneurship cells with details of activities performed in a financial year  Weightage = 50%	1. Feedback shall be collected from students and head of entrepreneurship cells as shared by State/UT on activities undertaken by the entrepreneurship cell.  The percentage of respondents aware and/or benefitted of the entrepreneurship Cell's activities in educational institutes out of the total respondents  a) >=50% b) <50%  Weightage = 50%

S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
37	National/ International events	Support participation of Startups in national and international events	a)participa- tion in >= 5 events b)participa- tion in >=1 to <5 events c) Nil	a) 1 b) 0.5 c) 0	1.Support may be in the form of grants/ reimbursements/ allowance/ sponsorship for Startups to participate in events in a financial year and 2.Application procedure for availing the assistance should be provided on the website	1.Government order detailing support to Startups 2.Event Report with details of Startups who attended the national/ international events and details of support provided by State/UT Government	NA
						Weightage = 100%	



S. No.	Parameter	Action point	Options	Score	Guideline(s)	Assessment Methodology	
						Supporting document(s) (Weightage)	Feedback (Weightage)
38	International partnership(s)	Undertake partnership(s) with countries and/ or international agencies such as educational, funding institutions, incubators, accelerators etc.	a) Yes b) No	a) 1 b) 0	1.The partnership(s) may be for knowledge and resource exchange and/or market access for Startups 2.Partnership(s) facilitated in the current financial year shall be accounted	1. Details (URL and screenshots) of webpage where international partnership(s) are listed along with description of assistance to be extended to Startups and/or ecosystem components	NA
						Weightage = 100%	



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