



सत्यमेव जयते

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

# National Startup Awards 2021

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## **Introduction**

Startup India' is a flagship initiative that aims to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large-scale employment opportunities. Startup India Action Plan comprises of 19 specific action items spanning across areas such as "Simplification and handholding", "Funding support and incentives" and "Industry-academia partnership and incubation". Substantial progress has been achieved not only on the Action Plan but on many other initiatives beyond the Action Plan that have been undertaken for the development of the overall growth of the startup movement in the country.

Actions taken so far have resulted in a culture of innovation and entrepreneurship take firm roots across the length and breadth of the country. The results are visible across all fields of human endeavor and all sectors of the economy. The National Startup Awards have been conceptualized to further strengthen the startup ecosystem in the country.

## **National Startup Awards 2020**

First-ever National Startup Awards ('NSA') were concluded in October 2020, to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact. NSA 2020 witnessed overwhelming participation from 1641 startups, 31 incubators, and 10 accelerators, which applied under various categories. 36 startups, 1 incubator, and 1 accelerator were recognized as winners in their respective categories and were felicitated by the Hon'ble Minister for Commerce & Industry, Shri Piyush Goyal on 06 October 2020 at one of its kind virtual NSA 2020 ceremony recognizing and rewarding outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact.

National Startup Awards 2020 also recognized the players who act as enablers in the Startup ecosystem, especially the ones who are successfully helping startups across the spectrum, irrespective of the geographical location and strata of society.

## **National Startup Awards 2021**

Despite the challenging times, the Indian Startup ecosystem has showcased unprecedented resilience and zest for innovation, which have been playing an important role in propelling the nation's socio-economic growth trajectory. As a successor to the first edition, National Startup Awards 2021 shall recognize and reward outstanding startups and enablers who have demonstrated exceptional capabilities not just in terms of financial gains but also for the measurable impact on society. NSA 2021 also aims to cover flagship schemes launched by the Government of India through innovations in corresponding areas, thereby solving community problems at large. Consideration is also being given to champion sectors identified by the Government of India with a focus on improving India's manufacturing capabilities towards the mission of an "Atma Nirbhar Bharat".

The recognized entities will benefit from such recognition, not only in terms of being able to attract more business, financing, partnerships, and talent, but also enable them to serve as a role model for other entities, budding entrepreneurs, and to inspire them to be purposeful and responsible about their socio-economic impact.

## Categories of Awards

### ➤ Sectors

S. No.	Sector	Sub-sectors
1	<b>Agriculture</b>	1. Irrigation 2. Productivity 3. Post-harvest 4. Farmer engagement and education
2	<b>Animal Husbandry</b>	5. Productivity 6. Farm to fork
3	<b>Drinking water</b>	7. Access to potable drinking water 8. Water & water networks
4	<b>Education &amp; Skill Development</b>	9. Access to institutional education 10. Access to open education 11. Teacher training 12. Toys as a learning resource 13. Vocational training
5	<b>Energy</b>	14. Clean energy 15. Energy efficiency 16. Energy storage
6	<b>Enterprise Systems</b>	17. Business process management 18. Customer relationship management 19. Logistics management
7	<b>Environment</b>	20. Waste to value 21. Sanitation and septic tank management 22. Industrial biotechnology

<b>S. No.</b>	<b>Sector</b>	<b>Sub-sectors</b>
		23. Sustainable Mining
8	<b>FinTech</b>	24. Insurance 25. Financial inclusion
9	<b>Food Processing</b>	26. Procurement & storage 27. Processing 28. Packaging & retailing
10	<b>Health &amp; Wellness</b>	29. Access to healthcare 30. Diagnostics 31. Life Sciences 32. Medical devices including affordable, point of care 33. Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy (AYUSH) 34. Fitness and Sports
11	<b>Industry 4.0</b>	35. Internet of things 36. 3D printing 37. Augmented reality products/ wearables 38. Computer vision 39. Robotics
12	<b>Security</b>	40. Security & safety systems 41. Cybersecurity
13	<b>Space</b>	42. Spacecraft technologies 43. Space-based applications 44. Launch vehicles
14	<b>Transport</b>	45. Transport services and infrastructure 46. Freight & logistics services 47. Traffic management
15	<b>Travel</b>	48. Hospitality

S. No.	Sector	Sub-sectors
		49. Travel planning & discovery

### ➤ Special categories of Awards

Categories	Winner	Runners Up
Startups	One startup in each of the sub-sectors	Two startups in each of the sub-sectors
Special Category: Women-led startups	One startup	-
Special Category: Impact in rural areas	One startup	-
Special Category: Campus startup	One startup	-
Special Category: Potential for import substitution	One startup	-
Special Category: Innovation for COVID-19 (preventive, diagnostic, therapeutic, monitoring)	One startup	-
Special Category: Content delivery in Indic languages	One startup	
Incubators	One winner	-
Accelerators	One winner	-

## Details of Awards

### 1. Prize

Following prizes that shall be awarded to Startups, Incubators, and Accelerators

#### Startups

- I. A cash prize of INR 5 lakh shall be awarded to one winning Startup in each of the Subsectors
- II. The Winners and Runners up shall be given priority for participation in various National and International Startup events sponsored by DPIIT

#### Incubators

Cash Prize of INR 15 Lakh shall be awarded to one winning Incubator.

#### Accelerators

Cash Prize of INR 15 Lakh shall be awarded to one winning Accelerator.

## 2. Eligibility Criteria

### Startups

- I. The entity should be a DPIIT-recognized startup. The entity must submit its certificate of incorporation or partnership deed
- II. The entity must have a hardware or software product or a process solution that is present in the market
- III. The entity must have all applicable trade trade-specific registrations (example: CE, FSSAI, MSME, GST Registration, etc.)
- IV. There should not have been any default in the last three years (FY 2017-18, 2018-19, and 2019-20) by the entity or any of its promoters or any of their group entities
- V. The entity must submit Audited Financial Statements (Balance Sheet, Profit & Loss Account) for the last three financial years (FY 2017-18, 2018-19, and 2019-20). In case of unavailability of audited financial statements for FY 2019-20, an entity may submit a provisional financial statement for FY 2019-20 issued by a chartered accountant

### Incubators

- I. The Incubator should be structured as an independent entity-a section 8 company, a Public trust, or a Society
- II. The Incubator should be operational at least for two years as of 01st January 2021
- III. The Incubator must have successfully graduated a minimum of 15 Startups

### Accelerators

- I. The Accelerator should be structured as an independent entity- A Public trust, or a Society
- II. The Accelerator should be operational at least for two years as of 1<sup>st</sup> January 2021
- III. The Accelerator must have successfully graduated a minimum of 10 Startups.

## Rules for National Startup Awards 2021

The following rules will be followed:

- I. Participation in the National Startup Awards is voluntary
- II. Startups/Incubators/Accelerators who have won in their respective category in National Startup Awards 2020 will not be eligible to apply for National Startup Awards 2021
- III. One startup can nominate itself in a maximum of two categories
- IV. The application form is to be filled in English only
- V. Finalists may be subject to a legal due diligence review by independent third-party evaluators. If the individual/organization refuse such a request, DPIIT holds the right to select the next highest scoring Nominee as the Award winner
- VI. By participating in the National Startup Awards, the startups, nominator, ecosystem enablers agree to the Government of India's and its partners use of

- its name, URL, photos, and videos for promotional purposes on its website and other promotional material
- VII. Any false information provided within the context of National Startup Awards by any entity concerning identity, mailing address, telephone number, email address, ownership of right, or non-compliance with these rules or any terms and conditions or the like may result in the immediate elimination of the entity from the Awards process
  - VIII. The decisions of the Jury and the implementation committee shall be final and binding. At the discretion of the jury, awards may not be presented in any Sector or Sub-sector, if a deserving entity is not found
  - IX. All Support Agency(s), Jury, shall sign (physically or digitally), a non-disclosure agreement with DPIIT
  - X. DPIIT reserves the right at its sole discretion to cancel, terminate, modify, or suspend the National Startup Awards or not award any entity in any sector or sub-sector. DPIIT further reserves the right to disqualify any candidate/entity that tampers with the submission process commits fraud or is in violation of criminal and/or civil laws
  - XI. DPIIT reserves the right to seek additional details and share necessary information with other stakeholders
  - XII. Allowances shall not be paid to any entity for travel or presentation before the Jury

## Registration - Instructions for filling the form

(A step-by-step guide to participating in National Startup Awards 2021)

### Startups

**Step 1:** (i) Register on Startup India and obtain DPIIT recognition

(ii) In case you are already registered on Startup India and have a DPIIT recognition number, ensure that all the details given on Startup India registration are correct; as certain fields will auto-populate in the application form

**Step 2:** Go to the 'National Startup Awards' tab on the Startup India Website

**Step 3:** Click on the 'Apply as a startup' tab OR click on the category under which the startup wishes to apply

**Step 4:** Select the category OR click 'apply' on the sub-category under which the startup wishes to apply

**Step 5:** Check the auto-populated details in the participation form for National Startup Awards

**Step 6:** Fill in the details as mentioned in the application form

**Step 7:** Ensure to keep the following documents ready for upload:



- Certificate of Incorporation/Partnership deed
- Partnership deed or other government accepted proof as proof for a woman founder (if applicable)
- PAN card for founder/ co-founder
- Aadhar card for founder/ co-founder
- Startup Pitch Deck (Not more than 10 slides)
- Trade specific registrations
- Audited financial statements for the past 3 years (P&L Statement + Balance Sheet + IT Return)
- Proof – In case of applying in a special category (women-led startup OR campus startup OR impact in the rural area OR potential for import substitution OR Innovation for COVID-19 (preventive, diagnostic, therapeutic, monitoring OR content delivery in Indic languages)
- 120 seconds video explaining your product or service (this video cannot be a YouTube link, it has to be made for application to National Startup Awards). The video should cover – business model, scalability, innovation, social & economic impact on the environment

**Step 8:** Ensure that all the uploads required to comply with the size requirement as mentioned

**Step 9:** Click 'submit'

## Incubators

**Step 1:** (I) Register on Startup India

(II) In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct; as certain fields will auto-populate in the participation form

**Step 2:** Go to the 'National Startup Awards' tab on the Startup India Website

**Step 3:** Click on the 'Apply as an Incubator' tab

**Step 4:** Check the auto-populated details in the participation form for National Startup Awards

**Step 5:** Fill in the details as mentioned in the application form

**Step 6:** Fill in the details (as per the format given in the application form) for

- Incubation Details
- Incubation Support
- Funding Details
- Mentoring Support
- Any other Support Provided to Incubatees

**Step 7:** Ensure to keep the following documents ready for upload

- Certificate of Incorporation
- PAN card for organization

**Step 8:** Re-check the details filled in the application form

**Step 9:** Ensure that all the uploads required to comply with the size requirement as mentioned against the category

**Step 10:** Click 'Submit'

**You are required to submit details\* for the following questions in the format as given below. Please ensure that you attach pdf files**

*\*- All details are to be filled "As on date" except for the fields where there is a timeline mentioned*

**Q 13. Total number of startups incubated**

Name of the startup	Name of the founder(s)/co-founder(s)	Date of incorporation	Date of joining the incubator	Which program were they a part of (name of the program, link to the website/microsite of the program)	Funds raised while they were part of the incubator
Startup 1					
Startup 2					
+					

**Q 14. Number of startups graduated from the incubator**

Name of the startup	Date of graduation of the startup	Valuation at the time of graduation (in INR)
Startup 1		
Startup 2		
+		

**Q 15. Number of startups that have raised follow on investments**

Name of startup	Date of graduation	What is the total amount of investment that they raised?	Rounds of funding	Sources of funding (optional)
Startup 1				
Startup 2				
+				

**Q 16. 2-year survival rate of startups from date of joining the incubation program**

Name of startup	Date of Incorporation	Current base location	Current clients	Website link for the startups
Startup 1				
Startup 2				
+				

**Q 17. Infrastructure support for startups**

*Kindly provide proof in form of pdf. Example - Images of facilities, description of facilities, etc.*

**Q 18. Are you supported by the state/center govt. department/ministry?**

*Kindly provide proof such as an email from the concerned department, transfer of fund certificate, etc.*

**Q 19. Number of startups invested in**

Name of startup	Amount of investment	Stake % if any	Engagement with startup currently
Startup 1			
Startup 2			
+			

**Q20. The number of startups supported through grant or fund (state/central govt./any other org.)**

Name of the startup	Amount of grant or fund given	Year of grant or fund given	Source of grant or fund
Startup 1			
Startup 2			
+			

**Q21. Total investment raised for startups (in INR million)**

Name of startup	Source of the investment raised	Amount of the investment raised
Startup 1		
Startup 2		

**Q 22. Total corpus available for incubatees from the date of incorporation**

**Proof - Attach fund allocation or corpus allocation or any other in a pdf format**

### Q 23. Number of paid mentors onboarded

Name of the mentor	The industry he/she belongs to	Brief profile of the mentor (not more than 200 words)	Services rendered by the mentor
Startup 1			
Startup 2			
+			

### Accelerator

**Step 1:** (I) Register on Startup India

(ii) In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct; as certain fields will auto-populate in the participation form

**Step 2:** Go to the 'National Startup Awards' tab on the Startup India Website

**Step 3:** Click on the 'Apply as an accelerator' tab

**Step 4:** Check the auto-populated details in the participation form for National Startup Awards

**Step 5:** Fill in the details as mentioned in the application form

**Step 6:** Fill in details (as per the format given in the application form)

- Accelerator details
- Acceleration support
- Funding details
- Mentoring support
- Support provided to startups

**Step 7:** Ensure to keep the following documents ready for upload

- Certificate of Incorporation
- PAN card for organization

**Step 8:** Re-check the details filled in the application form

**Step 9:** Ensure that all the uploads required to comply with the size requirement as mentioned against the category

**Step 10:** Click 'submit'

**You are required to submit details\* for the following questions in the format as given below. Please ensure that you attach pdf files**

\*- All details are to be filled "As on date" except for the fields where there is a timeline mentioned

**Q 13. The number of startups accelerated**

Name of the startup	Name of the founder(s)/co-founder(s)	Date of incorporation	Date of joining the accelerator	Which program were they a part of (name of the program, link to the website/microsite of the program)	Funds raised while they were part of the accelerator
Startup 1					
Startup 2					
+					

**Q 14. Number of startups graduated from the accelerator**

Name of the startup	Date of graduation of the startup	Valuation at the time of graduation (in INR crores)
Startup 1		
Startup 2		
+		

**Q 15. Number of startups that have raised follow on investments**

Name of startup	Date of graduation	What is the total amount of investment that they raised?	Rounds of funding	Sources of funding (optional)
Startup 1				
Startup 2				
+				

**Q 16. 2-year survival rate of startups from date of joining acceleration program**

Name of startup	Date of incorporation	Current base location	Current clients	Website link for the startups
Startup 1				
Startup 2				
+				

**Q 17. Number of startups invested in**

Name of startup	Amount of investment	Stake % if any	Engagement with startup currently
Startup 1			
Startup 2			
+			

**Q18. Total investment raised for startups (in INR million)**

Name of startup	Source of the investment raised	Amount of the investment raised
Startup 1		
Startup 2		

**Q 19. Total corpus available to startups (in INR million)**

*Proof - Attach fund allocation or corpus allocation or any other in pdf format*

**Q 20. Number of paid mentors on-boarded**

Name of the mentor	The industry he/she belongs to	Brief profile of the mentor (not more than 200 words)	Services rendered by the mentor
Startup 1			
Startup 2			
+			

Please mail to [dipp-startups@nic.in](mailto:dipp-startups@nic.in) for any queries