

#startupindia



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

April – June 2021

Edition 4



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Highlights

9659

Total queries resolved

4,498

Startups recognized

DPIIT recognizes 50,000 startups

The journey of Startup India began when Prime Minister Narendra Modi launched the initiative with the vision of having a startup in each district and block of India, on 16th January 2016. Over the last 5 years, the Startup India initiative has seen considerable growth and on June 3rd 2021, reached the milestone of recognizing **50,000 startups** in India. Indian startups are rising from across the country, with over **620 districts having at least one startup**. The entrepreneurial energy that runs through the country has also seen a startup rise from each of the 36 States and Union Territories.

The journey of Startup India started at a slow but steady pace, with the first 10,000 startups being recognized in 808 days. Since then, it's a testament to the growth opportunities that have been provided for startups, that the last **10,000 startups were recognized in just 108 days**. The ambitions of India's entrepreneurs can be understood by the fact that over 16,000 startups were recognized in the financial year 2020-2021.

DPIIT has ensured the ease of starting up and growth in the country while actively encouraging policy formulation by providing states support in the same. The **Startup States Ranking Framework** exercise leverages competitive federalism to facilitate mutual learning between states and encourages them to adopt the best practices that have seen positive outcomes. The states of **Maharashtra, Karnataka, Delhi, Uttar Pradesh and Gujarat** accounted for **60% of the recognized startups** in India.

The emergence of a regulatory environment which adapts to the advances that businesses are making, has seen **47 regulatory reforms** being made, to make business growth easier for startups. Startups have utilized the support provided, by generating **11 job per startups for a total of 48,093 startups reporting 5.49 lakh jobs**. It's worth noting that 1.7 lakh of these were created in 2020-2021.

The journey of the last 5 years has seen the startup ecosystem grow equitably with **45% startups having atleast 1 woman director** on their board. Support is also being provided to our women entrepreneurs through programs specifically targeted at helping them grow their entrepreneurial idea.

The Startup India initiative has supported this growth of the ecosystem by facilitating government procurement for startups. As of 25th May 2021, **the Government-E-Marketplace (GeM) has onboarded 9,755 startups, with 73,340 being the volume of the orders, worth a value of INR 3,237.6 crore.**

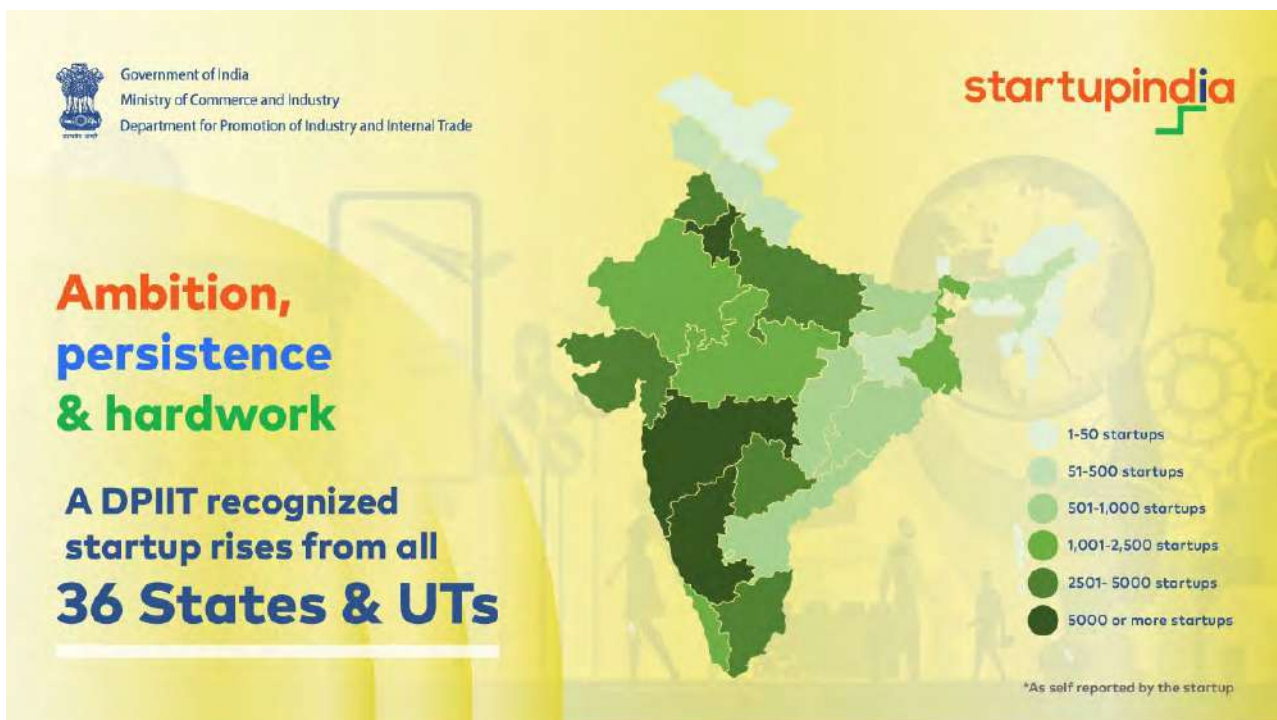
The initiative has also been pivotal in providing patent benefits to startups, fast-tracking patent applications and providing rebate. There have been 561 patents granted through this facilitation as of March 2021.



The support that is being offered through multiple government schemes, incubators and accelerators is providing an opportunity for entrepreneurs to build their products, contributing to the growth of the startup ecosystem. The five industries which have seen the most startup growth are **'IT Services', 'Healthcare & Lifesciences', 'Education', 'Professional & Commercial Services' and 'Agriculture'**. DPIIT has also instituted the National Startup Awards, to recognize and reward startups that are creating broader social impact. The National Startup Awards 2021 are currently under evaluation and will be announced soon.

DPIIT has also been providing funding support to the ecosystem, with the newly launched **Startup India Seed Fund Scheme (SISFS)** with an overlay of **INR 945 crore** for early-stage startups. **The Fund of Funds scheme** which was launched in 2016 with an overlay of INR 10,000 crore has already impacted over 300 startups in the country.

The phenomenal growth of the startup ecosystem, has shown us that guided governmental policy, with the aim of enabling all stakeholders, always leads to transformative impact.



Hon'ble Commerce & Industry Minister's Interaction with National Startup Awardees

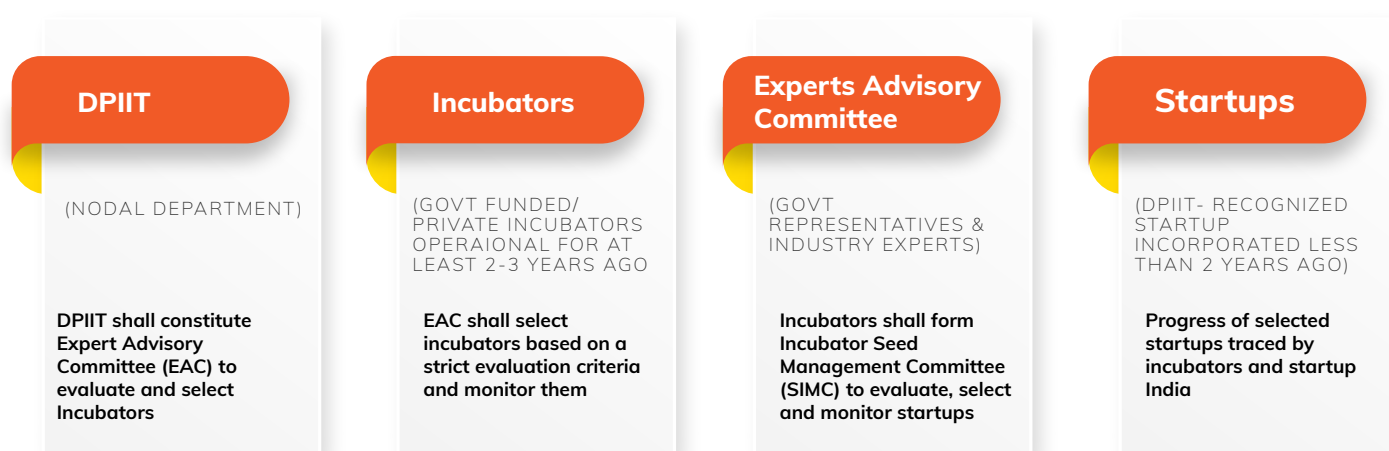
DPIIT organized an interaction session for National Startup Awardees and other ecosystem enablers with the Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Shri Piyush Goyal on 5th April 2021 to commemorate the journey of startups in the country. The event, which started with the opening remarks of Shri Som Parkash, Minister of State for Commerce & Industry, was attended by more than 600 participants and had 12 speakers ranging from successful startups such as Dhruva Space and Naukri.com to important ecosystem stakeholders such as Smt Anjali Bansal, Avaana Capital and Srinivas Ramanujan, Villgro Innovations Foundation. Shri Piyush Goyal stressed on the fact that a resilient and reimagined India can only be formed on the back of innovation, invention, and new ideas which the startup ecosystem is powering. He also encouraged the attending enablers to work towards creating an ecosystem where innovation and startup culture can easily flow down to Tier 2 and Tier 3 cities as well



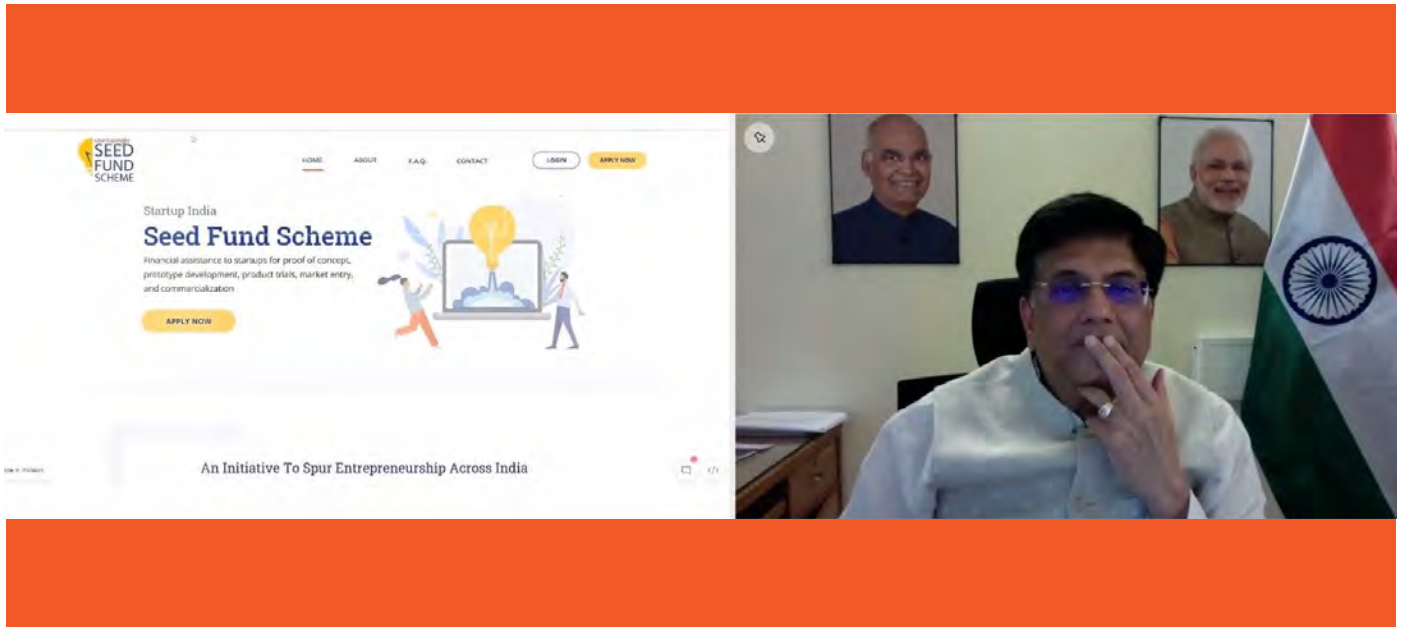
Startup India Seed Fund Scheme Launch

DPIIT has created Startup India Seed Fund Scheme (SISFS) with an outlay of INR 945 Crore to provide financial assistance to startups for Proof of Concept, prototype development, product trials, market entry, and commercialization. This would enable these startups to graduate to a level where they will be able to raise investments from angel investors or venture capitalists or seek loans from commercial banks or financial institutions. The scheme will support an estimated 3,600 entrepreneurs through 300 incubators in the next 4 years. The Hon'ble Prime Minister announced the scheme on 16th January 2021 in his Grand Plenary address of Prarambh: Startup India International Summit.

Operationalization of the scheme



The scheme was launched on 19th April 2021 by Hon'ble Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Shri Piyush Goyal in a virtual event which was attended by Shri Anil Agrawal, Additional Secretary, DPIIT, state officials, EAC members and over 500 attendees and was watched by over 800 viewers live on YouTube. The event was covered by Inc42, ToI, Economic Times, Business Standard, Livemint, Business Line, Outlook, etc. A 'Call for Application' for Incubators was also announced at this event, with a 'Call for Application' for Startups tentatively scheduled to be launched shortly on the Startup India website.



Via CiscoWebex

STARTUP INDIA SEED FUND SCHEME

Salient Features

- ✓ Year Round 'Call for Applications' for Startups and Incubators
- ✓ Sector-agnostic
- ✓ No Mandatory Physical Incubation
- ✓ PAN-India startup programme
- ✓ Startups can Apply to 3 Incubators Simultaneously

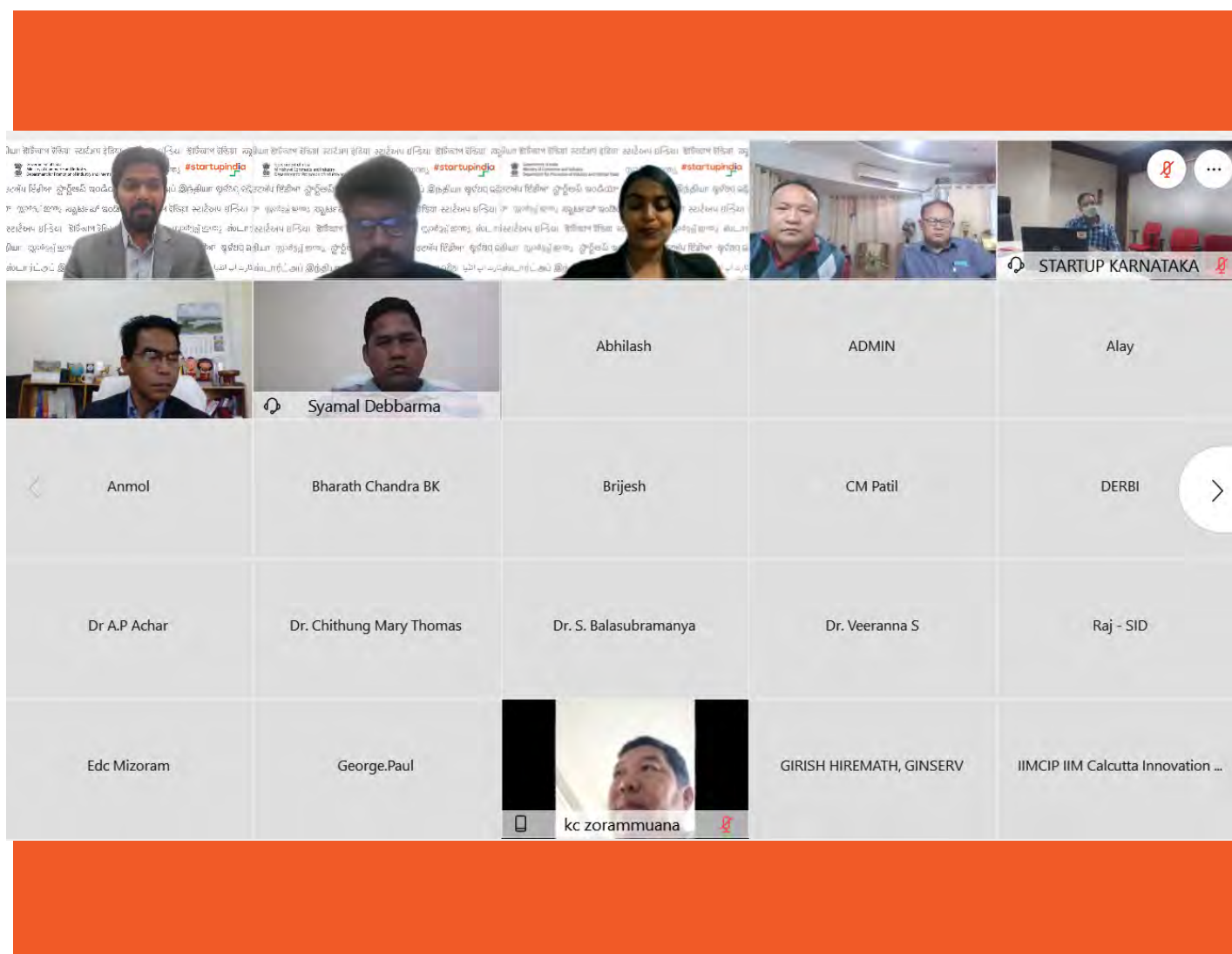
300 Incubators

3600 Startups

At the bottom, there are four video call windows showing participants: Anil Agrawal, Palak Bhatia SUI, Piyush Goyal, and Vijay Vir Singh Amity I. The participant count is +468.

Pan India Incubator Workshops for Startup India Seed Fund

As part of ensuring the access to the Seed Fund Scheme to as many incubators as possible, DPIIT has been undertaking multiple outreach activities. Workshops with incubators (beneficiaries) from across the country is being conducted starting from the month of March 2021. As on 17th May 2021, 10 workshops have been concluded with over 670 incubators from 36 states and UTs and 2 Government of India ministries/departments.



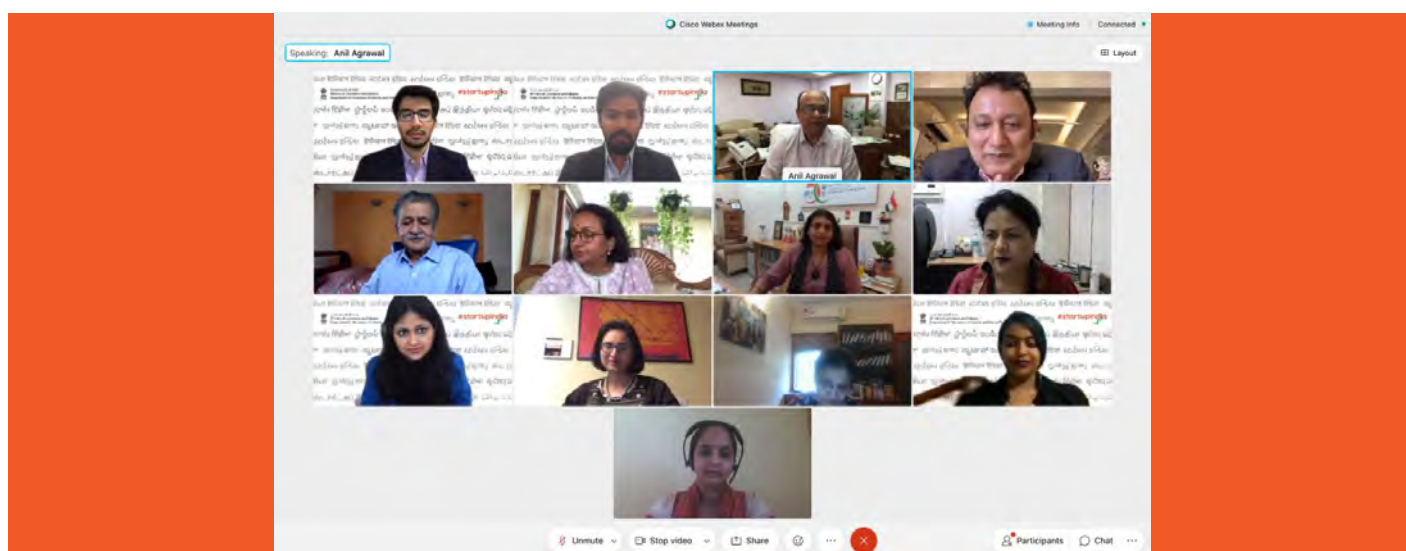
State/Department wise spilt of each workshop is as follows:

DATE	STATES/MINISTRIES	ATTENDANCE	GOVT. OFFICIALS
13th May	Department of Science and Technology	120+	• Dr. Anita Gupta, Head(NEB), DST
10th May	Department of Biotechnology (DBT)	160+	• Dr. Manish Diwan, BIRAC
12th April	Uttar Pradesh, Haryana, Bihar, Assam	50+	• Mr. Praveen Kumar - Nodal Officer, StartInUP • Mr. Nitin Bansal, Startup Haryana
8th April	Rajasthan, Goa, Himachal Pradesh, Jharkhand, Andhra Pradesh	45+	• Smt. Ankita, MD, JKTPPO • Smt. Munesh Lamba, Dy. Director, Dept. of IT, Govt of Rajasthan • Mr. Nanda Kishore Mulangi, CEO, APIS
5th April	Tamil Nadu, Andaman & Nicobar, Puducherry, Chhattisgar, J&K, Nagaland, Uttarakhand, West Bengal	30+	• Ms. Sunitha, AD Industries, A&N • Mr. Shahid Khan, Industries Promotion Officer, A&N
30th March	Karnataka, Tripura, Sikkim, Mizoram, Meghalaya, Manipur, Arunachal Pradesh	55+	• Mr. Tabe Haider, Jt. Director, Dept. of Planning, Govt. of Arunachal Pradesh • Ms. Kulkarani Devi, Director, Dept of Planning, Govt. of Manipur • Syamal Debbarma, Senior informatics officer, • Directorate of Information Technology, Govt. of Tripura
22nd March	Maharashtra, Odisha, New Delhi, Ladakh	80+	• Smt. Manasi Mandhata, Joint Secretary, MSME, Odisha • Mr. Vivek Pandey, Secretary-cum-Commissioner, Industries, New Delhi • Mr. D K Gupta, Director, Industries, New Delhi • Mr. Mithun John, Jt. CEO, MSInS
15th March	Kerala, Punjab, Madhya Pradesh, Chandigarh	50+	• Mr. Deepinder Dhillon, Joint Director (IT), Invest Punjab
12th March	Gujarat, Dadra and Nagar Haveli and Daman & Diu, Lakshadweep	45+	• Sri Dharmesh R Parmar, Joint Commissioner of Industries, Government of Gujarat
4th March	Telangana	40+	• Sri Jayesh Ranjan, Principal Secretary to Government of Telangana, I&C and ITE&C Department

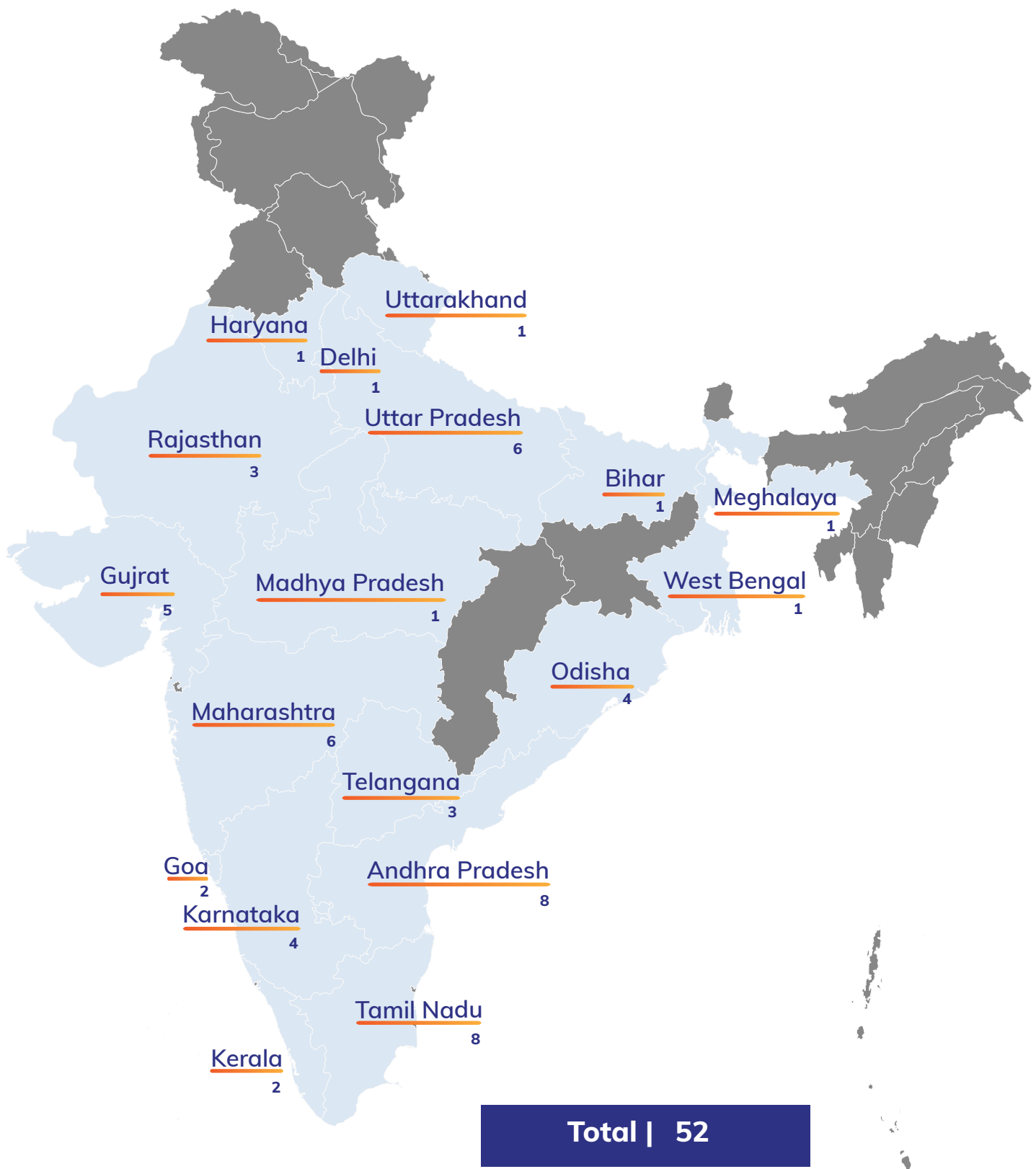
- An Experts Advisory Committee (EAC) has been constituted on 16th March 2021 which is responsible for selection of incubators and monitoring of funds and is mandated to meet every quarter. This will ensure timely evaluation of applications and continuous monitoring of the funds under the Scheme. The first Experts Advisory Committee (EAC) meeting was conducted on 20th May 2021 to formalize the process of evaluation and selection of Incubators for the Startup India Seed Fund Scheme. The EAC will convene each month to evaluate 10-15 applications and aims to select 100 incubators in 2021-22. the second EAC meeting for evaluation and selection of Incubators is scheduled for 17th June 2021
- A dedicated team "Seed Fund Secretariat" has been formed to handhold the incubators in navigating the application process, address their queries, to screen their applications, organize meetings of the EAC, etc.
- As on 16th June 2021 the following is the status of incubator applications:

• Total visitors on seed fund portal	36,738
• Applications in Draft	189
• Total Applications Received	52
• Applications Screened and Marked Incomplete	36
• Applications yet to be screened	13
• Application ready for EAC review	3

Two incubators have been approved to be a part of the program post the EAC review. IIMK Live from Indian Institute of Management in Kozhikode, Kerala and Forum for Innovation Incubation Research & Entrepreneurship from Goa are the two incubators who have been shortlisted to be a part of the Seed Fund Scheme and will be working closely with DPIIT.



State wise distribution of applications received:



First Meeting of National Startup Advisory Council

DPIIT has made a constant endeavour to bring stakeholders from the startup ecosystem together to form policies through a consultative method to ensure the growth of the ecosystem. The startup ecosystem has been a key pillar of growth for the Indian economy. To facilitate the same, a National Startup Advisory Council (NSAC) has been constituted. The NSAC is constituted of members from multiple government agencies, startup founders, venture capitalists, industry veterans, incubator and accelerator representatives as well as representatives from industry associations. The first meeting of the NSAC was chaired by Minister of Railways, Commerce & Industry, Consumer Affairs and Food & Public Distribution Shri Piyush Goyal on 15th April 2021. The meeting saw multiple stakeholders offer policy suggestions to strengthen the startup ecosystem and facilitate its proliferation across the country. The NSAC will be meeting regularly, with DPIIT taking the recommendations into consideration and formulating the actionable for them. This collaborative process is essential as the Indian startup ecosystem grows and consolidates itself as a world leader.

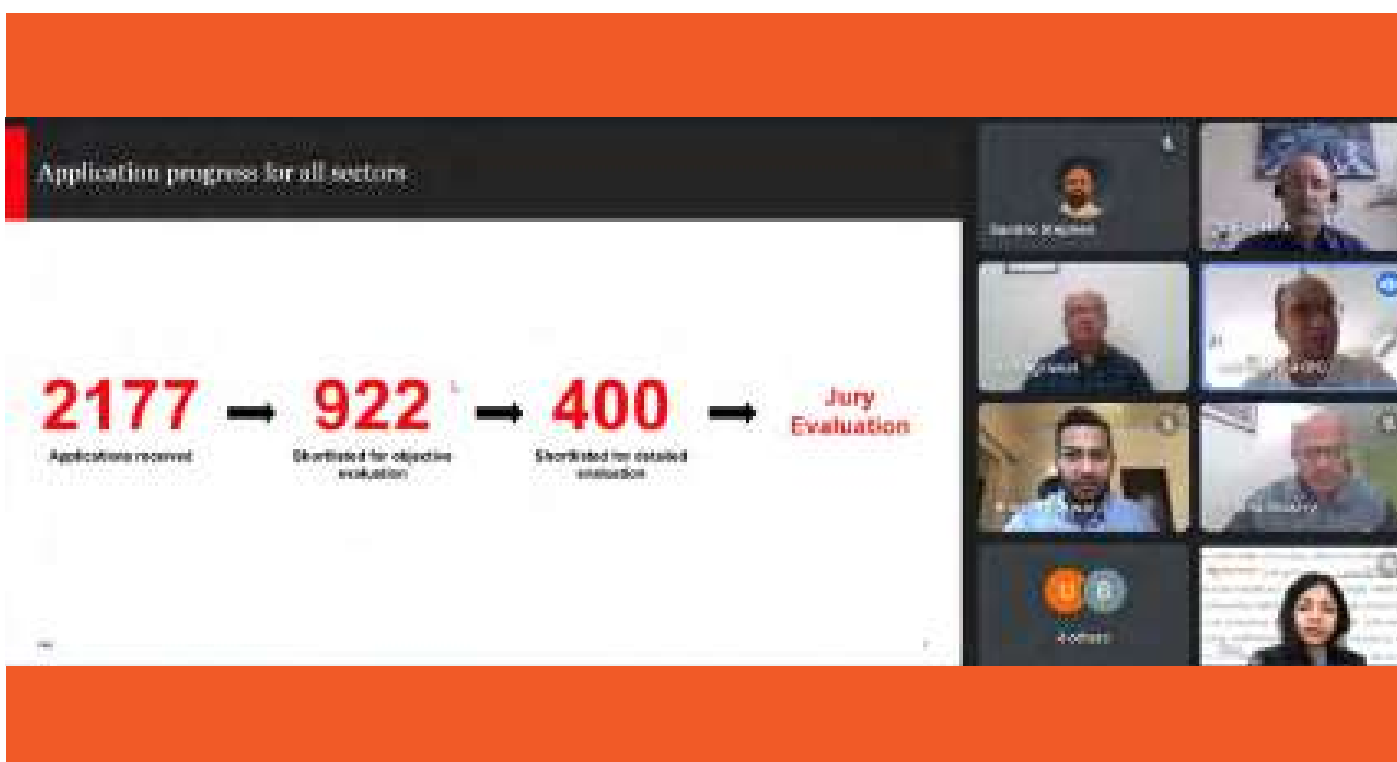


National Startup Awards

2021 Jury Evaluations

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

There were 2873 applications received for National Startup Awards 2021. After the due diligence of applications received, 179 (as of June 2021) have been shortlisted for jury evaluation. The jury evaluation will be completed in the month of June. The jury members include senior government officials, veterans of industry, unicorn founders, angel investors, venture capitalists and other ecosystem stakeholders.



Handholding Finalists of National Startup Awards 2020

The first edition of the National Startup Awards was conceived by DPIIT in 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. The awards shortlisted 192 finalists from over 1600 applications, with 36 startups being chosen as winners across 12 sectors. As part of DPIIT's handholding support to these startups, support has been provided along the following verticals.



Mentorship

DPIIT as part of its handholding efforts for the NSA 2020 finalists, has provided mentorship opportunities for the startups. The mentorship track has seen startups being mentored by multiple ecosystem stakeholders. As part of this, mentorship sessions are being taken by NASSCOM under its NASSCOM 10000 program. NASSCOM has selected 37 startups to provide them with technical mentoring support. The startups have been made available all mentorship opportunities that the startups under the NASSCOM 10000 programs can avail.

International Market Access:

India – Japan Pitching Sessions

Synergies between India and Japan's innovation ecosystems are extensive. Signing of a joint statement between the Ministry of Economy, Trade & Industry of Japan, and Ministry of Commerce & Industry, Government of India paved the way for a vast pool of initiatives to accelerate startup collaboration.

Five pitching sessions have been undertaken as part of the India-Japan pitching series in the following sectors; **Energy and Waste Management, Agri Value Chain and Processing, Health, Finance and Urban Services.**

On April 15th 2021, the fourth India-Japan Pitching session in the Finance sector was undertaken where **25 connects** were facilitated between stakeholders and startups.

The two categories of finance sector NSA finalists and winners that participated in the Finance Session were as follows: **Payments & P2P lending and Financial Literacy Engagements.**

On May 27th 2021, the fifth India-Japan Pitching session in Urban Services sector was undertaken where 10 NSA finalists and winners presented their solutions and **80 esteemed investors/corporates** attended the session.

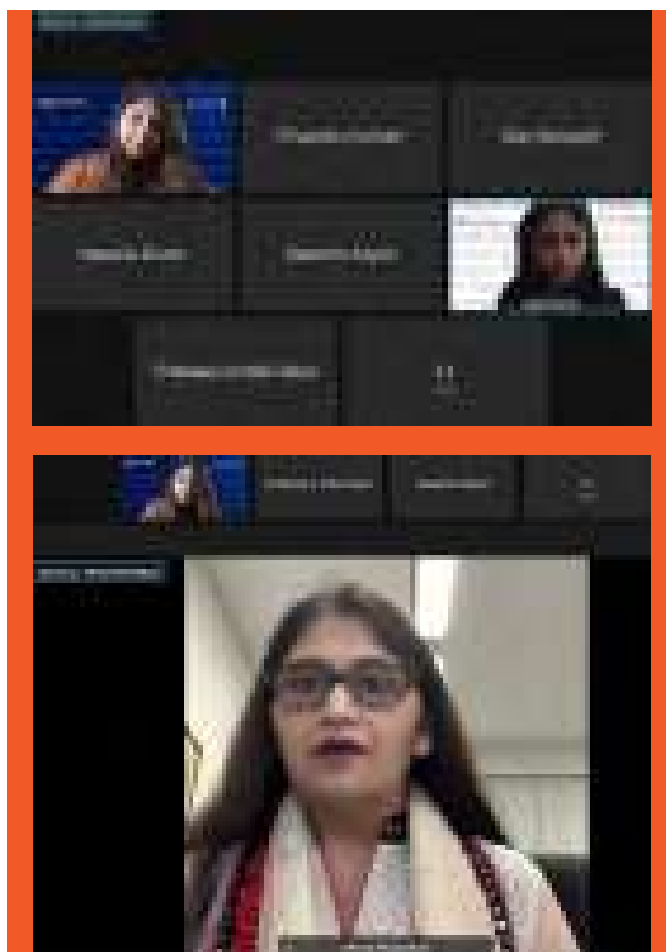
The four categories of urban services that were presented in the fifth pitching session were in Construction/Development Monitoring Solutions, Traffic Management, Waste Management and Water/Water Networks.

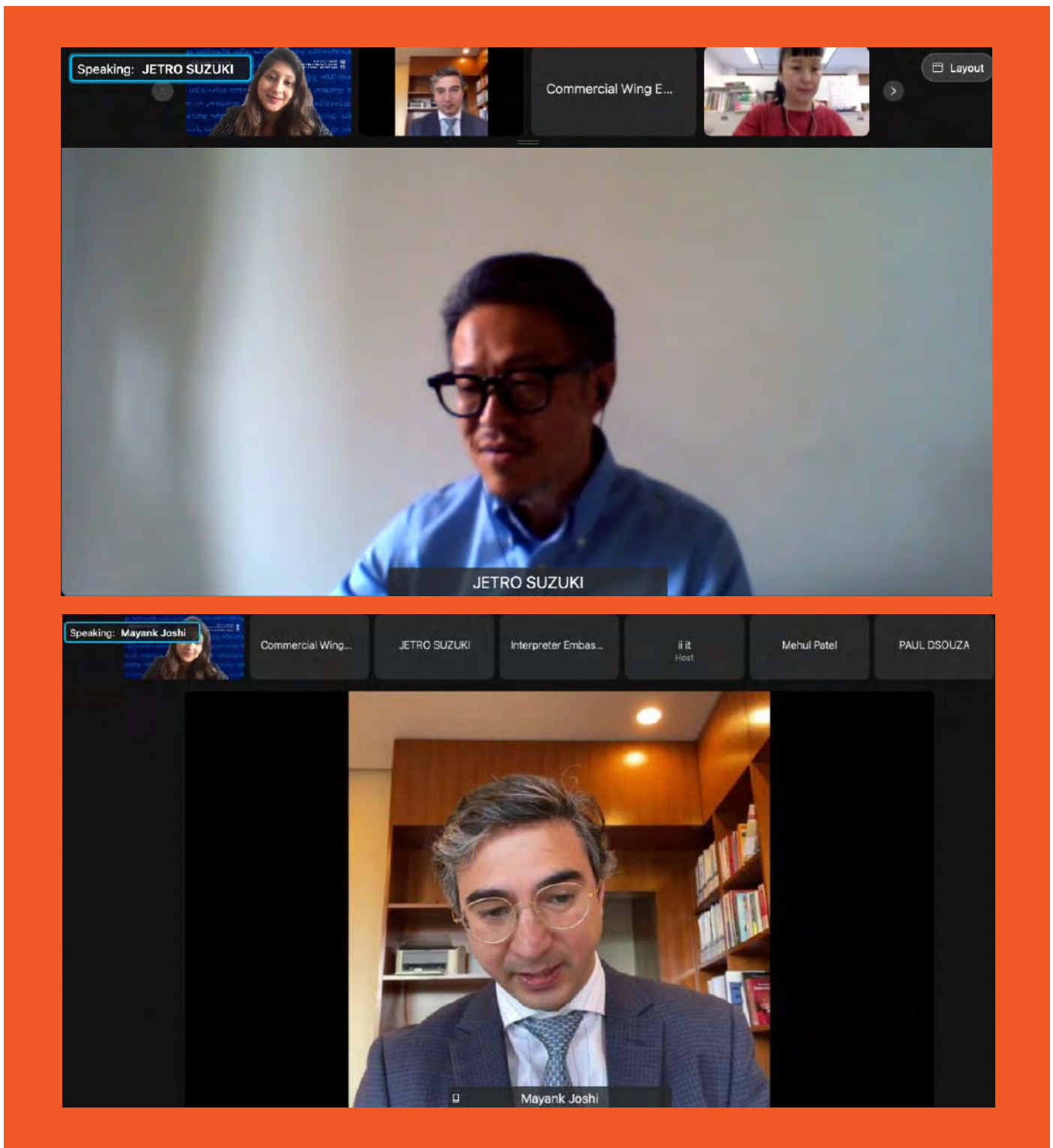
41 connect requests from stakeholders have been facilitated through the Urban Services session.

Across the sessions, special remarks have been provided by HE Mr. Sanjay Kumar Verma, Ambassador, Embassy of India, Tokyo, Ms. Mona Khandhar, Minister (E&C), Embassy of India, Tokyo, Ms. Aastha Grover, Head, Startup India and esteemed stakeholders from JETRO.

So far, **160+ connect requests** from stakeholders have been facilitated with 50 startups.

The India-Japan Pitching Series has three upcoming sessions scheduled in **Education, Food and Industry 4.0 sectors**, to highlight leading Indian innovations in these sectors, inviting esteemed attendees from the Japanese side.





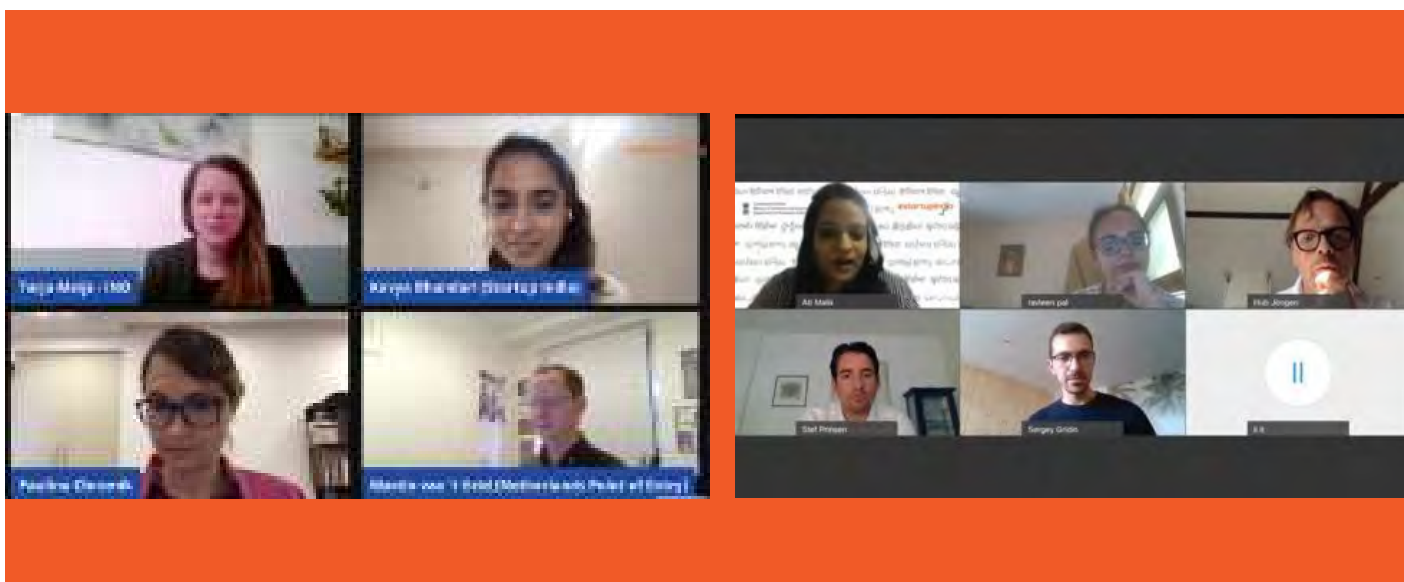
The sixth India-Japan Pitching session in the Education Sector was held on 24th June 2021. The session was attended by over 70 stakeholders. Mr. Mayank Joshi, Deputy Chief of Mission, EOI Tokyo, shared his opening remarks and Mr. Takashi Suzuki, Director General, JETRO Bengaluru presented his special remarks on the education sectors in Japan and the various ways in which we can collaborate.

Indo – Dutch Talks

Department for Promotion of Industry and Internal Trade, Startup India and the Embassy of the Netherlands in India have collaborated for Indo-Dutch Talks. The program is a series of focused one to many mentorship sessions on various essential topics to prepare Indian Startups for market expansion in the Netherlands and will provide an in-depth understanding of the strategies to be adopted. Some of these sessions will be centred around strategic planning, setting up, development & progress priorities, adopting right marketing strategy, identifying target customers, planning to go-to-market strategies, structuring organizational process, building the team, and more.

The second mentorship session of the series was held on 22th April 2021 on Understanding Laws and Legislature governing International Startups looking to expand into the Netherlands. The open session featured Mr. Martin Van't Veld, Senior Advisor, Netherlands Point of Entry, RVO and Ms. Tarja Mejis, Senior Advisor, IND, and witnessed 5,700+ views and 200+ comments. The mentors presented a step-by-step approach to the immigration related laws and legislation. Queries regarding do's and don'ts of startup immigration, sector specific rules and requirements, etc. were addressed by the mentors

The third mentorship session of the series was held on 17th June 2021 on 'Building Dutch Internationalization Strategies and Leveraging Enabler Connects'. The session had more than 45 startups participating where the mentors briefed about strategies that can be adopted while expanding to the Netherlands. Specific case studies were also presented. Queries from the startups around scaling up, booming sectors, enablers were also addressed by the mentors. The participating organizations as mentors for the session were WorldStartup and InnovationQuarter.



Government Connect

Startups for Public Services is a series of workshops organised by the Department for Promotion of Industry and Internal Trade in collaboration with other Government entities, including their attached offices and undertakings to acquaint them with on-the-shelf innovative solutions offered by Indian startups.

DPIIT, in collaboration with the Department of Higher Education, conducted a workshop on the 8th of April 2021. The workshop exhibited participation from prominent organisations under the Department of Higher Education – AICTE, UGC, EdCIL, ICHR, CoA, and ICSSR.



The workshop saw 9 NSA finalist startups, 'Learning Matters', 'Edgefc Technologies', 'Bodhami', 'Gingermind', 'Curious Kids Media', 'Robotguru', 'Kichkead Softwares', 'Design2occipancy' and 'WeSecureApp' presenting their products to the government officials and received 15 pieces of feedback and connection requests.



Startup India Champions on Doordarshan

'Startup Champions' On Doordarshan was launched on 16th January 2021 by the Hon'ble Prime Minister during Prarambh: Startup India International Summit. It aims to highlight stories of the best innovations in the country, winners of the 'National Startup Awards'. The first episode was telecasted on 16th January 2021. It is being telecasted in both Hindi and English across Doordarshan network channels.

Over the past three months, twelve episodes have been telecasted on Doordarshan network channels, covering the stories of more than 30 startups across 12 diverse sectors. Each episode included mentorship by industry experts, including Dr. K. Sivan, Chairman ISRO, Mr. Deep Kalra, Founder, MakeMyTrip, Dr. Devi Shetty, Chairman, Narayana Health, Mr. Ritesh Aggarwal, Founder, OYO Rooms, amongst others.



There has been a far-reaching impact of the program on the participating startups. The program has helped the startups in increasing their overall credibility and visibility at the national level. All startups have seen an increase in the number of connection requests and inquiries about their product/ service. Some of the startups have also received direct offers for deployment and funding. There have also been successful collaborations between startups of the same sectors. Some direct impact pointers have been mentioned below:

#	Startup Name	Impact
1	Mandya Organic Foods	Received offers for providing the franchises to sell its products in India and other countries like the US, UK, and UAE. Investment offered by Mr. Nagraja Prakasham, an Angel Investor
2	Cornext Agri Products	Increased credibility and visibility of the product, a high number of inquiries Government of Madhya Pradesh has subsidized the product for consumption
3	Foodcloud	Increased visibility and investor interest
4	Skyroot Aerospace	MoU signed between Dhruva Space and Bellatrix Aerospace for working together on joint space missions. Skyroot Aerospace entered into a partnership with Bellatrix Aerospace for using its Orbital Transfer Vehicle with its Vikram series of Space Launch Vehicles.
5	Dhruva Space	
6	Bellatrix Aerospace	
7	Aloe Ecell	Received offers for collaboration from farmers for growing Aloe Vera

#	Startup Name	Impact
8	Robotguru Education	Shri Prashant Shukla, MD, Udemy is joining Robotguru as an advisor. Partnered with National Skill Development Corporation to conduct a mobile robotics skill competition. Collaborated with Agastya International Foundation to bring mobile robots & virtual education to more schools. Received investment from Kitaki Ventures, a New Zealand based venture capital firm
9	Robotguru Education	Helped in visibility and building credibility for pitching.
10	Niramai Analytix	Niramai Health Analytics has received multiple requests for home screening for their product, post the telecast of the program. Niramai Health Analytix and Innaumation Medical Devices have collaborated for developing an artificial intelligence platform to detect throat cancer at an early stage. The technology used by Niramai will potentially detect throat cancer and technology used by Innaumation Medical devices will be used for treatment. Few samples have already been tested for this purpose
11	Bonayu Lifesciences	
12	Bonayu Lifesciences	Multiple inquiries from distributors references from hospital to evaluate the product, great visibility from the investor side
13	Fabheads	Support in fund-raising by converting investors

#	Startup Name	Impact
14	Scapic Innovations	A high number of connection requests on various platforms including LinkedIn
15	Planys Technologies	Due to the bilingual nature of the show, the awareness of the product has increased in Tier-2 and Tier-3 cities, thereby increasing the market size.
16	Gingermind Technologies	Increased number of inquiries in both National and International markets. Improved understanding of the product to the consumers
17	Gods Own Food	In the Top 20 Category on Amazon for staples. 130 reviews on Amazon before the show; now over 800. The awards and the show have transformed the company as an increased number of people are trying the product.
18	Intello Labs	A high number of inquiries for the product on their website
19	Nava Design Innovation	Received several calls. Few leads from customers. One lead from an investor.
20	Feeinsta Consulting	Requests from Smart Cities Mission and Railways Department for collaboration.
21	Param People Infotech	Interest received from various OEMs and Biking Groups
22	Staqu Technologies	Increased global traction, especially from Dubai. Collaboration requests from various channel partners and government stakeholders
23	Safe Security	Increase in downloads of the app on both Google Play and the Apple store

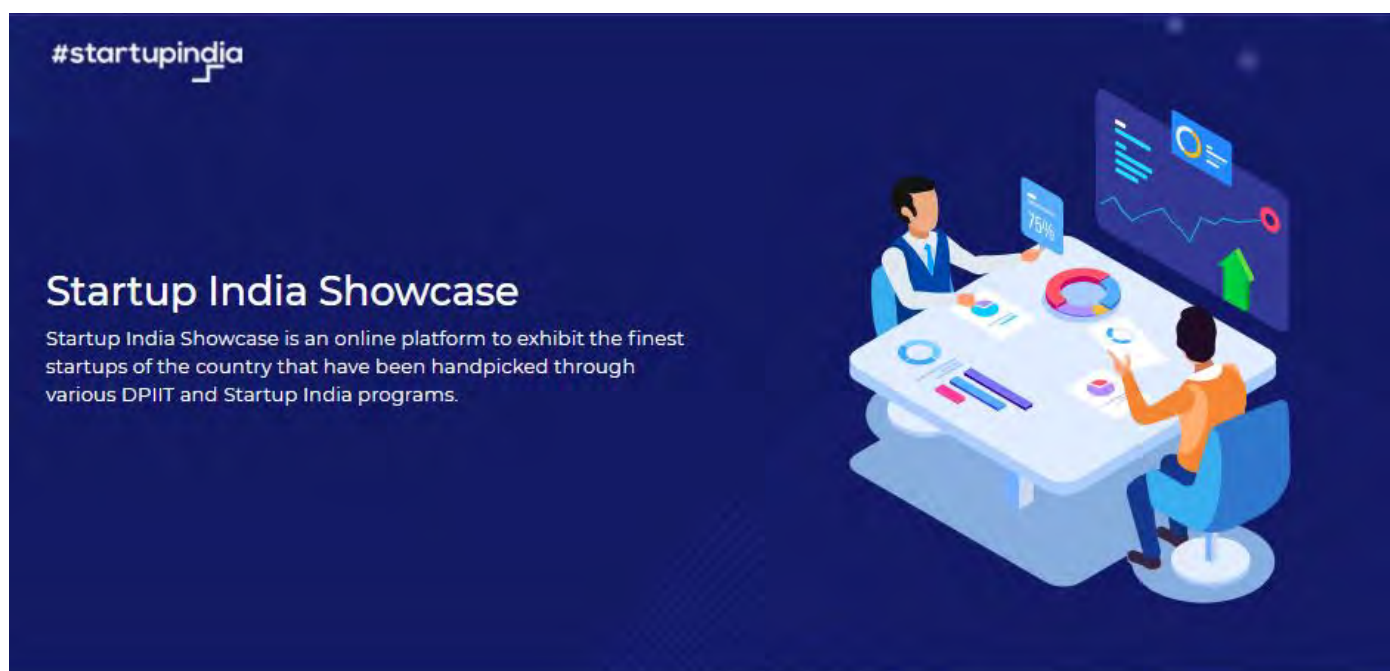
#	Startup Name	Impact
24	SNPC Machines	Useful product showcase opportunity, resulting in improved understanding of the product and its benefits to the consumers. Increased number of queries for export.
25	Taraltec Solutions	A high number of inquiries for the product
26	Resilient Technologies	Reach of the product expanded to Tier-2 and Tier-3 cities, leading to broadening of the consumer base
27	Minionlabs	Inquiries for distribution pan-India, and increased collaboration requests
28	Bodhami	Increased number of partnership requests and inquiries for the product
29	Azooka Labs	Increased visibility, especially from the NGO community, including a high number of business requests.
30	Genrobotic Innovations	Increased mileage in terms of promotion of the product

We look forward to continuing the program for the next year and creating a culture of innovation through more inspiring stories.

Startup India Showcase

Startup India Showcase is an online discovery platform for the most promising startups of the country. These innovations span across various cutting-edge sectors such as Fintech, Enterprise-Tech, Social Impact, Health-Tech, Ed-Tech, among others. Ecosystem stakeholders have evaluated, nurtured, and supported these startups. These startups are solving critical problems and have shown exceptional innovation in their respective sectors.

The showcase now features 104 startups on its platform which has been selected by an eminent committee comprising of officials from DST, ICAR, IVCA, BIRAC, CII, CCAMP, IAN, iCreate, Villgro Foundation, Cisco Launchpad, TiE Delhi NCR, and Kalaari Capital with DPIIT leading them. The platform provides a unique opportunity to innovative startups to showcase their product to a variety of stakeholders including Investors, Accelerators, Corporates, Government entities, etc.



High Tech Products



Heelium



Elvicto Technologies



Naturesani



DiyCam India



PupilMesh



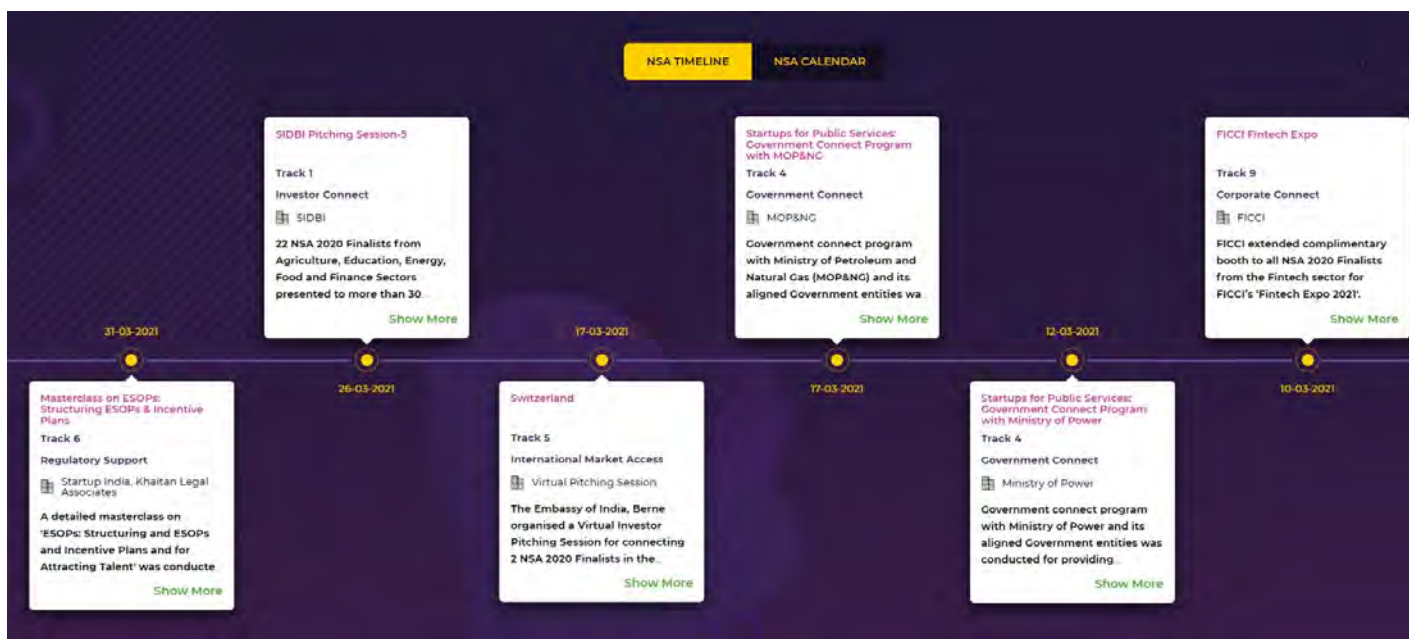
Kriya Labs

National Startup Awards 2020 Microsite

The National Startup Awards 2020 microsite has been launched, which showcases the handholding support that is being provided to all the finalists and the winners. The aim behind the website is to give a detailed overview of the activities taking place, the timeline and showcase the coordinated efforts taken by DPIIT and various supporting organizations, in ensuring that NSA 2020 winners are provided all growth opportunities possible.

The website showcases the 9 pillars of handholding as well as the updated information on the sessions that are taking place with a brief description. The handholding pillars for the National Startup Awards finalists and winners are 'Investor Connect', 'Mentorship', 'Startup India Champions on Doordarshan', 'Government Connect', 'International Market Access', 'Regulatory Support', 'Startup India Benefits', 'Startup India Showcase' and 'Corporate Connect'. It also has an interactive calendar, through which one can trace the timeline of all the events, along with partner organizations.

You can access the progress of the handholding efforts [here](#).



Knowledge Exchange Week for State & UTs

The States' Startup Ranking is an annual exercise conducted by DPIIT, leveraging the concept of competitive federalism to rank the startup ecosystems across states in India.

The exercise focusses on recognizing the work of different states in building an environment conducive to startup ecosystem growth in their respective states. The objectives of the exercise range from propelling States to implement best practices, creating avenues for knowledge exchange as well as building capacities of various enablers pivotal to the startup ecosystem.

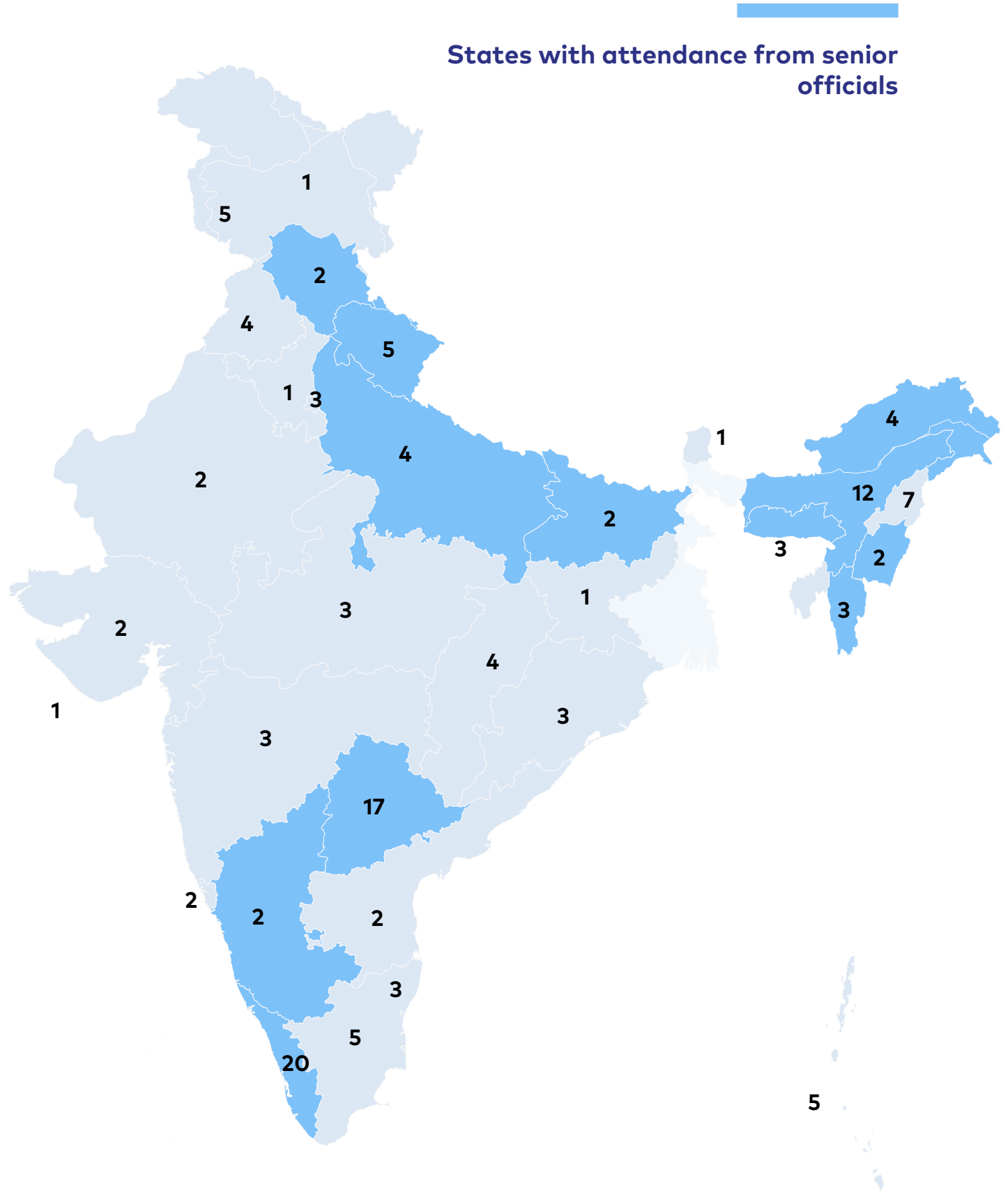
In furtherance of this concerted vision, DPIIT organised the Knowledge Exchange Week 2021 from 21st June to 25th June 2021. Each day of the Knowledge Exchange Week was centered on reform areas of the States' Startup Ranking: Institutional Support, Fostering Innovation and Entrepreneurship, Funding Support, Incubation Support, Capacity Building of Enablers and Access to Market and Mentorship Support. Each day had 4 sets of workshops, the first one led by champion states, followed by a session by startups who have been impacted by state policy, which was followed by a session by International partners and the sessions

were concluded with a fireside chat with stalwarts from the domestic startup ecosystem.

The workshops were organised as an extraordinary opportunity for States and other enablers to learn about both domestic and global best practices to foster entrepreneurship in their regions. Presentations from international counterparts from the United Kingdom, Korea, Japan, Singapore and Germany provided insight into the outstanding initiatives undertaken by them for startups.

Domestic stakeholders included stalwarts within the ecosystem, from organizations such as LetsVenture, NASSCOM, TiE Mumbai, IIT-Madras, Villgro Foundations, IIT Delhi, Zoho and Startup Genome. Having had insights from Industry Associations, Academic Institutions, Corporates and Incubators, the sessions were testament to the scope of India's startup ecosystem and further highlighted how States can implement similar initiatives for sustained development.

The workshop saw participation from over 100 representatives from 34 States and Union Territories of India and became a platform for discussion, deliberation, and great knowledge exchange.



Day-wise Participation



Speaker Connection Requests: Analysis

Fireside Speakers	International Speakers

Testimonials and Feedback

“

Our state had a lot of learnings and takeaways from other states.
- Meena Nagaraj, Managing Director, KITS

”

“

I enjoyed participating in the Knowledge Exchange Week. I hope that the participants found our session helpful. Congratulations to you and the StartupIndia team to organize such a fantastic event.
- Mr. Raghu Rao, IIT-Madras

”

“

Very useful sessions on startups...lots of knowledge transfer between states...thank you!
- Dr Sandhya Anvekar, Program Head, Skills, KITS

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“

Thank you team for arranging this kind of programs. Would like to part of these kind in future. Would love to connect with people moving in the same direction.
- Vignesh, Team Member, KSUM

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Thank you to you and the Startup India team for arranging this workshop. Look forward to attending the other sessions.
- Mr. Neel Lalka, Assistant Manager, Strategy & Operations

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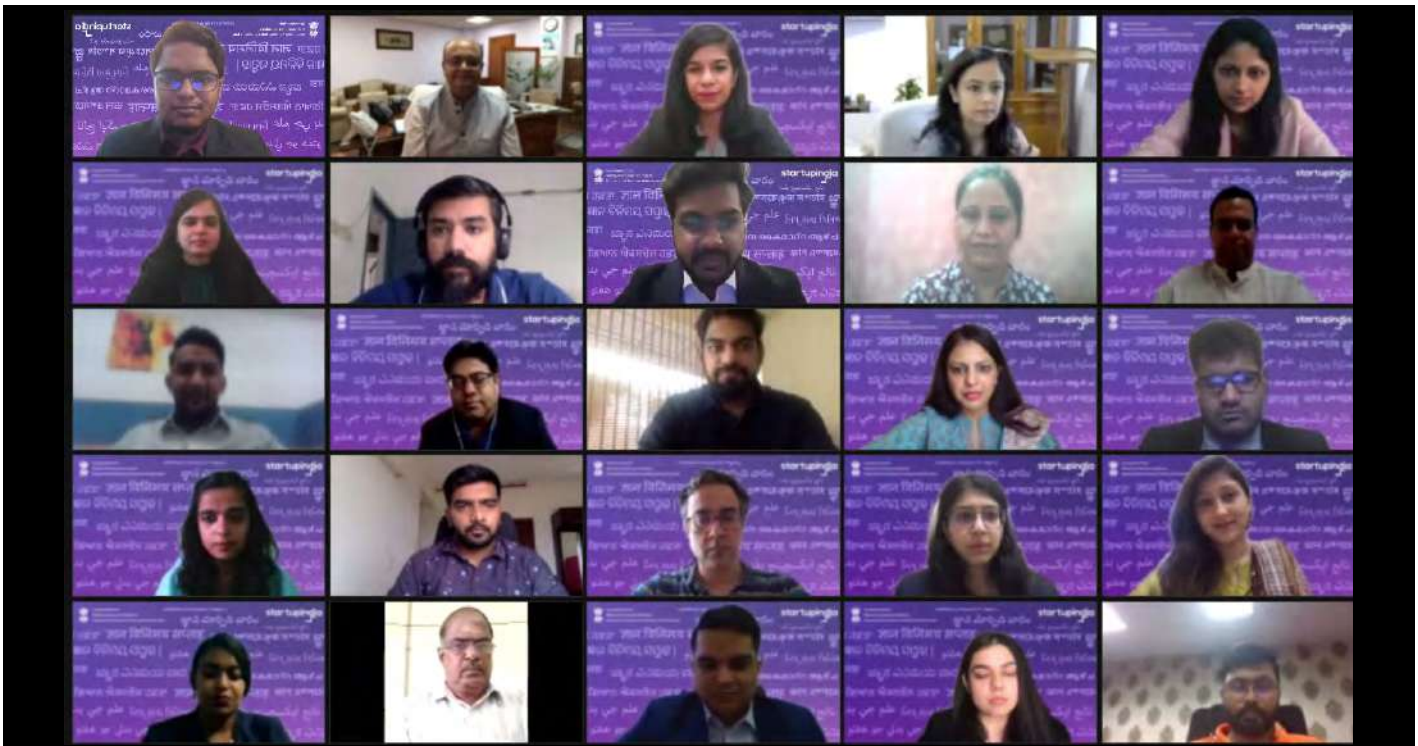
Thanks Startup India for the opportunity and SRF Knowledge Exchange in every sense upholds the Federal tradition of the country by enabling cross learning between States. Also, this edition of the Knowledge exchange week had some stellar international organisations and insightful conversations. Looking forward to more such knowledge sessions and engagements, and happy to contribute in the best way possible from our side too.
- Dhanaj KM, Project Head, Incubators & Accelerators

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You guys did fantastic!
- Ravi Narayan, CEO, T-Hub

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DPIIT at Europe's Biggest Tech & Startup Event VivaTech 2021



DPIIT as part of its global outreach program for the startup ecosystem, was a part of VivaTech 2021. VivaTech is one of Europe's largest Startup and Tech events, being held since 2016. DPIIT hosted a virtual booth at VivaTech, named "India Innovation Arena", to showcase the growth and opportunities in the Indian startup ecosystem. India was one of the 20 countries who participated in the event. Prime Minister Shri Narendra Modi delivered the keynote address at the event, inviting the world to invest in India, he spoke about the digital transformation of the country due to its state-of-the-art public digital infrastructure.

DPIIT took a virtual delegation of **15 startups** who were National Startup Awards 2020 winners. The selected startups had a dedicated digital booth which had their product and team videos, details of products and services, and a central information document.

I invite the world to invest in India based on the five pillars of Talent, Market, Capital, Ecosystem and Openness

The challenges our planet faces can only be overcome with a collective spirit and a human-centric approach. For this, I call upon the startup community to take the lead.

The India Innovation Arena had over **3,900 views**, with visitors spending an average of 5.22 minutes at the booth, which was the highest average amongst the participating countries. The Arena was also an avenue for the Startup India team to engage with international stakeholders and apprise them of the startup ecosystem in India and the partnership opportunities available. Over **80% of the meetings** conducted by Startup India were focussed on **exploring partnerships**. The visitors to the India Innovation Arena included stakeholders like **UNESCO, Zoom, Slack, Scrum Ventures, Pitchdrive and French Tech Ticket**. The event was also a unique opportunity for the startups participating as part of the Indian delegation. Fabheads Automation, a part of the DPIIT delegation, had the highest views and time spent on any startup profile, at 37 minutes. A total of **180 meetings and 375 connection requests** were facilitated during the event, with an average of 25 connection requests and 10 meetings.



The event saw widespread media coverage by Indian and European media houses such as CNBC, Economic Times, Euronews, The Mint, Nikkei Asia and others. The event was also widely covered across the Startup India social media handles, with over 100 posts being shared, accumulating over 3 lakh impressions.



Piyush Goyal @PiyushGoyal · Jun 16

We could supply free food to 80 Crore people and deliver cooking fuel subsidies to many households.

We in India were able to operationalise two public digital educational programmes - SWAYAM and Diksha - in quick time to help students: PM @NarendraModi ji



MyGovIndia @mygovindia · Jun 16

Our indigenous IT technologies helped our fight against #COVID19.

While @SetuAarogya enabled effective contact-tracing, our #CoWin platform helped us ensure #COVIDVaccines to millions: PM @narendramodi at @VivaTech Summit #IndiaFightsCorona



#VivaTech
@VivaTech

Indian Digital pavilion is live now as well as the keynote address by PM of India @PMOIndia @narendramodi

We're pleased to welcome the India Pavilion at #VivaTech for the very first time!

@startupindia
@Indian_Embassy



Dr Harsh Vardhan @drharshvardhan · Jun 16

Hon'ble PM Sh @narendramodi Ji will deliver the keynote address at the 5th edition of @VivaTech at 4 PM today.

@PMOIndia

Watch Live!

- facebook.com/drharshvardhan...
- twitter.com/drharshvardhan
- app.drharshvardhan.com/download



PMO India @PMOIndia · Jun 16

India's strides in the world of tech and start-up are well-known.

Our nation is home to one of the world's largest start-up eco systems.

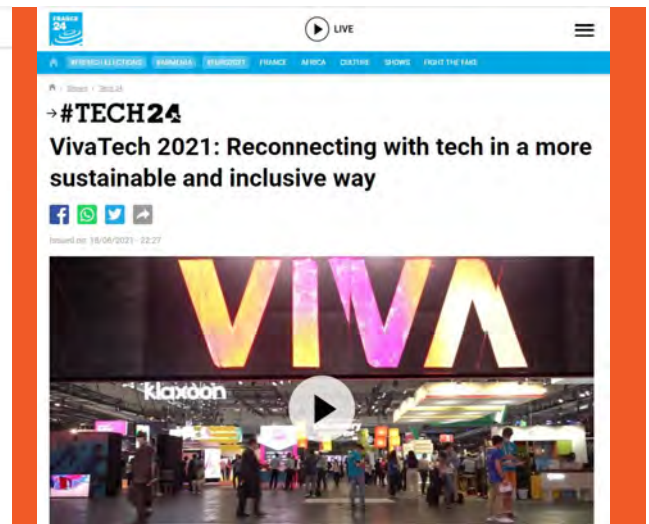
Several unicorns have come up in the recent years: PM @narendramodi

119

831

3.4K





8.2

RATED THE
EVENT 8.2/10CONNECTED WITH
PROMINENT
STAKEHOLDERS

73%

MET THEIR
OBJECTIVES
AT VIVATECHSATISFACTION
RATE OF
SUPPORT
PROVIDED

93%

90%

USED THE
NETWORKING
FEATURES

We met so many fellow startups from across the world through speed meetings, some of them messaged us to fix up meetings through mails, telephonic calls which we would be carrying on and collaborating in near future.

- Genrobotic Innovations Private Limited

I met quite a few people from across the globe and learnt about their companies. Just interacting with them and talking to them about their strategies taught me a lot of new things

- Fabheads Automation

Regulatory Updates

The Indian startup ecosystem has been receiving regulatory support in its growth. In the months of April – June, 4 regulatory reforms were initiated, focused on increased mobility of rupee capital into the startup ecosystem. These new reforms have taken the total number of regulatory reforms, upto 47.

Insurance Regulatory and Development Authority

The Insurance Regulatory and Development Authority of India (IRDAI) has allowed insurance companies to invest in Fund-of-Funds (FoF) that invest within the country subject to certain conditions.

Ministry of Labour and Employment

The Ministry of Labour and Employment now allows EPFO to invest up to 5 percent of their investible surplus in Category I and II Alternate Investment Funds (AIFs) registered with SEBI.

Ministry of Electronics and Information Technology

Removal of clause from Electronic Development Fund (EDF) operating guidelines stating that if a fund draws from Fund of Funds for Startups, then they cannot draw from EDF and vice versa.

Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade

Amendment in the definition of a Startup: An entity shall be considered as a Startup upto a period of ten years from the date of incorporation/ registration and turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees.

Enabling Single Sign for Startups through API Integration with State Startup Nodal Agencies

The API Integration exercise is an effort to simplify the startup recognition process for States and improve the information-sharing mechanism between Startup India and State startup nodal agencies. Through this process, startups which are already DPIIT-recognized will be able to login to State nodal agency websites using their Startup India login credentials. Once they login, their State recognition forms will be auto-populated by pulling data from the Startup India database. This has been achieved through two-level integration with State nodal websites:

- 1 Front-end SSO integration to enable DPIIT-recognized startups to login with their Startup India credentials
2. data from the startup's DPIIT recognition form

Startup India is providing end-to-end technical assistance to State nodal agencies for them to complete this integration process. Uttarakhand was the first State to successfully complete this exercise, followed by Jammu & Kashmir which completed the process in a record two days. Other States which have completed this exercise include Maharashtra, Goa, Kerala, Telangana, Nagaland, Odisha, Punjab, Uttar Pradesh, Gujarat, Tamil Nadu, Assam and Karnataka.

Gujarat, Tamil Nadu and Assam completed their API integration in April – June time period.

The image displays two side-by-side screenshots of login interfaces, likely for state startup nodal agencies. The left screenshot shows the 'Startup India' login page, featuring the 'StartUp India' logo, a 'SIGN IN' heading, and instructions to 'Login with authentic username and password'. It includes input fields for 'Email' and 'Password', a 'Forgot Password?' link, and buttons for 'Sign In', 'Sign in with Otp', and 'Sign in with Startup India'. The right screenshot shows the 'Login to StartupTN' page, with a 'Hello there! Welcome back.' message. It features input fields for 'Email Address' and 'Password', a 'Forgot Password?' link, and buttons for 'Login' and 'Login via Startup India'. At the bottom, it says 'New here? Register with StartupTN'.

MoHUA Smart City Initiative

The Ministry of Housing and Urban Affairs has taken cognisance of the necessity for innovation in the urban sector. The Smart City Mission team has acknowledged the vital role of innovation in citizen services and developed a mechanism to bridge the gap between innovators and the city administrators to co-develop solutions.

In the august presence of Hon'ble Minister of State (I/C) Housing and Urban Affairs Shri Hardeep Singh Puri, the Transport4All challenge was launched. The challenge is focused on inviting innovative solutions from startups across the nation. The prime motive of this challenge is to meet the shortfalls in transportation needs of the citizen in the smart cities.

The Smart City Mission has developed a web-portal City Innovation Exchange that will enable access to innovation for city administrators. The platform is designed to help city administrators host challenges, discover solutions, validate innovation by offering pilot project, and co-create a sustainable solution. The Transport4All challenge is planned to be launched on the City Innovation Exchange platform. The Startup India initiative has extended its unprecedented support to MoHUA in catalysing wider utilisation of the platform. The web-portal is available for startups to register as solution providers.



The Ministry of Housing and Urban Affairs has taken cognisance of the necessity for innovation in the urban sector. The Smart City Mission team has acknowledged the vital role of innovation in citizen services and developed a mechanism to bridge the gap between innovators and the city administrators to co-develop solutions.

The Smart City Mission has developed a web portal that will enable access to innovation for city administrators. The City Innovation Exchange portal was launched on the 25th of February 2021. The platform is designed to help city administrators host challenges, discover solutions, validate innovation by offering a pilot project, and co-create a sustainable solution. The Startup India initiative has extended its unprecedented support to MoHUA to catalyse the widespread of the platform. The web portal is available for startups to register as solution providers.

One NSA finalist presented in the launch event – Minion Labs. The startup expressed its thoughts on the need for such initiatives and benefits that can be reaped from the platform from an innovators perspective to improve the public services.

