India is trying to create a startup ecosystem, the basis of which will be of the youth, by the youth, for the youth.

Hon’ble Prime Minister, Shri Narendra Modi at Prarambh, 16th Jan, 2021
The Prarambh: Startup India International Summit was hosted by the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India on January 15-16, 2021. The summit marked the 5th anniversary of the launch of the Startup India Initiative, launched by the Hon’ble Prime Minister, Shri Narendra Modi on 16th January 2016, to build a strong ecosystem for nurturing innovation and entrepreneurship in the country.

The summit was also a follow-up to the Hon’ble Prime Minister’s announcement at the BIMSTEC Summit in Kathmandu in 2018, where he had offered to organize a Startup Conclave at the regional level. Accordingly, the first day of the summit was hosted with a specific focus on the BIMSTEC region and saw active participation from stakeholders from the startup ecosystems of the BIMSTEC member states.

The summit was graced by the Hon’ble Prime Minister, Shri Narendra Modi and also Hon’ble Minister of Railways and Commerce & Industry and Consumer Affairs, Food and Public Distribution, Shri Piyush Goyal, Hon’ble Finance Minister Smt Nirmala Sitharaman, Shri Hardeep Singh Puri, Minister of State (Independent Charge) for Housing and Urban Affairs and Civil Aviation and Minister of State for Commerce and Industry and Shri Som Parkash, Minister of State for Commerce and Industry. The summit also saw active participation from other key government officials, ministers from BIMSTEC member states, startups, innovators, students, venture capitalists, angel investors, corporates, incubators, accelerators and academic institutions. Over 1.2 Lakh registrations were received from 56 countries and 1100 high-quality innovations from Indian and International startups were showcased at the summit.

The two-day long Summit hosted virtually, brought together over 200 marquee speakers from across startup ecosystems within the country, BIMSTEC member states as well as other international geographies. The summit hosted 24 sessions covering all aspects of the innovation and entrepreneurship ecosystem. The sessions focused on sharing best practices, knowledge exchange workshops, multilateral incubator programs, promoting social innovation, startup ecosystems in India, startup success stories, industry-academia partnership, international best practices, women entrepreneurship and much more. The summit also included a virtual startup showcase, closed-door B2B sessions and closed-door sessions on mobilizing domestic and global capital for Indian startups.

This report captures the key features and proceedings of the two-day summit. It also includes specific takeaways from each of the 24 sessions as well as the outcome and impact of the summit. The report also highlights the way forward defined by the Government of India for the startup ecosystem in the country, intending to nurture more and more startups in India, while becoming a powerhouse globally.

EXECUTIVE SUMMARY

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Inaugural Session
Inaugurated by Commerce & Industry Minister, with participation from all BIMSTEC member states. The inaugural session also included launch of the "Virtual Startup Showcase" which was hosted for the whole duration of the event.

Break

DAY 1 | JANUARY 15

10:00 AM | Inaugural Session
11:30 AM | Break

Hall 1 | Sharing Best Practices
12:00 PM | Foundations of a Robust Startup Ecosystem
1:00 PM | Promoting Women Entrepreneurship
2:00 PM | Lunch Break
2:30 PM | Multilateral Incubator Programs
3:30 PM | Building Successful incubators

Hall 2 | Knowledge Exchange Workshops
12:00 PM | From Idea to Proof of Concept
1:00 PM | Go to Market Strategy

Hall 3 | Closed Door Sessions/ EBM Sessions
Corporate and Investor Connect (Pitching Sessions)

Virtual Showcase Digital Platform

Virtual Startup Showcase

DAY 2 | JANUARY 16

10:00 AM | Journey of Startup India: Selected States and GoI Ministries to present their achievements
11:30 AM | Break

Hall 1 | Startup Ecosystem in India
12:00 AM | Harnessing Innovations in states
1:00 PM | Startup India - the Way Ahead
2:00 PM | Lunch Break

Hall 2 | Startup Success Stories
2:30 PM | Promoting Entrepreneurship in Educational Institutions
3:30 PM | Industry-Academia collaboration to Promote Entrepreneurship
4:30 PM | Break
5:00 PM | The Grand Plenary

Hall 3 | Closed Door Sessions
12:00 PM | Building Unicorns
1:00 PM | Champions of Change: Success with an Impact
2:00 PM | Closed Door Roundtable on “Mobilizing Domestic Capital for Startups”

Virtual Showcase Digital Platform

Virtual Startup Showcase

All times are in IST
The Way Ahead

International Market Access for Startups – Expanding Operations Globally

Foundations of a Robust Startup Ecosystem

Enabling Market Access for Startups

Promoting Entrepreneurship in Educational Institutions

Industry-Academia Collaboration to Promote Entrepreneurship

Promoting Entrepreneurship: Empowering the Economy

Promoting Women Entrepreneurship: Empowering the Economy From Idea to Proof of Concept

The Way Ahead

International Market Access for Startups - Expanding Operations Globally
Aiming to bring India’s entrepreneurial force onto the global map, the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India hosted ‘Prarambh: Startup India International Summit’ on January 15 - 16, 2021.

Prarambh, as a noun, implies ‘an auspicious start’ and, as a verb, implies ‘to begin.’

The summit brought together top policymakers, industries, academia, investors, startups and all stakeholders of the startup ecosystem in the country and across the globe on one platform. The summit celebrated 5 years of the launch of the Startup India Initiative, which has played a pivotal role in spurring the spirit of entrepreneurship in every corner of the country. In addition to deliberating good practices from the best of the ecosystems across the world, the sessions of the summit were designed to showcase the spread and depth of entrepreneurship based on innovation in India. The summit aimed to attain the attention of global capital for startups in India, mobilize domestic capital, provide opportunities for accessing international markets and evolve enabling policy provisions.

The first day of the summit was devoted to hosting dignitaries and stakeholders from BIMSTEC member states. It witnessed the participation of renowned stakeholders from startup communities of BIMSTEC member states engaging in multilateral discussions and showcasing the best of their innovations.

The two-day long virtual summit brought together over 200 marquee speakers from around the world and India, facilitated discussions on technologies, innovation, robust policies and initiatives, enabled government and international organizations to share their views, to ignite the minds of young Indian entrepreneurs, driving them to solve the problems and challenges for not just India but also for the entire world.

**OBJECTIVES**

- Encouraging and inspiring the youth for innovation and entrepreneurship.
- Exchange knowledge on best practices on nurturing startup ecosystems.
- Develop capacities of an entrepreneurial ecosystem.
- Mobilize global and domestic capital for investments into startups.
- Provide opportunities to startups for entering domestic (private and public) and international markets.
- Showcasing high-quality, high technology and frugal innovations from India.
- Enable ease of doing business for startups and investors.

**KEY HIGHLIGHTS**

**Summit graced by Hon’ble Prime Minister, Shri Narendra Modi.**

- Featured 24 targeted and focused sessions covering all aspects of the startup ecosystem including Star Talks with marquee global personalities.
- Closed-door roundtables for mobilizing global and domestic capital for Indian startups chaired by the Hon’ble Commerce and Industry Minister Shri Piyush Goyal and Hon’ble Finance Minister Shri Nirmala Sitharaman, respectively.
- Attended by senior ministers, key Indian government officials and representatives of the BIMSTEC member states.
- Active participation from startups, innovators, venture capitalists, angel investors, corporates, incubators, accelerators, academic institutions and government stakeholders from across the world.
- More than 1.2 Lakh registrations on the event platform from over 56 countries.
- Closed-door roundtables saw participation from 58 funds with more than USD 40 bn investments in India and 30 regulators.
- Virtual Startup Showcase featured more than 1,100 high-quality innovations from across the length and breadth of the country. More than 500 startups from BIMSTEC member states also participated.
- More than 10,000 people visited and interacted with the showcasing startups.
- 15 startups, 9 from India and 6 from the BIMSTEC member states, received an opportunity to interact with the Hon’ble Prime Minister at the Grand Plenary session.
- Startup Champions program on Doordarshan launched at the Grand Plenary session by the Hon’ble Prime Minister.
- Two key reports launched during the Grand Plenary session by the Hon’ble Prime Minister:
  - Evolution of Startup India
  - Startup India: The Way forward
STARTUP INDIA INTERNATIONAL SUMMIT

SESSION OVERVIEWS AND KEY TAKEAWAYS
SESSION 01: INAUGURAL SESSION

Shri Piyush Goyal, Hon’ble Minister of Railways and Commerce & Industry and Consumer Affairs, Food and Public Distribution, Government of India

Shri Som Parkash, Minister of State for Commerce and Industry, Government of India

Shri Hardeep Singh Puri, Minister of State (Independent Charge) for Housing and Urban Affairs and Civil Aviation and Minister of State for Commerce and Industry, Government of India

H.E. Mr. Zunaid Ahmed Palak, State Minister for Information and Communication Technology, Government of People’s Republic of Bangladesh

H.E. Mr. Leoknath Sharma, Minister of Economic Affairs, Royal Government of Bhutan

H.E. Mr. Loknath Sharma, Minister of Economic Affairs, Royal Government of Bhutan

H.E. Mr. Lekhraj Bhatta, Minister of Industry, Commerce and Supplies, Government of the Federal Democratic Republic of Nepal

H.E. Mr. Namal Rajapaksa, Minister of Youth and Sports, Republic of Sri Lanka

H.E. Dr. Pun-Ari Chiratana, Executive Director, National Innovation Agency, Government of the Kingdom of Thailand

H.E. Mr. Tenzin Lekphell, Secretary General, BIMSTEC

Dr. Gunaprasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce, Government of India

Ms. Aastha Grover, AVP & Head, Startup India Hub, Invest India

MODERATOR:

Dr. Guruprasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce, Government of India

CONTEX T SETTING

The inaugural session highlighted:

The growth of the Indian startup ecosystem.
The role of the ‘Startup India Initiative’ in making India the third largest startup ecosystem in the world.
The need for a robust startup ecosystem to accomplish the USD 5 Tn economy goal set by Prime Minister, Shri Narendra Modi.
The vision of “Aatmanirbhar” and the role of startups in achieving this goal.
The importance of convergence and collaboration between the BIMSTEC member states to further develop their startup ecosystems.
The need for collaboration between various stakeholders like entrepreneurs, industry, academia, government and investors to further improve the efficiency of the startup ecosystem in India such that it supports new entrepreneurs and innovators.
SESSION 02: VIRTUAL STARTUP SHOWCASE

The Virtual Startup Showcase, was hosted on the event platform. It was an exhibition of exemplary and innovative startups from across India as well as the BIMSTEC member states. The virtual showcase provided the startups with a unified global platform for exhibiting their products & services and the opportunity to connect and network with the key stakeholders of the ecosystem. The startups represented a multitude of sectors and industries, varying across different stages of the startup lifecycle.

Interactive Virtual Booths and Pavilions

The Virtual Showcase platform featured startups through state and country specific branded pavilions, enabling a seamless journey for the attendees to filter in and visit the startup booths of their interest. The startups who were the finalists in the National Startup Awards 2020 were also provided a showcase opportunity in a specially branded booth named "National Startup Award Finalists". The below-mentioned chart highlights the representation of the various categories of startups in each pavilion:

<table>
<thead>
<tr>
<th>Type</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominated by Indian States/UTs</td>
<td>438</td>
</tr>
<tr>
<td>Nominated by BIMSTEC Members States</td>
<td>101</td>
</tr>
<tr>
<td>National Startup Awards Finalists</td>
<td>134</td>
</tr>
<tr>
<td>Nominated by Partner Organisations</td>
<td>420</td>
</tr>
</tbody>
</table>
SESSION 03:
FOUNDATIONS OF A ROBUST STARTUP ECOSYSTEM

TOPICS OF DISCUSSION

- Growth of startup ecosystems in various countries over the past few years
- Current policies and programs for startups in India and other BIMSTEC member states
- Key challenges faced by startups in scaling-up their business in various economies
- Importance of cross-border collaboration for the exchange of knowledge, investments and market access
Social and economic changes have created opportunities for women entrepreneurs. Identification of key challenges faced by women entrepreneurs across the countries. Supporting women-led businesses by identifying key enablers and policy drivers that help in encouraging entrepreneurship. Success stories of women entrepreneurs driving change in demographic characteristics of the business and economic growth.
SESSION 05:
FROM IDEA TO PROOF OF CONCEPT

TOPICS OF DISCUSSION

- Knowledge sharing on how to convert an Idea into a Proof of Concept.
- Sharing of successful strategies on driving an idea towards reality and eventually a minimum viable product.
- Need for building up and customizing the idea based on the target customer segment.
- How early-stage entrepreneurs can build a proof of concept to get customer feedback and attract investors.

Prof. Ashutosh Sharma, Secretary, Department of Science & Technology, Government of India
Mr. Fahim Ahmed, President and Chief Financial Officer (CFO) at Pathao, Bangladesh
Mr. Sonam Wangchuk, Founder and Developer, The Tigers Nest Camp – Paro, Bhutan
Mr. Sixit Bhatta, Previous Co-Founder & CEO, Tootle, Nepal
Mr. Fahim Ahmed, President and Chief Financial Officer (CFO) at Pathao, Bangladesh
Mr. Lahiru Pathmalal, Founder Takas.lk, Sri Lanka
Mr. Ukrit Visitkitjakarn, CEO, Earthcare Inns Sys Co. Ltd, Thailand
Moderator: Mr. Deep Kalra, Founder & Group Executive Chairman, MakeMyTrip
SESSION 06:

GO-TO-MARKET STRATEGY

TOPICS OF DISCUSSION

- Key ingredients of a robust Go-to-Market strategy
- Case Studies on best Go-to-Market strategies.
- Importance of identifying the correct market segment.
- Emphasis on international market strategies for startups

Mr. Kunal Bahl, Co-Founder and CEO, Snapdeal
Mr. Rahat Ahmed, CEO of Anchorless, Bangladesh
Dr. Wi Nan Aung, Director, Directorate of Investment and Company Administration, Myanmar
Mr. Aman Thapa, Founder and CEO, Sastodeal.com, Nepal
Mr. Jay Parote Denskoon, CEO and Co-Founder, Zipevent, Thailand
Mr. Sonam Cleopfel, Founder, Druisell, Bhutan
Mr. Rahat Ahmed, CEO of Anchorless, Bangladesh
Mr. Prajeeth Balasubramaniam, General Partner/Co-Founder, BOV Capital, Sri Lanka
Mr. Jay Parote Denskoon, CEO and Co-Founder, Zipevent, Thailand
Mr. Manoj Kohli, Country Head, Softbank India, Softbank Group International

Moderator: Mr. Manoj Kohli, Country Head, Softbank India, Softbank Group International
SESSION 07:
CORPORATE AND INVESTOR CONNECT

PITCHING FORMAT
Each startup was provided with a slot of 15 minutes, which included time for pitch as well as the Q&A, enabling the startup to pitch their products and services and explore the opportunity of further discussions with the investors.

Customized parallel tracks of virtual closed-door rooms were designed to contain more startups pitching during the event and optimize the matchmaking of investors to the startup pitches as per their sectors of interest.

OUTCOME
A total of 18 pitching sessions conducted
Over 100 startups got the opportunity to pitch
A total of 165 Investors, ranging from the seed, early-stage as well as growth-stage funds
Total of 26 hours of pitching were conducted

Startups across 18 sectors:

- Agritech
- Healthcare
- Cyber Security
- Deep Tech
- Edtech
- Space & Energy

- Hospitality & Tourism
- Urban Solutions
- Clean Tech
- Retail
- Fintech
- Sports

- Ecommerce
- Consumer Tech
- Gaming
- Food
- Social Impact
- Assistive Technologies

The pitching sessions provided investors access to a unique and innovative set of startups emerging across the multitude of sectors and a unified window to initiate conversations with entrepreneurs on further collaboration opportunities and other engagements. The startups received feedback from the panel of investors not only on their execution strategies and developmental roadmap but also on financing, sales, and marketing as well as building a competitive edge in the market.
SESSION 08:
BUILDING SUCCESSFUL INCUBATORS

TOPICS OF DISCUSSION

• Share knowledge and perspectives between incubators from different countries.
• Build partnerships among incubator vehicles and entrepreneurs across various countries.
• The role played by the incubators in creating a sustainable and strong entrepreneurial support infrastructure.
• The key components concerning the KPIs and KRAs of various models of incubation.

Mr. R. Ramanan,
Mission Director - Atal Innovation Mission,
Additional Secretary, NITI Aayog,
Government of India

Mr. Tashi Wangdi,
Founder, iHub and iTravel,
Bhutan

Mr. Samad Miraly,
Partner, IDLC Venture Fund 1,
Bangladesh

Dr. Tshering Cigay Dorji,
CEO, Thimphu Tech Park Limited,
Bhutan

Mr. Narottam Aryal,
President, King’s College,
Nepal

Mr. Mano Sekaram,
Founder & Chief Executive Officer,
99X Technology Ltd & Founder, StartupX,
Foundry, Sri Lanka

Mrs. Sansanee Huabsomboon,
Director, Business Innovation Centre,
National Science and Technology Development Agency (NSTDA), Thailand

Moderator:
Dr. K Suresh Kumar, President,
Indian STEPs and Business Incubators Association (ISBA)
SESSION 09: LEVERAGING THE POWER OF SOCIAL INNOVATION

TOPICS OF DISCUSSION

- Understand the role of social innovation in addressing real-life problems in India and other nations.
- Opportunities and challenges faced in developing a social enterprise in various economies.
- Create awareness on social challenges and how various startups are addressing them.
- Share success stories to inspire people to collaboratively drive innovative endeavors for societal benefit.

Ms. Neera Nundy, Founder, Dasra
Ms. Siffat Sarwar, Co-founder, ShopUp, Bangladesh
Dr. Nge Lay Khin (Ms.), Deputy General Manager, The Office of the Central Transformation Unit, Ministry of Planning, Finance & Industry, Myanmar
Mr. Bibhusan Bista, CEO, Young Innovations, Nepal
Mr. Mr. Sangay Dorji, Bhutan Chamber of Commerce and Industry, Bhutan
Ms. Siffat Sarwar, Co-founder, ShopUp, Bangladesh
Mr. Chandula Abeywickrema, Chairman at LIIN (Lanka Impact Investing Network), Sri Lanka
Mr. Tiera Kanokkanjanarat, Founder of Arincare Co., Ltd., Thailand
Moderator: Mr Venkatesh Shukla, Ex-Chair, TiE Global

Scan to watch the session
SESSION 10:

ENABLING MARKET ACCESS FOR STARTUPS

TOPICS OF DISCUSSION

- Understanding the market access barriers and means for overcoming the same.
- Various avenues for startups enabling market access in terms of procurement.
- The Market access programmes and initiatives in India and other nations.

Dr. Rajeev Kandpal, Chief Financial Officer, Government E-Marketplace

Mr. Sanath Panaweewage, Director General and CEO, Arthur C Clarke Institute for Modern Technologies, Sri Lanka

Mr. Bijon Islam, Co-founder and CEO at LightCastle Partners Ltd., Bangladesh

Mr. Rungsun Promprasith, CEO, QueQ (Thailand) Co Ltd, Thailand

Mr. Ugyen C Jamtsho, Founder, I am an Entrepreneur, Bhutan

Moderator:
Ms. Sruthi Kannan, Head, CISCO LaunchPad
SESSION 11:
STAR TALKS

TOPICS OF DISCUSSION

- Key learnings from individual journeys.
- Motivations as entrepreneurs and investors.
- Inputs on the way forward for the Indian startup ecosystem.

Moderator:
Ms. Megha Vishwanath,
Assistant Editor, CNBC-TV18

Moderator:
Ms. Shereen Bhan, Managing Editor,
CNBC-TV18

Mr. John Chambers,
Founder & CEO, JC2 Ventures and
Former Chairman & CEO, Cisco

Mr. Sunil Kant Munjal,
Chairman, Hero Enterprise

Ms. Priyanka Chopra Jonas,
Actress
Some key takeaways from the roundtable discussion were:

India has the third-largest startup ecosystem in the world and the ecosystem has seen a dramatic transformation over the past decade.

There has been a K-shaped recovery in the second half of 2020 - with sectors like education, healthcare, eCommerce, food delivery having been positively impacted, while sectors like travel and hospitality were severely impacted.

It was mentioned by certain funds that India has the potential to become the most innovative nation on the planet in the next 10-15 years.
SESSION 13:

JOURNEY OF STARTUP INDIA

TOPICS OF DISCUSSION

The session is aimed not only at recognizing existing initiatives but also ascertaining the future of startup ecosystem development in each unit of the nation. As Startup India embarked on a journey in 2016, of building a nation conducive to the advancement of innovation, the session embarked on a similar journey to ensure each endeavor highlighted the vision of cooperative federalism in India. The session was as much a showcase of best practices by States and Ministries as a platform for identifying and cultivating the next steps in taking respective ecosystems to the next level.

PARTICIPANTS AND CONTENTS OF THE SESSION

MODERATOR
Mr. Salil Seth, Senior Manager, Startup India Hub, Invest India

STATE/UT VIDEOS SHOWCASED DURING THE SESSION:

- Himachal Pradesh
- Punjab
- Mizoram
- Assam
- Odisha
- Andaman and Nicobar Islands
- Telangana
- Tamil Nadu
- Kerala
- Karnataka
- Goa
- Gujarat
- Uttar Pradesh

DEPARTMENT VIDEOS SHOWCASED DURING THE SESSION:

- Department for Promotion of Industry and Internal Trade
- Department of Science and Technology
SESSION 14: HARNESING INNOVATION IN STATES

TOPICS OF DISCUSSION

- Initiatives by State Governments to promote entrepreneurship.
- Best practices initiated and followed by the State/UT.
- Way forward to boost entrepreneurship in respective State/UT.

Dr. E.V. Ramana Reddy, Additional Chief Secretary, Government of Karnataka
Shri Abhishek Dev, Secretary (Industries), Administration of Andaman & Nicobar Islands
Shri Jayesh Ranjan, Principal Secretary, Government of Telangana
Mr. Sibin C, Director-cum-Secretary, Industries & Commerce and State Startup Nodal Officer, Government of Punjab
Shri M. K. Das, Additional Chief Secretary, Government of Gujarat
Moderator: Smt. Shruti Singh, Director, Department for Promotion of Industry and Internal Trade, Ministry of Commerce, Government of India
SESSION 15:

STARTUP INDIA: THE WAY AHEAD

TOPICS OF DISCUSSION
• Identification of Global Best Practices.
• Need for capacity building for a strong startup ecosystem in India.
• Learning from India’s successes, such as IT/Software Industry.

Shri Amitabh Kant, CEO, NITI Aayog, Government of India
Shri Ajay Prakash Sawhney, Secretary, Ministry of Electronics & Information Technology (MeitY), Government of India
Shri R. Umamaheswaran, Scientific Secretary, Indian Space Research Organization (ISRO), Government of India
Mr. T.V. Mohandas Pai, Chairman, 3one4 Capital, Co-Founder & Chairman, Aarin Capital and Chairman, Manipal Global Education
Ms. Nupur Garg, Founder, WinPE Forum
Moderator: Saurabh Srivastava, Co-Founder, NASSCOM and Founder, TiE, and Indian Angel Network

Scan to watch the session
India has become a center of entrepreneurship in the world. In the year 2020 alone, India has seen an addition of 9 new Unicorns. More importantly, Indian startups have changed the landscape in many ways, by creating new forms of consumption and leveraging technology. The panel discussion, with leaders of unicorn startups, featured discussions on their journeys, learnings along the way, sectoral insights and their vision for the next set of Indian unicorns and the startup ecosystem at large.
SESSION 17: CHAMPIONS OF CHANGE: SUCCESS WITH AN IMPACT

TOPICS OF DISCUSSION

• A national strategy for impact investments.
• Growth capital to for-profit social enterprises through dedicated government funds and schemes.
• Fiscal incentives to invest in social enterprises including allowing CSR funds.
• Innovative financial models like impact bonds and guarantee structures to improve the effectiveness of public and philanthropic spending and unlock additional private risk capital.

Dr. Gururaj ‘Desh’ Deshpande, President and Chairman, Sparta Group LLC and Founder, Deshpande Foundation
Mr. Vineet Rai, Founder and Chairman, Aarin Capital Group
Mr. Sonam Wangchuk, Founder, HIAL and Co-Founder, SECMOL
Mr. Vineet Rai, Founder and Chairman, Aarin Capital Group
Mr. Pramod Bhasin, Chairman, ICRIER; Founder, Genpact Ltd., Chairman, Clix Capital and Co-Founder, Asha Impact
Moderator: Dr. Ajai Chowdhry, Founder, HCL and Chair, FICCI Startup Committee

Scan to watch the session
SESSION 18:

CLOSED-DOOR ROUNDTABLE ON “MOBILIZING DOMESTIC CAPITAL FOR STARTUPS”

Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industries hosted a closed-door roundtable on Mobilizing Domestic Capital for Startups on 16th January 2021 at Noon IST. The roundtable received the participation of around 60+ Indian VC fund investors having a combined AUM to the north of ₹1.4 lakh crores.

The meeting was chaired by Hon’ble Finance Minister Smt. Nirmala Sitharaman, Dr. Guruprasad Mohapatra, Secretary, DPIIT, Shri Anil Agrawal, Additional Secretary, DPIIT and attended by top domestic Industry Leaders, Family Offices, HNIs, Insurance Companies and Pension Authorities.

The session covered VC, PE, Startup industry recommendations aiming to enhance the availability of domestic capital for Indian Startups. Other discussions covered the overview of the startup and growth capital ecosystem along with the role & view of family offices, HNIs, Corporates, India Inc & Corporate VCs on investing in Startups & AIFs.

Hon’ble Finance Minister Smt. Nirmala Sitharaman encouraged the engagement of Corporates, HNIs and Family Offices to contribute towards mobilizing domestic capital for startups and identify how Private Investors can invest more in India.

KEY TAKEAWAYS

Some key takeaways from the roundtable discussion were:

- Domestic capital must be channeled into new asset creation - where startups thrive, creating jobs and growth.
- Opportunity for Indian Domestic Capital to partake in the growth of the Indian Economy: Pension Funds, Insurance Companies, Banks, Asset Managers, Corporates, Family Offices and HNIs can allocate to this attractive industry via AIFs.
SESSION 19:

PROMOTING ENTREPRENEURSHIP IN EDUCATIONAL INSTITUTIONS

TOPICS OF DISCUSSION

• Impact of education on entrepreneurship.
• Role of entrepreneurship academies.
• Successful models of fostering entrepreneurship at primary, secondary and higher levels of education.
SESSION 20:

INDUSTRY-ACADEMIA COLLABORATION TO PROMOTE ENTREPRENEURSHIP

TOPICS OF DISCUSSION

- Successful models (in India and overseas) of industry-academia partnerships to boost entrepreneurship.
- Industry-Academia Collaboration in unprecedented situations such as the Covid-19 pandemic.
- Commercialization of IP being generated in academic and R&D labs.
- Policy level recommendations for incentivization of industry-academia collaboration.

Mr. Ullas Kamath, Joint Managing Director, Jyothy Laboratories Ltd.
Prof. V. Ramgopal Rao, Director, IIT Delhi
Prof. Shekhar C. Mande, Secretary, Department of Scientific and Industrial Research (DSIR) and Director General, Council of Scientific and Industrial Research (CSIR), Government of India
Mentor:
Dr. Anand Deshpande, Founder, Chairman and Managing Director, Persistent Systems Ltd.

Dr. BVR Mohan Reddy, Founder and Executive Chairman, Cyient
SESSION 21:
GLOBAL BEST PRACTICES: ADVOCATING BEST PRACTICES OF GLOBAL INNOVATION ECOSYSTEMS

TOPICS OF DISCUSSION
• Building startup ecosystems in respective countries.
• Success factors and metrics to be evaluated by nascent ecosystems.
• Sharing best practices of mature startup ecosystems.
• Future of Entrepreneurship.
SESSION 22:
INTERNATIONAL MARKET ACCESS FOR STARTUPS

KEY DISCUSSION POINTS

• Need for global market access for Indian Startups – key initiatives taken and in the pipeline.
• Leading bilateral programs and initiatives that have been launched by each of the representing countries to help the Indian entrepreneurs.
• Recommendation for the way forward to help the startups with global market access, to support investors invest in frugal Indian innovation and to support the government’s vision of Make in India for the world.

H.E. Mr. Pawan Kapoor, Ambassador of India to UAE
H.E. Mr. Sanjay Kumar Verma, Ambassador of India to Japan
H.E. Ms. Mukta Dutta Tomar, Ambassador of India to Germany
H.E. Mr. D. B. Venkatesh Varma, Ambassador of India to Russia
H.E. Ms. Sripriya Ranganathan, Ambassador of India to South Korea

Moderator: Shri Anil Agrawal, Additional Secretary, DPIIT, Government of India
INTERNATIONAL MARKET ACCESS FOR STARTUPS
SESSION 23:

PROMOTING WOMEN ENTREPRENEURSHIP: EMPOWERING THE ECONOMY

TOPICS OF DISCUSSION

- The current state of women entrepreneurship in India – opportunities, biases and challenges.
- Potential ways to increase access to funding for women entrepreneurs.
- Additional non-financial support, such as networking and mentorship required for women entrepreneurs in India.

Mr. Rajan Anandan, Managing Director, Surge and Sequoia Capital LLP

Ms. Nivruti Rai, Country Head, Intel India and Vice President, Data Platforms Group, Intel

Ms. Anita George, Executive Vice President, Deputy Head - CDPQ Global, CDPQ India

Ms. Ritu Kumar, Fashion Designer

Ms. Padmaja Ruparel, Co-Founder & President, Indian Angel Network and Founding Partner, IAN Fund

Scan to watch the session
SESSION 24: GRAND PLENARY

CONTEXT SETTING

The grand plenary session focused on summarizing the proceedings of the two-day summit, including the under-mentioned intended outcomes of the summit:

- Stronger linkages with the international venture capital and startup ecosystem.
- Mobilization of domestic and international capital towards the startup ecosystem in India.
- Encouragement to young innovators to establish their ventures and startups.
- Emphasis on international cooperation and coordination to improve the global and BIMSTEC startup ecosystem.
- Highlighting the evolution of the Startup India Initiative over the past five years.
- Establishment of the future roadmap for the Startup India Initiative.
- Encouraging High Net-Worth Individuals, Family Offices, Venture Capitalists, angel investors, industry stakeholders, multinational agencies, and other stakeholders to support more entrepreneurial endeavors.
- Encouraging domestic and global capital to be invested in the startup ecosystem.
- Encouraging the formulation of startup-enabling policy frameworks.
- The session also provided an opportunity for young entrepreneurs from India and BIMSTEC member states to interact with the Hon’ble Prime Minister Shri Narendra Modi.

Dr. Guruprasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce, Government of India

Ms. Riva Ganguly Das, Secretary (East), Ministry of External Affairs, Government of India

Shri Anil Agrawal, Additional Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce, Government of India

Moderator:
Mr. Uday Kotak, MD and CEO, Kotak Mahindra Bank and President, CII
GRAND PLENARY
TWO KEY REPORTS LAUNCHED

EVOLUTION OF STARTUP INDIA
The report shows the journey of the Startup India initiative in the 5 years since its inception. It throws light on the initiatives taken by the Department over and beyond the action plan. The report can benefit all stakeholders in understanding the outcomes and impact created by the Startup India initiative. The report also gives insights into the incentives provided startups that can shine a light on the required information for aspiring entrepreneurs to access.

STARTUP INDIA: THE WAY AHEAD
‘Startup India: The Way Ahead’ lays the foundation for further expansion for the Indian startup ecosystem. It includes actionable plans which will be important catalysts for directing efforts of the stakeholders at large towards the common objective of making India a global startup hub. The key objectives of Startup India: The Way Ahead are as under:
STARTUP CHAMPIONS PROGRAM LAUNCHED ON DOORDARSHAN

The program aims to highlight stories of the best innovations in the country, to faraway areas of our country and inspire our youth. The program will be telecasted in both Hindi and English across Doordarshan network channels. It will be a one-hour weekly program for 12 weeks.

LAUNCH OF RS 945 CRORE STARTUP INDIA SEED FUND SCHEME

The Startups India Seed Fund Scheme will offer financial assistance to selected startups and incubators in the country across five years, starting in 2021. The Seed Fund will be disbursed to startups through selected incubators across India.
PRE-SUMMIT ROADSHOWS:
As a pre-cursor to "Prarambh: Startup India International Summit", over 40 national and international roadshows were organized to bring together the key stakeholders from the startup ecosystems to leverage their collective strengths. The roadshows saw active participation from government agencies, startups, incubators, accelerators, investors and other ecosystem stakeholders.

ROADSHOWS CONDUCTED IN:
- 36 Indian States and Union Territories.
- 15 Countries: United Kingdom, Myanmar, Bangladesh, Nepal, Thailand, Sri Lanka, Bhutan, USA, Japan, Singapore, Philippines, Canada, Australia, Russia and Israel.
- 29 local, regional and global organizations partnered with for the roadshows.

IMPACT

KEY HIGHLIGHTS:
The ‘Grand Plenary’ session saw the highest engagement with over 6 Lakh impressions across social media.

Over 30 Lakh impressions on social media posts across 2 days of the event.

Social media posts from 1st – 16th January saw 1.6 crore impressions in total across social media platforms.

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All public sessions have been uploaded on Startup India’s YouTube channel.
EVENT PLATFORM & MICROSITE

PEOPLE:
A total of 1,23,062 users registered on the platform for the virtual event.

ENGAGEMENT:
- A total of 1,148 posts on the Activity Feed
- A total of 531 comments were received on posts in the activity feed.
- More than 1,408 likes were received on the posts in the activity feed.

NETWORKING:
The highest number of users on the platform were pursuing entrepreneurship, followed by Education, the IT sector and manufacturing.

- A high amount of interest was shown in the fields of Artificial Intelligence, Marketing & Sales, Management, Engineering and manufacturing by the users.
- The maximum number of users were looking for investments, followed by Affiliate marketing and business development resources.
- The majority of the users were Service Providers, followed by Consultants, Business Development Associates and various agencies.

- A total of 19,832 messages were exchanged by users via chat.
- A total of 1,237 meeting requests were sent.
- Total of 1,004 lounge meetings conducted between users.

SESSIONS AND SPEAKERS
The speaker profiles received a total of over 12,929 views.

- A total of 41,085 views were received for all sessions combined.
- A total of 20,479 unique views of all the sessions.

- The average rating of all the individual sessions was 4.6 (out of 5).
### MICROSITE USERS

Total number of unique users on the website: 86,000

Users from the following countries visited the website:

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Prarambh saw widespread coverage from national and international news media. The Summit coverage focused on discussions around the sessions, with an added focus on the way ahead for the Indian startup ecosystem being discussed in multiple news outlets.
Skill development Important for giving entrepreneurs confidence: Goyal

3 min read. Updated: 15 Jan 2021, 03:42 PM IST
Tanusha Bhalla

* Union minister for railways, consumers affairs, commerce and industry Piyush Goyal was speaking at Startup India’s international summit, Prarambh, hosted by the department for promotion of industry and internal trade (DPIIT), ministry of commerce and industry, government of India.

PM Modi urges youngsters to join Startup India International Summit 2021

The summit ‘Prarambh’ will be held virtually on January 15 and 16.

Startup India: Modi govt’s Rs 945-cr Seed Fund to back 3,600 entrepreneurs through this many incubators

Startup India: Piyush Goyal urges investors to invest, mentor, support startups in BIMSTEC region

Union Budget 2021 Startup Expectations: Accelerate growth by releasing the regulatory brakes

While post budget announcements were welcomed by all start-ups, the fine print of the regulations read differently from their intent and the benefits were available only to a limited few, based on a cut-off date and registration criteria.
The summit witnessed extensive social media engagement over two days. A total of 260 combined posts were published across multiple social media platforms, including Twitter, Facebook, LinkedIn.
Prarambh: The Startup India International Summit witnessed encouraging participation from senior government officials, distinguished speakers and innovative startups from India and BIMSTEC member States. The Summit was successful in bringing together some of the best entrepreneurial brains from the world on a single platform.

An outstanding set of ideas and collaboration opportunities have been discussed during the summit, to set the platform for the next wave of startup growth, not just in India, but across the world.

The Summit marked the beginning of the next movement of innovation-driven entrepreneurship. As India comes out of the dilapidating effects of the pandemic and continues with its upward growth, the government showed its commitment toward the startup community by holding this Summit.

**WAY FORWARD**

**SUGGESTION ON WAY FORWARD ARISING FROM VARIOUS SESSIONS:**

The Summit highlighted the collective commitment of BIMSTEC nations to encourage and develop robust innovation and entrepreneurship ecosystems across all the member States.

Multiple sessions highlighted the need to encourage cross-border venture capital movement and market access for startups across the countries, along with the need for cross-border knowledge exchange to improve the capacities of the entrepreneurial ecosystem. Some sessions also encouraged co-incubation programs and startup exchange programs between the BIMSTEC States.

The closed-door Roundtable with Global Venture funds highlighted the growth potential of Indian startups and future opportunities in the GIFT City.

The Closed-door Roundtable on mobilizing Domestic Capital highlighted recommendations from VC, PE, Startup industry, aiming to enhance the availability of domestic capital for Indian Startups.

The Summit focused on the need for creating a stronger and more efficient collaboration model for the government, industry and academia.

The summit also focused on the need to establish international collaborative programs to increase knowledge transfer leading to solutions at the national, regional and global levels.

**KEY OUTCOMES:**

**LAUNCH OF RS 945 CRORE STARTUP INDIA SEED FUND SCHEME:**

The Startups India Seed Fund Scheme will offer financial assistance to selected startups and incubators in the country across five years, starting in 2021. The Seed Fund will be disbursed to startups through selected incubators across India.

Eligible startups include those that have a business idea to develop a product and viable commercialization plans, apart from having Indian promoters as majority shareholders. Additionally, incubators over two years old, which are assisted by central or state governments, can apply for the program.

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Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

Implementation Partners

www.startupindia.gov.in
www.theprarambh.in