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



#startupindia

THE WAY AHEAD


प्रारंभ
उत्साह परम् बलम्

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CELEBRATING



ANNIVERSARY
OF STARTUP INDIA

“Startups are the engines of exponential growth, manifesting the power of innovation. Several big companies today are startups of yesterday. They were born with a spirit of enterprise and adventure kept alive due to hardwork and perseverance and today have become shining beacons of innovation.”

- Shri Narendra Modi
Prime Minister of India




2016
2017
2018
2020

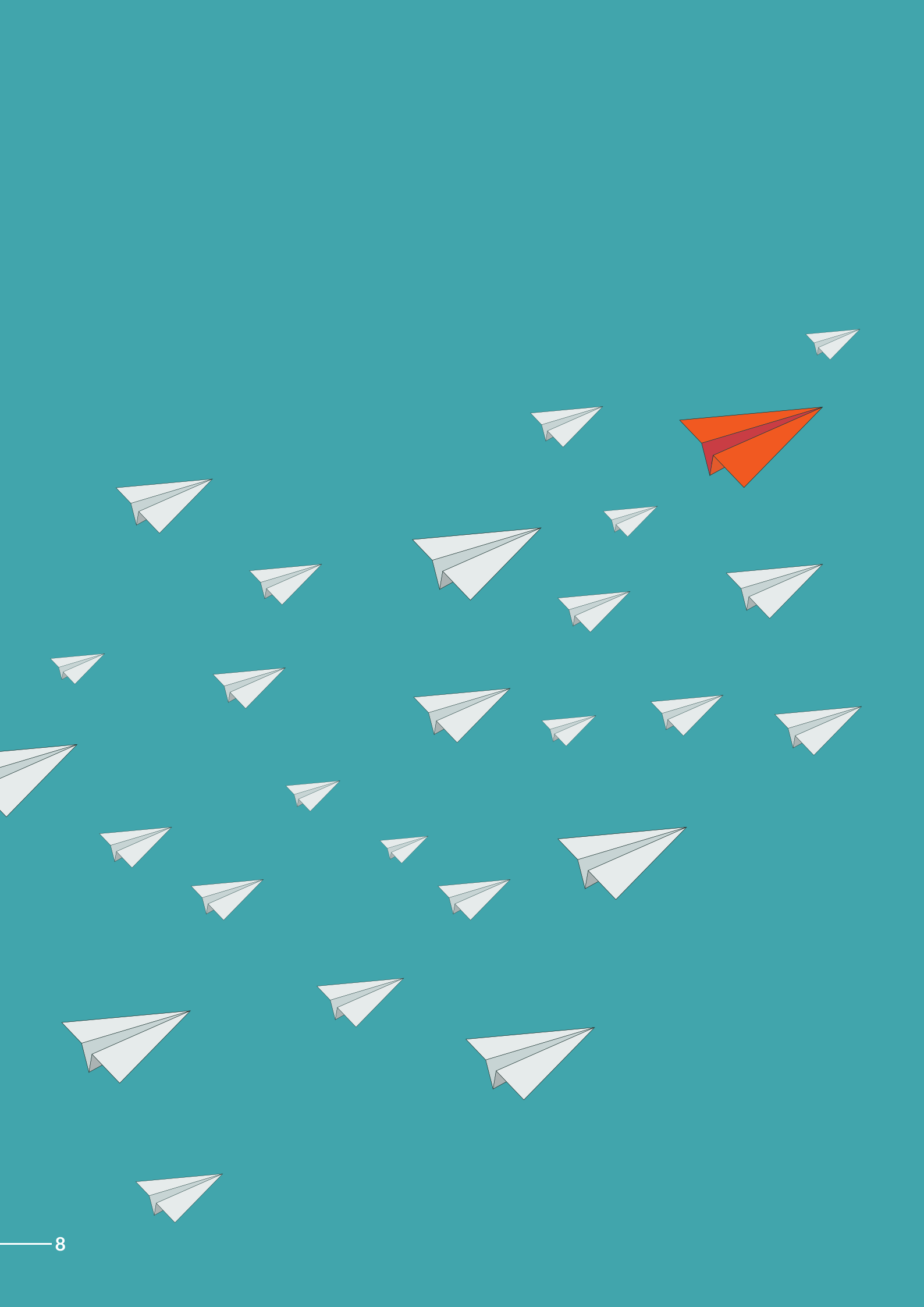


2019

2021

THE JOURNEY SO FAR.....

of the most vibrant and fastest growing startup ecosystem



#startupindia

Startup India was launched on 16th January 2016 as a clarion call to the innovators, entrepreneurs, and thinkers of the nation to lead from front in driving India's sustainable economic growth and create large scale employment opportunities. Startup India laid the foundation for building a self-reliant India and harness the potential of a nation bestowed with the largest youth population in the world. Armed with the philosophy of "innovate, develop and Make-in-India for the world". Startup India, today, has become a globally known journey of India's fast paced, always innovating and resilient entrepreneurial ecosystem.

Aimed to make India, one of the largest and vigorous startup ecosystems in the world, a 19-point Startup India Action Plan was launched in January 2016 which paved the way for the introduction of a number of policy initiatives to build a strong, conducive, growth-oriented environment for Indian startups. Five years since the launch of the initiative, India is witnessing a golden chapter in the history of Indian entrepreneurship, with it being counted amongst the largest startup ecosystems in the world with 30+ unicorns and over 41,000 recognized startups from various States and Union Territories. Efforts have been put in by the Government and various stakeholders towards making the vision of Startup India a reality. While the global pandemic of COVID-19 caused socio-economic turbulence across the world, the resilience and innovations spurred by Indian startup community contributed immensely for re-shaping the building-blocks of the economy and unlocking the potential of our youth.

As the world is pivoting and navigating the unfolding of refreshed socio-economic landscape, Government of India is unveiling "Startup India: The Way Ahead", an agenda for action to further fuel the startup movement in India which is a key driver of creating an Aatma Nirbhar Bharat. With this Way Ahead action agenda, the Government intends to provide an all-inclusive vision for a vibrant and vigorous startup movement.

STARTUP ECOSYSTEM IN NUMBERS

41,000+ startups recognized by DPIIT

Startups are spread across **590 DISTRICTS** – the startup movement has reached about **80% OF OUR DISTRICTS**

All States and UTs in India have at least one startup

45% of the recognised startups are from Tier-2 and Tier-3 cities

44% of the recognized startups have at least one woman director

Startups recognized across **54 SECTORS** and **224 SUB-SECTORS**

4.6+ lakh jobs reported by recognized startups

An average of **12 JOBS** created by each recognized startup

RS. 4,509.16 CRORES has been injected to boost over 384 startups under Fund of Funds for Startups Scheme

ENABLING GOVERNMENT PROCUREMENT

6,678 recognized startups registered on Government e-Marketplace (GeM)

39,270 orders of cumulative value Rs. 1,413 crores (placed to startups on GeM)

EASE OF STARTING UP

39 REGULATORY CHANGES to enhance ease of doing business, ease of raising capital, and reducing compliance burden have been undertaken

169 RECOGNIZED STARTUPS have availed benefits of self-certification under Ministry of Labour and Employment

319 RECOGNIZED STARTUPS have been granted income tax exemption from the provisions of Section 80-IAC of the Income Tax Act

3,422 ENTITIES have been granted exemption under Section 56(2)(viib) of the Income Tax Act

510 PATENT FACILITATORS and **392 TRADEMARK FACILITATORS** are empaneled under Startups Intellectual Property Protection scheme

3,618 PATENT APPLICATIONS have been granted **80% REBATE** on the filing fee

6,832 TRADEMARK APPLICATIONS have been granted a **50% REBATE** on filing fee

ENABLEMENT AT STATE LEVEL

30 States and UTs now have a Startup Policy, as compared to only 4 states before the launch of Startup India Action Plan

15 States are in compliance with the self-certification advisory for five years, and **12 States** are in compliance with the advisory for three years, cumulatively benefitting **169 startups** which have availed the benefits of self -certification

More than **37 regulatory** reforms have been undertaken by States and UTs

23 States and UTs have a dedicated nodal officer with the specific responsibility of overseeing the development of startups

19 States and UTs have a dedicated mechanism in place to connect mentors with startups. Collectively, these states have a pool of approximately 2,000 registered mentors available for startups and entrepreneurs

14 States and UTs have established cohesive partnerships with educational institutions and business entities to foster the growth of their respective startup ecosystems

9 States and UTs have integrated their portals with 'Shram Suvidha' portal to enable self-certification for startups under labour laws through a single online window.

ENABLING KNOWLEDGE EXCHANGE

4.8 lakh users registered on Startup India Hub including **163 accelerators,** 640+ incubators, 650+ mentors, 109 investors and 53 Government bodies

Learning and Development Program accessed by over **2.8 lakh aspiring entrepreneurs**

1.8 lac queries have been addressed by Startup India through calls and emails

25 partnerships with prominent corporates and companies to provide complimentary services to startups registered on Startup India and recognized by DPIIT, including legal consultancy, customer suites, cloud credits etc.

ENABLING INNOVATION INFRASTRUCTURE

14,916 schools have been selected across the country where Atal Tinkering Labs will be established.

Atal Innovation Mission (AIM) has selected 86 incubators across the country to provide financial support through grants in aid and has already disbursed grants worth **~Rs. 201 Crores to 68 incubators**.

1,250+ startups incubated in Atal Incubation Centers (AICs) or Established Incubation Centers ('EICs') out of which **~500 are women-led startups.**

1,000+ mentors have been on-boarded by the Atal Innovation Mission or Established Incubation Centers to guide the startups.

11 Technology Business Incubators have been supported under the Startup India Action Plan by Ministry of Education and Department of Science & Technology.

8 new research parks have been identified to propel successful innovation through incubation and joint R&D efforts between academia and industry.

Department of Biotechnology has supported four bio-clusters at Kalyani, Bangalore, Faridabad, and Pune.

BioNEST (Bioincubators Nurturing Enterprises for Scaling Technologies), BIRAC has supported **48 Bio-incubators across India** for budding entrepreneurs. More than **650 incubatees** have been supported. **6 BioNEST clusters** have also been recognized to promote networking and resource sharing among BioNEST incubators.



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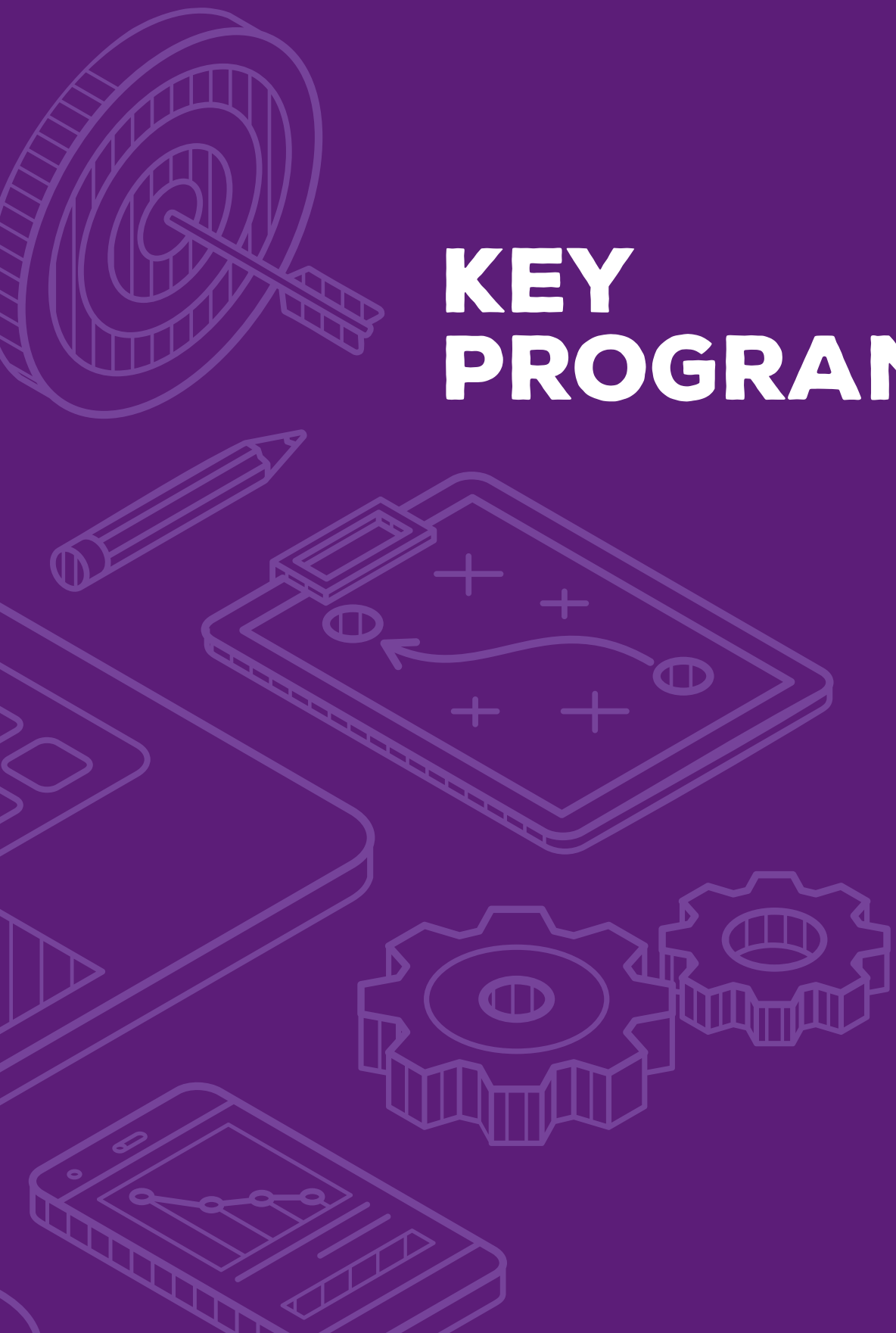
KEY PROGRAMS



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STARTUP INDIA ACTION PLAN

OVERALL OBJECTIVE

An Action Plan for Startup India was unveiled by Prime Minister of India on 16th January 2016. The Action Plan comprises of 19 action items spanning across areas such as “Simplification and handholding”, “Funding support and incentives” and “Industry-academia partnership and incubation”. The Action Plan laid the foundation of Government support, schemes and incentives envisaged to create a vibrant startup ecosystem in the country.

KEY OBJECTIVES OF STARTUP INDIA ACTION PLAN

The Action Plan is divided across the following areas:

SIMPLIFICATION AND HANDHOLDING

- Compliance regime based on self-certification
- Startup India Hub
- Rolling out of mobile application and portal
- Legal support and fast-tracking patent examination at lower costs
- Relaxed norms of public procurement for startups
- Faster exit for startups



FUNDING SUPPORT AND INCENTIVES

- Providing funding support through a Fund of Funds with a corpus of Rs. 10,000 crore
- Credit Guarantee Fund for Startups
- Tax exemption on capital gains & investments above Fair Market Value
- Tax exemption to startups for 10 years

INDUSTRY-ACADEMIA PARTNERSHIP AND INCUBATION

- Organizing startup fests for showcasing innovation and providing a collaboration platform
- Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program
- Harnessing private sector expertise for incubator setup
- Building Innovation Centres at National Institutes
- Setting up of new research parks modeled on the Research Park Setup at IIT Madras
- Promoting startups in the biotechnology sector
- Launching of innovation focused programs for students
- Annual incubator grand challenge

OUTCOMES OF STARTUP INDIA ACTION PLAN

S. No.	Action point	Outcomes
1	Compliance Regime Based on Self – Certification	Self-certification under six labour and three environment laws
		15 States have complied with the self-certification advisory for five years
		12 States have complied with the advisory for three years
		9 States have integrated their portals with Shram Suvidha Portal
		169 startups have availed the benefits of self-certification
		A list of 64 startups that have self-certified has been uploaded on the Shram Suvidha Portal
		36 white category industries identified for availing self-certifications
2	Startup India Hub	With over 4.48 Lakh users on the Startup India Hub, an entrepreneur can connect to 648 incubators and 163 accelerators for scaling-up; explore within a pool of 109 investors for fund support; and connect to 53 government entities for availing startup friendly benefits.
		446 innovation funding assistance programs in collaboration with various government departments and corporates have been hosted
3	Rolling-out of mobile app and portal	Over 1.50 lakh online queries have been addressed through the channels linked to the platforms
		Over 11,000 daily active users, cumulating to over 2.6 crore website visits since inception
		Learning and Development Program accessed by over 2.8 lakh aspiring entrepreneurs
4	Legal support & fast-tracking patent examination at lower costs	• 3,618 patent applications have been filed • 981 patent applications filed for expedited examination by startups ; of these 884 applications have been examined and 336 patents have been granted • 6,832 trademark applications have been filed • 510 patents and designs facilitators and 392 trademarks facilitators empaneled under the scheme
5	Relaxed norms of public procurement for startups	39,270 orders worth more than Rs.1,413 crores from public entities have been placed to startups through GeM
		Rule 170 (I) OF GFR 2017: exemption from submission of Earnest Money Deposit /Bid Security in public procurement tenders.
		Rule 173 (I) has been incorporated in GFR, 2017: relaxation of conditions of prior turnover and prior experience for DPIIT-recognised startups in all government tender requests

S. No.	Action point	Outcomes
6	Faster exit for startups	The Insolvency and Bankruptcy Code, 2016 (Code) provides for insolvency resolution of corporate persons, partnership firms and individual in a time bound manner. The Code has improved business climate in the country by making it easier for enterprises to exit in case of difficulties.
		Ministry of Corporate Affairs has notified Startups as "Fast track firms" enabling them to wind up operations within 90 days vis-a-vis 180 days for other companies.
		In terms of the IBC, startups with simple debt structures or those meeting such criteria as may be specified may be wound up within a period of 90 days from making of an application for winding up on a fast track basis. In such instances, an insolvency professional shall be appointed for the startup, who shall be in charge of the company (the promoters and management shall no longer run the company) for liquidating its assets and paying its creditors within six months of such appointment. On appointment of the insolvency professional, the liquidator shall be responsible for the swift closure of the business, sale of assets and repayment of creditors in accordance with the distribution waterfall set out in the IBC.
7	Providing Funding Support through a Fund of Funds with a corpus of Rs. 10,000 crore	Fund of Funds has made commitment of Rs. 4,326.95 crore to 60 Alternative Investment Funds (AIFs). AIFs are formed as investment vehicle to collect and disburse funds in accordance to the investment policy.
		Investments of Rs. 4,509.16 crore has been made in 384 startups.
8	Credit guarantee fund for startups	To ease access to early stage debt to finance the capital requirements for startups a credit guarantee scheme with a corpus of Rs. 500 crore per year for four years has been launched
		The total corpus for Credit Guarantee Scheme for Startups is Rs. 2,000 crores. It targets coverage of guarantee for approximately Rs. 15,000 crores for 3,000 startups with an average loan size of Rs. 5 crores to eligible borrower.

OUTCOMES OF STARTUP INDIA ACTION PLAN

S. No.	Action point	Outcomes
9	Tax exemption on capital gains	Introduction of Section 54EE in the Income Tax Act, 1961 in May 2016: Exemption from tax on long-term capital gain if such long-term capital gain is invested in a fund notified by Central Government. The maximum amount that can be invested is Rs. 50 lakh
		Amendment in Section 54GB of Income-tax Act in February 2016: Exemption from tax on capital gains arising out of sale of residential house or a residential plot of land if the amount of net consideration is invested in prescribed stake of equity shares of eligible Startup for utilizing the same for purchase of specified asset
10	Tax exemption to startups for three years	The profits and gains derived by an eligible startup from eligible business may get 100% exemption for three consecutive assessment years out of seven years from the year of its incorporation. In order to further rationalise the provisions relating to startups, it is proposed under Finance Bill 2020 to amend section 80-IAC of the Act so as to provide that the deduction under the said section shall be available to an eligible startup for a period of three consecutive assessment years out of 10 beginning from the year in which it is incorporated. This amendment will take effect from 1st April 2021. To avail these benefits, a Startup must get a Certificate of Eligibility from the Inter-Ministerial Board (IMB).
		319 startups have been granted income tax exemptions
11	Tax exemption on investments above fair market value	Recognized startups are exempt from tax under Section 56(2)(viib) of the Income Tax Act when such a startup receives any consideration for issue of shares which exceeds the Fair Market Value of such shares. The startup has to file a duly signed declaration in Form 2 to DPIIT {as per DPIIT notification G.S.R. 127 (E) dated 19th February 2019} to claim the exemption from the provisions of Section 56(2)(viib) of the Income Tax Act.
		With regard to declarations received from entities, furnished in Form 2, intimation regarding receipt of declaration in Form 2 has been mailed in the cases of 3,422 entities.
12	Organising startup fests for showcasing innovation and providing a collaboration platform	Startup India Global Venture Capital Summit 2018 and 2019 witnessed participation from over 700 delegates from the investor community, across 10+ countries, in panel discussions, innovation showcase, closed door roundtables and investor interactions
		11 grand challenges have been organized by DPIIT in collaboration with other ministries and public organizations

S. No.	Action point	Outcomes
13	Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilisation (SETU) Program	14,916 schools across the country have been selected for Atal Tinkering Laboratories, out of which 4,875 have received Rs. 12 Lakhs grant each and are operational
14	Harnessing private sector expertise for incubator setup	New Incubation Centers: Atal Innovation Mission (AIM) has selected 86 incubators across the country to provide financial support through grants in aid and has already disbursed grants worth ~Rs. 201 Crores to 68 incubators till date Within the past three years, and as self-reported by the incubators, • 1,250+ startups have been incubated in the Atal Incubation Centers/ Established Incubation Centers out of which ~500 are women-led startups. 144+ MSME's have been supported to build business sustainability and Rs. 62+ crores of seed funding have been leveraged from other sources based on the Rs. 6+ crores granted by AIM. • 13,800+ jobs have been created by the startups incubated at the Atal Incubation Centers/ Established Incubation Centers. • 1,000+ mentors have been onboarded by the Atal Incubation Centers/ Established Incubation Centers to guide startups. • 2,200+ events and 700+ trainings have been reported by this network of Atal Incubation Centers/ Established Incubation Centers. Institution of Innovation Awards: Innovation Awards (Grant-in-aid) through the challenge route by the name of Atal New India Challenges (ANIC) was launched aimed at supporting Startups /MSMEs/ innovators to create products/solutions based on advanced technologies in areas of national importance and social relevance through a grant-based mechanism, with two-fold vision of supporting (a) Productization and (b) Commercialization of innovative technologies selected for 24 challenge areas under 5 different ministries of Government of India
15	Building innovation centers at national institutes	11 Technology Business Incubators (TBIs) have been supported for propelling innovation through augmentation of incubation and R&D efforts

OUTCOMES OF STARTUP INDIA ACTION PLAN

S. No.	Action point	Outcomes
16	Setting up of seven new research parks modelled on the research park setup at IIT Madras	A total of 8 research parks identified • IIT Delhi • IIT Kanpur • IIT Gandhinagar • IIT Mumbai • IIT Guwahati • IIT Kharagpur • IIT Hyderabad • IISc Bangalore
		Further support to Research Park at IIT Gandhinagar is ongoing
17	Promoting startups in the biotechnology sector	1,000+ startups, entrepreneurs & SMEs
		Total number of Indian Biotech Startups – 3,325
		Greater than Rs. 350 Crores Partnered funding raised by 75+ Startups
		130+ Products and Technologies
		48 Bio-incubators across India creating an incubation space of 5,23,449 sq. ft. for budding entrepreneurs. 650 Incubatees supported
		16 BioNEST Incubators engaged as SEED fund partners supporting 40+ startups
		6 BioNEST Incubators engaged as LEAP fund partners supporting 10 startups
		Rs. 150 Crores committed under Biotechnology Innovation - AcE (Accelerating Entrepreneurs) Fund supporting 27 Companies so far
		4 bio-clusters (NCR, Kalyani, Bangalore and Pune) till date
		4 BIRAC Regional Centres
		200+ IPs filed
		5 Bio-connect offices have been established
		5 Technology Transfer Offices have been established till date at BIRAC's BioNEST Bio-incubators
18	Launching of innovation focussed programs for students	158 projects have been approved under Uchchatar Avishkar Yojana (UAY)-I and Uchchatar Avishkar Yojana (UAY) – II
		National Initiative for Developing and Harnessing Innovations (NIDHI) aims to nurture startups through scouting, supporting and scaling of innovations

S. No.	Action point	Outcomes
		The INSPIRE 'Innovation in Science Pursuit for Inspired Research' (INSPIRE) Awards - MANAK (Million Minds Augmenting National Aspirations and Knowledge), being executed by Department of Science and Technology (DST) with National Innovation Foundation – India (NIF), an autonomous body of DST, aims to motivate students in the age group of 10-15 years and studying in classes six to ten . The objective of the scheme is to target one million original ideas/innovations rooted in science and societal applications to foster a culture of creativity and innovative thinking among school children. About 50,000 top ideas have been shortlisted from about 3.2 lakh nominations received from Schools for an INSPIRE award of Rs. 10,000/- each, for preparation of a project/ model and participation in District Level Exhibition & Project Competition (DLEPC).
19	Annual Incubator Grand Challenge	An "Incubator Grand Challenge" exercise is being carried out for identification of these incubators under the Established Incubation Centres (EIC) program of Atal Innovation Mission (AIM).
		AIM has selected 16 incubators across the country to provide financial support through grants-in-aid and has already disbursed grants worth ~Rs. 54.65 Crores to nine incubators till date.
		These incubators are being given Rs. 10 crores each as financial assistance which may be used for ramping up the quality of service offerings. The EIC program provides scale-up support to well-performing incubators to augment, enhance and upgrade their incubation capacity manifold and develop a conducive innovation and entrepreneurship ecosystem by strengthening linkages with various national and international stakeholders.

2

STARTUP INDIA HUB

OVERALL OBJECTIVE

Launched in April 2016, it is India's largest online entrepreneurship platform which allows startups to network, access free tools & resources. It is a one-stop platform for all stakeholders in the startup ecosystem to interact with each other, exchange knowledge and form successful partnerships in a highly dynamic environment.

KEY FEATURES

Since its inception, the Startup India Hub has garnered major traction among the startup ecosystem stakeholders through the following features designed to help them:

- One to One facilitation support to startups, innovators and ecosystem members, through pro bono services, learning and development programs, knowledge bank, tools and templates for pitch decks, etc.
- Virtual Incubation support to startups by providing access to information, knowledge, industry programs, government schemes, hackathons and innovation challenge
- Curated list of courses on topics ranging from data analytics to design thinking
- Query resolution through dedicated support team that respond to emails, twitter queries (DPIIT's Twitter Seva Platform) and a dedicated call centre.
- Startup India Learning Programme (SILP), a four-week free online learning program which helps startups and innovators build their respective business plans.

3

STARTUP YATRA

OVERALL OBJECTIVE

The Startup India Yatra initiative was launched with an aim to reach Tier 2 and Tier 3 cities of India to search for entrepreneurial talent and help develop the startup ecosystem. It aims to scout for promising entrepreneurs from non-metropolitan cities and provide them a platform through which they can pursue their entrepreneurial aspirations through incubation and mentorship from renowned institutions to help them leapfrog the limitations of lack of resources in their region. The Startup India Yatra aims to reach each district of the country.

KEY FEATURES

- Efforts to engage with startup ecosystem through extensive outreach via bootcamps, social media, print and digital platforms
- Day long bootcamps are conducted which include awareness workshops, idea validation and pitching sessions
- 'The Startup India Mobile Van' travels across States and record ideas
- Startup Yatra has been conducted across 23 States in 220 districts impacting 78,346 aspiring entrepreneurs
- A total of 1,424 incubation offers have been given to the startups as a result of this initiative.

4

STATES' STARTUP RANKINGS

OVERALL OBJECTIVE

In order to achieve the vision of building a strong ecosystem in India, it is imperative that collaborative and concerted efforts are undertaken by Centre and States/UTs together for effectively nurturing and supporting Startups for their success. Launched in April 2017, States' Startup Rankings is the first of its kind initiative to harness strength of competitive federalism and create a flourishing startup ecosystem in the country. The primary aim of the States' Startup Rankings is to assess the States/UTs on key areas of interventions that are imperative to develop a healthy startup ecosystem. The exercise is aligned to the objective of 'Startup India' initiative which aims to have a 'Startup in every block, in every district of the country'. Two rounds of States' Startup Rankings have been conducted till date with far-reaching impact across the startup ecosystem of the country.

The major objectives of the States' Startup Rankings are:

Facilitate States to identify, learn and replicate good practices

Highlight the policy intervention by States for promoting startup ecosystem

Foster competitiveness among States to create best startup ecosystem

RANKINGS 2018

- Spread across 7 reform areas having 38 action points
- Participation of 27 States and 3 UTs
- 40,000 calls were made in 9 different languages to seek feedback from beneficiaries
- 95 good practices identified

STATES' STARTUP RANKINGS 2018 RESULTS

Results of State Startup Rankings Exercise were announced on 20th December 2018 at a special event organized at Pravasi Bhartiya Kendra, New Delhi. States were identified as leaders across various categories such as Startup Policy Leaders, Incubation Hubs, Seeding Innovation, Scaling Innovation, Regulatory Change Champions, Procurement Leaders, Communication Champions, North-Eastern Leader, and Hill State Leader. A comprehensive National Report on the States' Startup Ranking 2018 was also launched at the event, detailing the journey of Startup India, role of Central and State Governments, conceptualization of the Ranking Framework, evaluation methodology, capacity development of States, assessment process, feedback from stakeholders, and the results of the exercise along with the impact it created on the States and the future road map.

RANKINGS 2019

- Spread across 7 reform areas having 30 action points
- 22 States and 3 UTs participated
- 60,000+ calls were made in 11 different languages to seek feedback from beneficiaries
- States were classified into 5 categories: Best Performers, Top Performers, Leaders, Aspiring Leaders and Emerging Startup Ecosystems
- States were also recognized as Leaders across 7 reform areas of support to startups
- 166 good practices identified

STATES' STARTUP RANKINGS 2019 RESULTS

Results of States' Startup Rankings 2019 on support to startup ecosystems were announced in a virtual summit on 11th September 2020, in the presence of prominent dignitaries - Hon'ble Minister of Railways and Commerce and Industry and Hon'ble Ministers of State for Commerce and Industry. The National Report, State Reports, and Compendium of Best Practices were also launched by the honorable dignitaries at the event. These reports provide insights on the enormous path-breaking efforts made by the States and give guidance to them.

STATES' STARTUP RANKINGS 2019 IMPACT

- 23 States have a dedicated Nodal officer and a dedicated team for startups.
- 19 States offer special incentives to Startups founded/co-founded by women entrepreneurs and 1,200 women entrepreneurs have been supported
- 20 states have introduced a total of 37 amendments in rules, regulation or Acts for supporting Startups
- 22 State governments have set-up/ upgraded more than 300 incubators across the country, wherein more than 7,200 seats have been allocated to startups
- 1,300 startups provided with Seed Funding Support

RANKINGS 2020 (UNDERWAY)

States' Startup Rankings Framework 2020 is an evolved evaluation tool aimed to strengthen the support of States and UTs to holistically build their startup ecosystems. The first two editions of the Rankings Framework successfully provided insight into the scale and scope of State-driven initiatives and enabled mutual learning amongst ecosystem stakeholders. The 2019 Ranking Framework was formulated as a result of key learnings from the first edition and numerous good practices identified. The States' Startup Rankings Framework 2020 has been developed as a more robust and outcome-oriented exercise and aims to achieve large scale progress across each State and UT.

- Spread across 7 reform areas having 26 action points
- 29% score feedback based
- Combination of absolute, relative, and feedback-based scoring is mapped to arrive at a holistic picture of the State/UT's support
- Nationwide Capacity Building Program to be conducted for State government officials

5

WOMEN ENTREPRENEURSHIP

OVERALL OBJECTIVE

Women-owned business enterprises are playing a prominent role in the society inspiring others and generating more employment opportunities in the country. There is need for sustainable growth of women entrepreneurs, to promote a balanced growth in the country, and Startup India is committed to strengthening the women entrepreneurship ecosystem, through policies and initiatives, and creation of enabling networks.

KEY MEASURES

- Women Capacity Development Programme (WING) covers capacity development for women-led startups to disseminate information about the initiative, train, and provide a platform to present their startup. A total of 21 capacity development workshops were conducted across 9 States, benefitting 1,150+ women entrepreneurs.
- Interactions for women entrepreneurs with venture funds supported by SIDBI and lending institutions are organized by inviting applications on the 'Startup India Hub' and selected women entrepreneurs are invited after a process of screening by experts, to interact with these institutions for both equity/ debt funding.
- Virtual Incubation Program for Women Entrepreneurs were conducted in collaboration with Zone Startups to support 20 women-led tech startups with pro-bono acceleration support for 3 months.
- A webpage dedicated to women entrepreneurs has been put up on the Startup India Hub. The page mentions in a collated format all the incentives for women entrepreneurs as per the State Startup Policies and has new blogs.

6

TAKING STARTUP INDIA GLOBAL

OVERALL OBJECTIVE

One of the key objectives under the Startup India initiative is to help connect Indian startup ecosystem to global startup ecosystems through various engagement models. This has been done though international G2G partnerships, participation in international forums and hosting of global events.

INTERNATIONAL BRIDGES



INDIA ISRAEL INNOVATION BRIDGE: This is a tech platform to facilitate bilateral cooperation between Indian and Israeli Startups, tech hubs, corporations, and other key innovation ecosystem players. The Innovation Bridge is housed within the Startup India Portal, a one stop-shop web platform for the startup ecosystem of India. The Indian Israeli Innovation Challenge was conducted in 2017 as a part of this bridge. 18 startups were selected from the challenge and were awarded, as per the following:

- 6 Indian winners were granted Rs. 5 lakhs each and 6 months free of cost incubation at T-Hub (Healthcare) & iCreate (Agri-tech, Water-tech)
- 12 Indian winners were given a grant of Rs. 2 lakhs each



INDIA PORTUGAL STARTUP HUB: It enables startups, investors, incubators, and aspiring entrepreneurs of both countries to connect with one another and provide them with resources to be recognised as global startups. The MoU between Startup Portugal and Invest India was renewed on 14th February 2020 to collaborate startup ecosystems of both the countries. Additionally, a startup exchange program between the two countries has been envisioned under this MoU.



INDIA SINGAPORE ENTREPRENEURSHIP BRIDGE:
India Singapore Entrepreneurship Bridge is a digital platform to enable startups, investors, and aspiring entrepreneurs of both countries to connect with one another with focus on knowledge exchange, networking opportunities, and capacity building. The first initiative in this engagement was the ASEAN India Grand Challenge that aimed to support ASEAN startups with a commercially viable solution that can help India's priority sectors through a market access program across 5 States of India.



INDIA SWEDEN STARTUP SAMBANDH: The digital platform focuses on deepening engagement among stakeholders of both ecosystems. It provides a favorable business environment and necessary guidance to startups from both the countries for sustainable growth of their businesses. This bridge hosted the Stockholm Tech Fest in 2018.



INDO DUTCH STARTUP LINK: It serves as a one-stop platform for Startups from India and the Netherlands and aims to provide an enabling platform to startups, investors, incubators, and aspiring entrepreneurs from both countries to connect with one another, facilitate knowledge exchange, and provide pilot opportunities to startups. The India-Netherland Tech Summit 2019 in October at New Delhi. The summit focused on innovation in the field of water, agri/ food, and health. A total of 171 applications were received from Indian and Dutch startups. The winners won tickets to the GITR Global Event in 2020.



INDIA FINLAND BRIDGE: Startup India participated in the Slush Tech-Fest 2019 held in Helsinki, Finland in December 2019. Twenty-five startups were provided a startup pass to attend the Global Festival and showcase their innovations at the event. Additionally, an exposure visit was organised for startups to the Alto Startup Center where they learned about the Finnish startup ecosystem, how to succeed at Slush along with a networking lunch with the German delegation.



INDO KOREA STARTUP HUB: The India-Korea Startup Hub is a one-stop platform to bring the Indian and Korean startup ecosystems closer and facilitate joint innovation between the two economies. The Hub was conceptualised as part of a joint statement signed between the Korea Trade-Investment Promotion Agency (KOTRA) and Invest India on 9th July 2018. Two challenges have been conducted as a part of this bridge - the Mahindra and SBI Startup Grand Challenges. Startups were selected as the winners with cash prizes worth Rs. 43.5 Lakhs along with pilot opportunities.



INDO JAPAN STARTUP HUB: The Japan India Startup Hub is an online platform to bridge the gap between the Indian and Japanese startup ecosystems and enable meaningful synergies to promote joint innovation in both economies. The Hub was conceptualized as part of a joint statement signed between the Ministry of Economy, Trade, & Industry (Japan) and Ministry of Commerce & Industry (India) on 1st May 2018. The Hub enables collaborations between startups, investors, incubators, & aspiring entrepreneurs of both countries and provides them requisite resources for market entry & global expansion. Softbank's Tech4Future Grand Challenge was launched as a part of this bridge and saw 350+ applications from which the winning startup was awarded a cash prize of USD 50,000.



INDIA RUSSIA COLLABORATION: The Indo-Russian Innovation Bridge aims to enable startups, investors, incubators, and aspiring entrepreneurs from both countries to connect and provides them with resources to expand and become global players. Two challenges have been hosted under this collaboration. These are the Startup India – MTS Innovation Challenge under which 4 winning startups received a travel grant of up to Rs. 216,400 for 2 months free acceleration at MTS, Moscow along with paid pilot opportunity with MTS Startup Hub. The second challenge hosted as a part of this bridge is the Startup India Kalyani EdTech Challenge under which 218 applications were received and 10 startups were shortlisted for the final pitching round. The winning startup would win a cash prize of USD 25,000 along with incubation support.



INDIA UK COLLABORATION: India-UK Startup Launchpad was launched by DPIIT and Department of International Development (DFID) on 19th September 2019 at the TechXchange 2019. UK's commitment to Indian startups was announced in November 2016 through a joint statement between Prime Ministers of India and the UK. DFID worked closely with DPIIT to design the program, referred to as the INDIA-UK Fast Track Startup Fund (FSF). A MoU was signed between the Government of the United Kingdom of Great Britain and Northern Ireland through DFID and the Department of External Affairs.

PARTICIPATION IN INTERNATIONAL EVENTS

STOCKHOLM TECHNICAL FEST

A delegation comprising of the top 10 startups, chosen by DPIIT, belonging to Artificial Intelligence, Virtual Reality, Machine Learning & Gaming sector represented India at the festival held in Stockholm in September 2018. The startups not only got a chance to interact with key stakeholders from the Swedish startup ecosystem but also got an opportunity to showcase at the India Pavilion which was the largest area at the fest.

WORLD ECONOMIC FORUM (CHINA)

Annual Meeting of the New Champions is the foremost global summit on innovation, science and technology, promoting entrepreneurship in the global public interest. The Annual Meeting of the New Champions also gathered various experts and decision-makers for the World Economic Forum's newly launched, Fourth Industrial Revolution Councils. 15 DPIIT recognized startups were sent as part of an official Startup India delegation to participate at the World Economic Forum.

SLUSH, FINLAND

Slush, the flagship of Finnish startup ecosystem, is the largest venturing event in Europe. This unique event takes place in Helsinki with an aim to facilitate founder and investor meetings and build a world-wide startup community.

2018: Startup India participated in the Slush Tech-Fest 2018 held in Helsinki, Finland in December 2,018. 26 DPIIT recognized startups were provided a Startup Pass to attend the global festival and showcase their innovation at the event (India Pavilion).

2019: Startup India participated in the Slush Tech-Fest 2019 held in Helsinki, Finland in December 2,019. 25 startups were provided a startup pass to attend the Global Festival and to showcase their innovation at the event (India Pavilion). Additionally, an exposure visit was organized for startups to the Alto Startup Centre where they learned about the Finnish startup ecosystem.

HOSTING INTERNATIONAL EVENTS

GLOBAL VENTURE CAPITAL SUMMIT

2018: First of its kind national summit with key objective to showcase the India opportunity, increase capital flow for Indian startups and further promote ease of doing business.

2019: The Summit showcased potential opportunities in the Indian market with a focus on sectors such as MedTech, FinTech, HealthTech, and EdTech. It witnessed 350 participants including investors, policymakers, and the startup community. Over 119 investors hailed from 10 countries.

SCO STARTUP FORUM

India assumed the chair of the SCO Startup Forum in 2020. The forum aims to promote startups and improve startup ecosystems in the eight Member States namely, India, China, Kazakhstan, Kyrgyzstan, Russia, Pakistan, Tajikistan and Uzbekistan. It envisages to engage startups in all these countries through various entrepreneurial initiatives to enable cross-border learnings to improve startup ecosystems. Launched in October 2020, the event reflected the positive attitude of all member states to nurture innovation. The first ever SCO Startup Forum witnessed participation of over 7,000 users from over 60+ nations.

7

NATIONAL STARTUP AWARDS

OVERALL OBJECTIVE

National Startup Awards (NSA) is an initiative 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 results of the first edition of the National Startup Awards were declared on 6th October, 2020 by Hon'ble Minister of Railways and Commerce & Industry in the august presence of Hon'ble Minister of State for Commerce & Industry.

KEY FEATURES & IMPACT OF NSA 2020

- Recognized and rewarded the ambassadors of innovation and entrepreneurship in India
- Applications invited across 12 sectors further divided into 35 categories and three special categories
- Also recognized players who act as enablers in the Startup ecosystem
- Witnessed an overwhelming participation from 1,641 startups belonging to 27 States and UTs of India, 31 incubators and 10 accelerators
- 38% of these applicants (620) were from Tier 2/ Tier 3 cities.
- Applicants included 654 women-led, 165 academic institution based and 331 startups working in rural areas
- 32 startups, 1 incubator and 1 accelerator were recognized as winners in their respective categories
- A cash prize of Rs. 5 lakh each was awarded to each winner startup and a cash prize of Rs. 15 lakh each was awarded to the winner incubator and accelerator.

NSA 2021

- Following the success of NSA 2020, the second edition of NSA has been launched and aims to cover the large strata of the Indian startup ecosystem
- Applications are invited across 15 sectors further divided into 49 categories and six special categories for startups. Applications are also be invited from incubators and accelerators
- 4 new sectors have been introduced, namely, Animal Husbandry, Drinking Water, Environment; and Transport
- 23 new sub-sectors have been re-hashed
- Three new special categories are as under:
  - Potential for import substitution;
  - Innovation for COVID-19 (preventive, diagnostic, therapeutic, monitoring); and
  - Content delivery in Indic languages.

8

NSA HANDHOLDING SUPPORT

OVERALL OBJECTIVE

The first edition of National Startup Awards has recognized 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.

This is an initiative to provide support and opportunities to all 192 finalists of NSA 2020, to help their startup grow and scale. A holistic framework has been devised for handholding the startups in their growth journey, spanning across eight tracks. Support is being provided to the finalists across 8 key tracks viz. Investor Connect, Mentorship, Corporate Connect, Govt. Connect, International Market Access, Regulatory Support, Benefits under Startup India initiative and Startup India Showcase.

SUPPORT BEING PROVIDED TO NSA FINALISTS

Given below 8 tracks are tailored as per the wish list of the startups and a host of exclusive opportunities have been worked upon with renowned partner organizations to support the champions of Indian startup ecosystem.

1. **MENTORSHIP PROGRAM:** Curated mentorship programs for skill development and networking. Startups will undergo both one-on-one mentorship program and through curated group mentorship programs facilitated by partner organizations.
2. **INVESTOR CONNECT:** Facilitate funding and investor connect for support in fund raising. This aims to provide startups number of opportunities to pitch before reputed international investor groups.

3. **CORPORATE CONNECT:** Facilitate corporate linkages and market access through private sector interventions. This will provide startups access to various global platforms and events for NSA awardees to network and collaborate including an all-access membership to corporate programs.

4. **GOVERNMENT CONNECT:** Explore possibilities for procurement/ pilot projects with central and state governments. A unique buyer-seller connect program which aims to be a game changer for government procurement from startups and assist the award-winning offerings of NSA finalists to be pitched before government stakeholders. The startups are being handheld for on-boarding on Government e-Marketplace so that they get access to government buyers from across the country.

5. **INTERNATIONAL MARKET ACCESS:** Facilitate international market access through government connect as well as private sector support. Number of startups have been shortlisted under various programs of different countries including Japan, Sweden, Croatia, Netherlands and USA.

6. **REGULATORY SUPPORT:** Identify key regulatory bottlenecks and work closely with concerned line ministry in addressing the same. Detailed discussions with the startups to understand more about fostering ease of doing business for the ecosystem.

7. **STARTUP INDIA SHOWCASE:** An exclusive platform for startups to exhibit their products/ services on one-of-its kind virtual showcase on Startup India Hub. NSA finalists have been provided exclusive handholding support and priority access for on-boarding on the showcase.

8. **BENEFITS UNDER STARTUP INDIA INITIATIVE:** Apprise the startups of various incentives and benefits available under Startup India initiative and handhold them in availing the same.

9

GRAND CHALLENGES

OVERALL OBJECTIVE

Multiple grand challenges are hosted under the Startup India initiative to identify innovative ideas addressing specific problems. Each challenge is an opportunity to experiment with innovative ideas which is likely to make a widespread impact. Various Government Departments are engaged and assisted in launching grand challenges for startups in respective sectors and domains.

KEY FEATURES

- DPIIT launched the Ease of Doing Business (EoDB) Grand Challenge, inviting innovative ideas from individuals, startups or other enterprises to implement Artificial Intelligence (AI), Big Data Analytics, Internet of Things (IoT), Blockchain and other cutting-edge technologies, for re-engineering related Government processes. 789 startups applications received through Startup India website were screened and winners have been announced for problem statements.
- Under the Swachh Bharat Grand Challenge, Startup India worked with Ministry of Water and Sanitation to recognize startups spearheading novel innovations in the field of waste management, water management, air quality management and sanitation. The initiative has helped the Ministry in identifying relevant solutions to tackle environmental challenges. Two startups under each sector, have been awarded cash grants.
- DPIIT, in collaboration with Ministry of Agriculture, launched an Agriculture Grand Challenge inviting solutions on 12 problem statements. Winners of the challenge have received mentorship, free of cost incubation for a period of 3 months, opportunities to conduct pilot programs and funding support in the form of grants.

- Startup India had launched Ayushman Bharat PMJAY Start-Up Grand Challenge in collaboration with the National Health Authority to scout for cutting-edge solutions for supporting Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). The challenge was launched on 1st October 2019 by the Hon'ble Prime Minister of India, Shri Narendra Modi, and applications were invited from startups in 7 areas. The call for application was hosted on Startup India platform and over 300 applications were received. After preliminary checks and evaluation of applications by an interim jury of experts in the healthcare business and public health sector, 49 startups had been shortlisted for semi-finale. From these start-ups, 22 startups were further shortlisted for the finale on 16 and 17th September and the awards ceremony on 25th September 2020. 7 winners were announced.
- Startup India launched Single Use Plastic Grand Challenge to incentivize innovators and Startups to develop design solutions across three problem statements. Through this challenge, first winners for each problem statement (3 startups) received cash price of Rs. 3 lakhs and second winners for each problem statement (3 startups) received cash price of Rs. 2 lakhs
- The Department of Animal Husbandry and Dairying, in partnership with Startup India, launched the 'Animal Husbandry Startup Grand Challenge', to scout for innovative and commercially viable solutions to address the problems faced by the animal husbandry and dairy sector. The challenge was launched by Hon'ble Prime Minister, Shri Narendra Modi, on 11th September 2019 at a national animal disease control programme in Mathura. The challenge was open for application to startups from 11th September 2019 to 30th October 2019, on the Startup India portal. 157 applications were received in total for the six problem statements that were identified as below:

  Value added products
  Single use plastic alternatives
  Eliminate milk adulteration
  E-commerce solutions
  Product traceability
  Breed improvement and animal nutrition

  The Department of Animal Husbandry and Dairying (DAHD) provided innovative startups with solutions to the above-mentioned problem statements with the following:

  Cash Grants: Two winners under each problem statement awarded with cash grants worth
    Rs. 10 Lakh (Winner)
    Rs. 7 Lakh (Runner-up)
  Incubation to 10 startups
  Mentorship: Virtual masterclass for each problem statement organized for startups to provide mentorship and guidance

- Ministry of Textiles along with Startup India launched a Grand challenge for startups in January 2020. The theme targeted the single use plastic bag alternative and incentivizes innovators and Startups to develop design solutions. The solutions must also have the same or greater functionality as the products they are designed to replace and must be designed with current production methods in mind. Under various problem statements, the challenge aims to identify and shortlist innovative enterprise stage Startups and provide them with the cash rewards. The challenge is split in 2 problem statements

  Single Use plastic alternative
  Multi Use plastic alternative

  61 applications were received and 3 rounds of evaluation were done. 3 startups were declared as winners on 27th August 2020.

- **Accelerate with NSG:** The National Security Guard (NSG) along with Startup India sought solutions to help the counter-terrorism unit of NSG to take "countermeasures against a rogue autonomous drone including swarm of drones". The applications were invited "to help solve the menace of terrorism" from startups belonging to sectors viz aerospace, defence, robotics, and security solutions till 13th of April, 2020. Three winning startups would receive a cash incentive of Rs. 5 lakhs, Rs. 3 lakhs, and Rs. 2 lakhs each. Helping curb terrorism menace with the support of startups reflects the Government's earlier emphasis on the significance of the country's startups along with MSME base to help India achieve indigenisation and self-reliance in the defence sector.

- **Grand Challenge to combat COVID-19,** was announced by DPIIT to scout for innovative technologies and solutions for precautionary as well as treatment-related interventions. This platform invited startups whose innovation is expected to plug the gap between demand and supply of essential medical items required to fight COVID-19 outbreak as well as an innovative tech for applications such as motion tracking, geofencing, fake news detection, etc.

- **Ministry of New and Renewable Energy (MNRE)** provided a unique opportunity to startups and innovators to solve some key challenges which are being faced in the Renewable energy sector India. MNRE had identified key problem statements which range from innovative use of renewable energy for enhancing quality of life to energy solutions for regions with difficult terrain.

- **The Jal Jeevan Mission and the Department for Promotion of Industry and Internal Trade** jointly launched the "Jal Jeevan Mission Innovation Challenge" which aims to identify a modular, and cost-effective device solution that can be used in general households to test the quality of drinking water instantly before consumption.

10

STARTUP INDIA SHOWCASE

OVERALL OBJECTIVE

Startup India Showcase is an online discovery platform for the most promising startups in the country, exhibited in the form of virtual profiles. The platform was launched in the august presence of Hon'ble Minister for Railways and Commerce and Industry on 6th October 2020. The startup innovations span across various cutting-edge sectors such as Fintech, Enterprise Tech, Social Impact, HealthTech, EdTech, among others. These startups are solving critical problems and have shown exceptional innovation in their respective sectors.

MAJOR FEATURES & IMPACT

- Visibility: Each startup has a profile page with a detailed pitch about their product, innovation, USP, thereby act as flagbearers of good quality of Indian startups
- Networking: Online networking portal that offers various social and digital connect opportunities on the platform, while helping explore new business prospects.
- Discovery: The platform is powered with various tools from a powerful search to an intuitive filter that will enable seamless discovery of startups for stakeholders.
- Star Repository: This platform showcases startups that have demonstrated capabilities at different national platforms (winning grand challenges, competitions, selling on GeM, etc.) with products that are currently in the market.

11

STARTUP INDIA SEED FUND SCHEME

OVERALL OBJECTIVE

Easy availability of capital is essential for entrepreneurs at the early stages of growth of an enterprise. The capital required at this stage often presents a make or break situation for startups with good business ideas. Startup India Seed Fund Scheme (SISFS) has an outlay of Rs. 945 crore to provide financial assistance to startups for Proof of Concept, prototype development, product trials, market entry, and commercialization.

KEY FEATURES

- Seed fund support of up to Rs. 20 lakhs as grant for validation of Proof of Concept, or prototype development, or product trials and support of up to Rs. 50 lakhs for market entry, commercialization, or scaling up through convertible debentures or debt or debt-linked instruments.
- SISFS is sector agnostic and aims to bridge the gap in early-stage funding for startups which has widened due to COVID-19
- SISFS is executed through a network of over 300 incubators which will not only be critical for fund disbursement but will also play a major in handholding and mentoring an estimated 3,600 entrepreneurs early-stage startups
- Completely online application process and tracking through Startup India Hub for both incubators and startups

12

CREDIT GUARANTEE SCHEME FOR STARTUPS

OVERALL OBJECTIVE

Traditional banks often have requirements that do not fit startup entrepreneurs, i.e. requirement of collateral, long credit histories and established reputation. The objective of Credit Guarantee Scheme for Startups (CGSS) is to provide guarantee up to a specified limit against credit instruments extended by Member Institutions for startup financing.

KEY FEATURES

- Credit guarantee has been fund for startups established with a corpus of Rs. 2,000 crore
- Guarantee to banks and Alternate Investment Funds (AIFs) for funding collateral free credit of up to Rs. 10 crores.
- CGSS addresses the need to provide debt support to Startups by RBI regulated banks/NBFCs and SEBI registered AIFs.
- CGSS provides incentives to lending institutions to make additional loans to the targeted sector that are consistent with prudent banking practice
- A holistic development of the startup ecosystem with an aim to provide access to both, equity and debt financing.





STARTUP INDIA
THE WAY AHEAD



STARTUP INDIA: THE WAY AHEAD

The last 5 years have been monumental in India's entrepreneurship growth story. With unprecedented collaborations and collective efforts of ecosystem at large, the nation is now geared up for next set of growth under Aatma Nirbhar Bharat.

'Startup India: The Way Ahead' lays the foundation for further expansion for 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.

KEY OBJECTIVES:

Foster a culture of innovation amongst citizens and students in particular.

Promote innovation in all sectors of economy across the country, including semi-urban and rural areas.

Support creative and innovative ideas through incubation and research and development to transform them into valuable products, processes or solutions to improve productivity and efficiency.

Create an environment of absorption of innovation in industry.

Facilitate public organizations to assimilate innovation with a view to improving public service delivery.

Promote creation, protection and commercialization of intellectual property rights.

Make it easier to start, operate, grow and exit businesses by reducing regulatory compliances and costs.

Promote ease of access to capital for startups.

Incentivize domestic capital for investments into startups.

Mobilize global capital for investments in Indian startups.

Keep control of startups with original promoters.

Provide access to global markets for Indian startups.

IMPLEMENTATION. TOGETHER FOR BETTER.



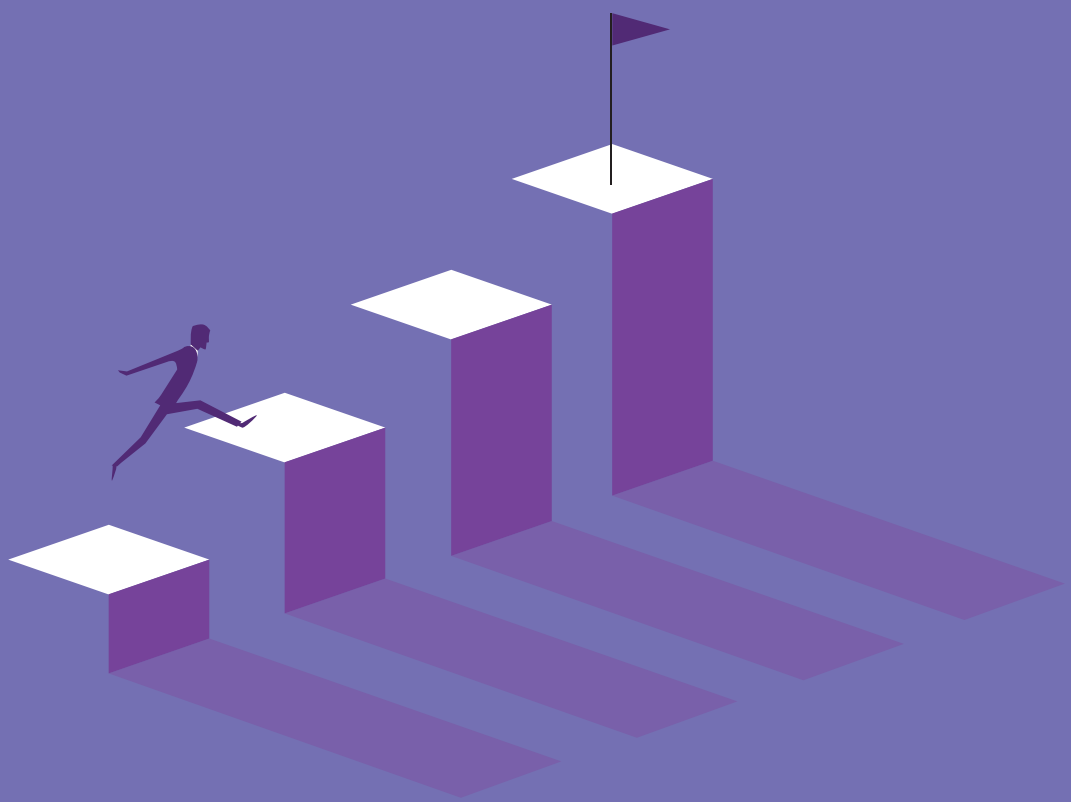
Given the dynamic nature of innovation ecosystem, it is imperative that, for achieving the objectives laid down, the implementation mechanisms and processes are formulated with continuous stakeholder consultations.

The National Startup Advisory Council ('NSAC') has been constituted to advise the Government on measures needed to build a strong ecosystem for nurturing innovation and startups in the country to drive sustainable economic growth and generate large scale employment opportunities. The NSAC includes founders of success startups, veterans who have grown and scaled companies in India, persons capable of representing interests of investors into startups, persons capable of representing interests of incubators and accelerators, representatives of associations of stakeholders of startups and representatives of industry associations. NSAC will play an important role in identifying, implementing and monitoring the programs.

Some specific action agendas are listed in the following sections.



STARTING UP. SIMPLIFIED.



4.1 EASE OF STARTING UP

OBJECTIVE

To reduce the compliance burden and enable startups to focus on their work without worrying about approvals or clearances.

DETAILS

Ease of doing business is an indispensable pillar for any region's economic growth. It is important to have simplified and digital processes, rules, and regulations that can help promote a business-friendly environment especially for realisation of entrepreneurial ambitions.

- Standard operating procedures will be put in place with respect to various application processes applicable for benefits laid down under Startup India initiative for time-bound decisions.
- Startup India Hub to have deeper integration with other central government platforms as well as state government portals for startup programs for seamless and integrated compliance, recognition and application processes.
- Startups should be able to concentrate on their work without worrying about approvals, clearances or inspections in the initial years.

4.2 EASING COMPLIANCE BURDEN

OBJECTIVE

To make it easier for startups to start, operate, grow, and exit businesses.

DETAILS

Interaction points for doing business as startup will be eased to ensure easy access and responsive regulatory regime with minimum compliance burden.

- Continuous engagement with startup ecosystem stakeholders to be encouraged to identify issues and expeditiously resolve them to improve the regulatory environment.
- To promote access to capital, lower exit barriers and other incentives.
- Tax compliances for startups consume a lot of time and effort. Government will evaluate the present situation and aim towards reducing the time of tax compliance for startups to an optimal level.


GOVERNMENT
CONNECT.
EASIER.

4.3 EASE OF PROCUREMENT

OBJECTIVE

Mechanisms to be created for enabling procurement of products or processes based on innovative ideas to improve public service delivery.

DETAILS

To enable procurement of products or processes based on innovative ideas, it is imperative that enabling schemes or mechanisms are created permitting procurement during various stages of this process such as Proof of Concept (PoC) to Prototype development, and Prototype to Product development and placement of order from Startups who may not be established suppliers but have been shortlisted after a rigorous, open and competitive process to pick out promising innovators.

- GeM has been playing a monumental role in propelling transparent government procurement and extending the benefits available to startups per prevailing regulations. The Government's endeavour is to promote greater adoption of GeM by PSUs, State governments and other public organizations.
- To institutionalise a buyer-seller engagement model specifically for ease of procurement from startups. This will be complimented with pitch and reverse pitch opportunities for startups to collaborate with government organizations.

4.4 DEEPER ENGAGEMENT WITH CENTRAL MINISTRIES AND CPSU

OBJECTIVE

To encourage Central Ministries and Central Public Sector Undertakings (CPSUs) to work proactively with and for the Indian startup ecosystem.

DETAILS

Innovation is all pervasive. Especially in a globalised, interconnected world, knowledge grows in every sector by the hour. It is important for all Government Organizations to identify and utilize innovation relevant to their domain.

- It is necessary to create a culture of innovation in all Ministries with a view to improve public service delivery through assimilation of innovative products, processes and solutions.
- All Ministries and Departments will be encouraged to build capacities to engage with startups and assimilate innovative solutions into respective organizational processes.

4.5 PROMOTING STARTUPS IN EVERY DISTRICT

OBJECTIVE

Encourage establishment of 'Startup India Access Centres' at every district to assist innovators and entrepreneurs in remote areas

DETAILS

The endeavour is to set up Startup India Access Centre ('SIAC') in every district. SIAC will act as point of contact for all existing and potential entrepreneurs for access to resources from Central and State Government's startup initiatives and resolution of any queries.

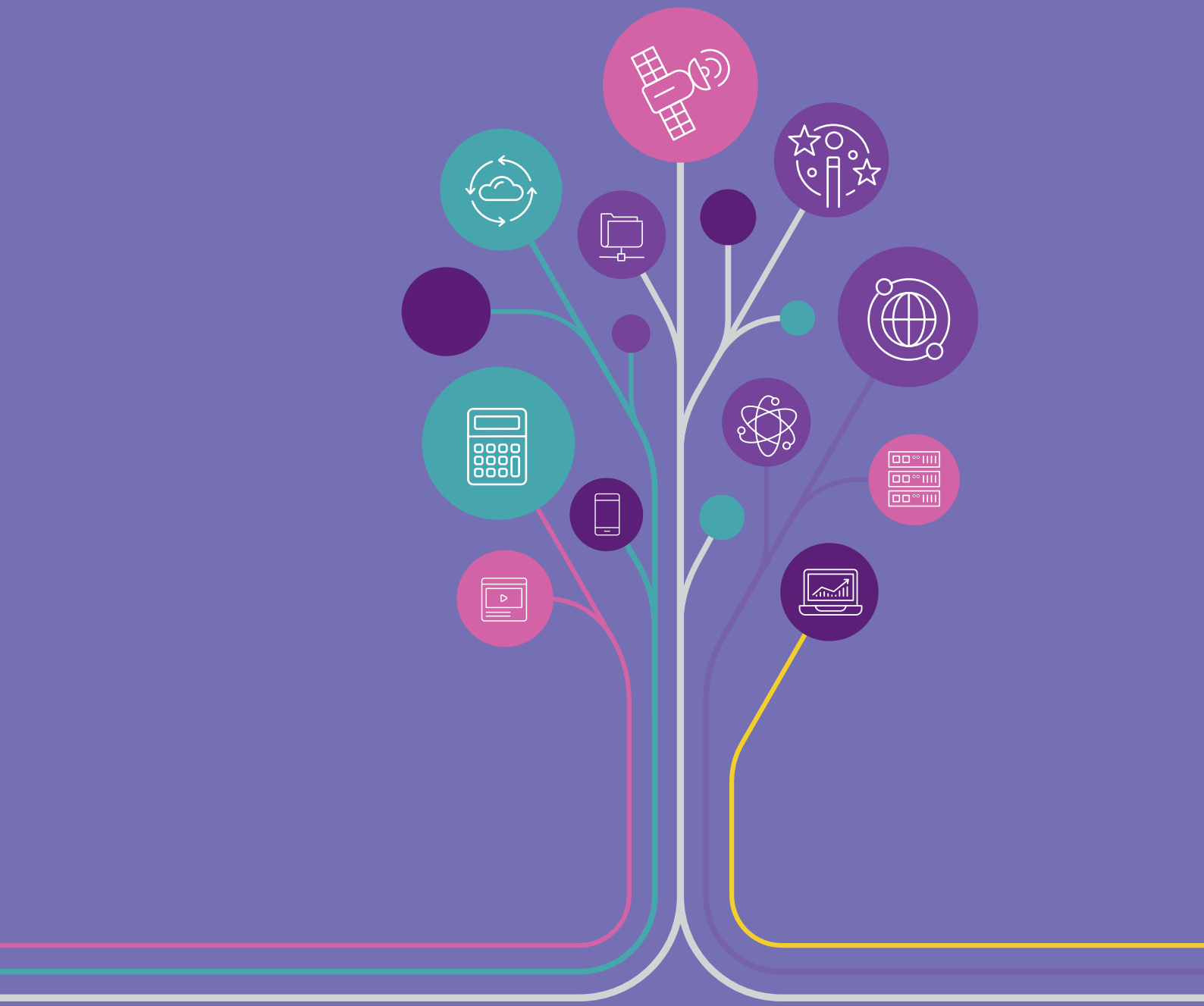
The current network of incubators across the States may be leveraged to institutionalise SIAC on a hub-and-spoke model.

The primary functions of SIAC would include:

- Assisting entrepreneurs access benefits under Startup India Initiative.
- Conducting workshops, sessions on the various policies, schemes and benefits that entrepreneurs can leverage.
- Upskilling entrepreneurs and hosting sector-specific or business mentoring sessions.







ECOSYSTEM. A CANVAS.

4.6 STARTUP INDIA HUB – DIGITAL CANVAS OF INDIAN STARTUP ECOSYSTEM

OBJECTIVE

To create a digital canvas and a holistic one-stop-shop for India's vast and burgeoning startup ecosystem to enable continuous and seamless engagement and knowledge exchange between all relevant ecosystem stakeholders and enablers. Complete information on Startup India Hub will be available in all Indian languages.

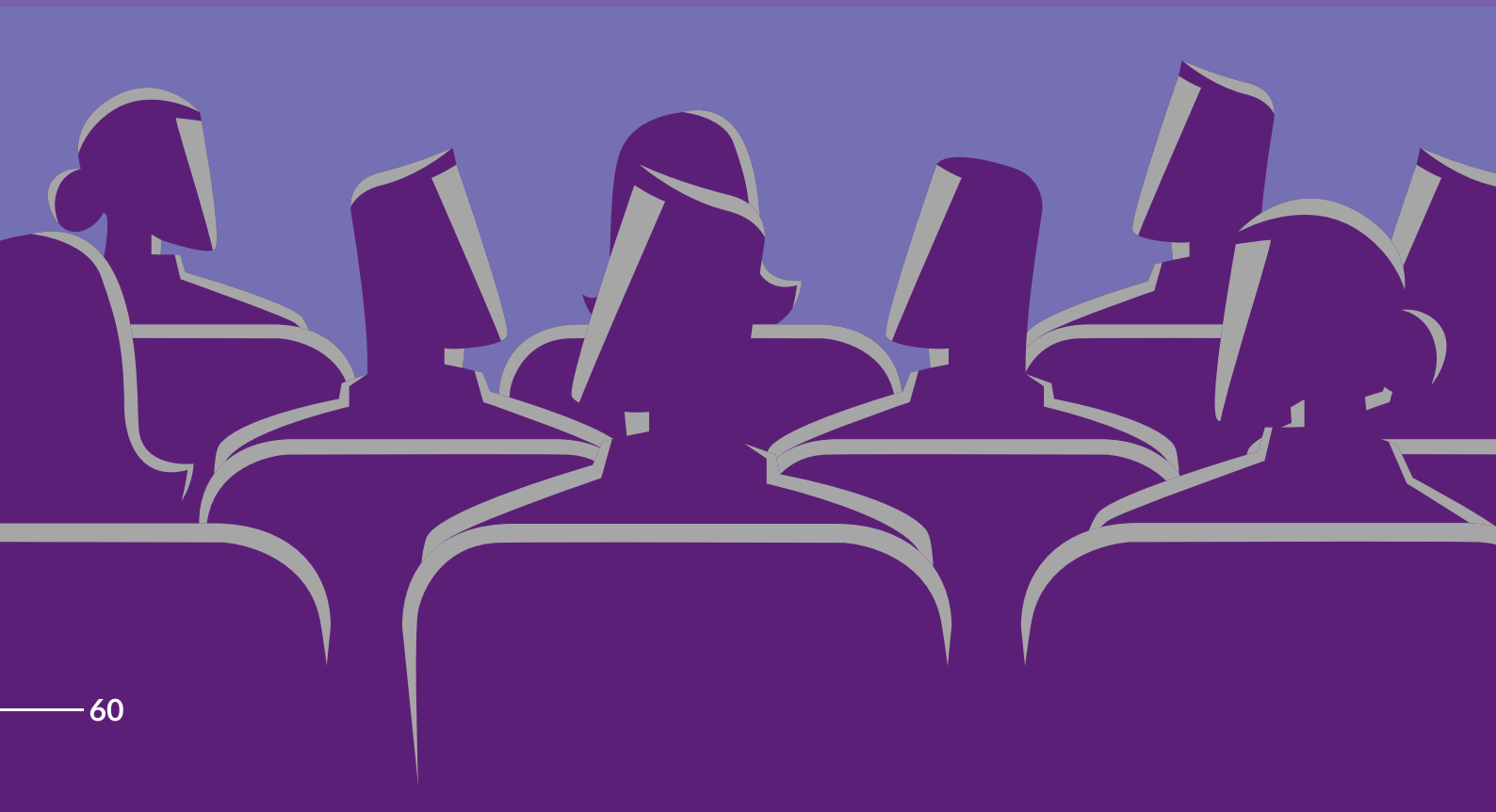
DETAILS

Startup India Hub is one of the largest digital platforms for community interaction and is the backbone for executing key agendas of the Government for Indian startup ecosystem. Given the massive expansion of the community and growing avenues of collaboration, Startup India Hub will be improved to become India's digital canvas for startups.

- Stronger Engagement: One-stop engagement platform for the ecosystem facilitating G2S connect, startup to startup interactions, mentors and enablers.
- Ecosystem Maps: Enable mechanisms to develop ecosystem stakeholder maps at city, district, state and national levels.
- Knowledge Hub: Be an enabler for a single point access to complete knowledge base of the startup ecosystem. "Ask me Anything" by voluntary experts and ready reckoners
- Capacity Building: Startup India endeavours to regularly release sectoral reports – dive deep into development of the sector, opportunities available for startups, unsolved problem statements, ecosystem enablers, etc.
- Central Ministries/States/UTs Microsites: Enable an interactive engagement for the State/ UT government.
- Together for Better: Facilitate a 'co-founder connect' program for enabling networking amongst like-minded individuals towards knowledge sharing and collaboration.
- Technology Transfer: A lot of patented technologies sit unutilized in R&D institutions across India. Meet-ups and a microsite platform will be created for such stakeholders to make their untapped technology available to entrepreneurs and startups for commercialization. This will promote deep-tech startups in India.
- Storytelling: Startup India Hub to feature success as well as challenging stories and webinars of Indian entrepreneurs for them to share their learnings and journey.

ENTREPRENEURSHIP.
IN EVERY
CORNER.





4.7 ESTABLISH NEW INCUBATORS AND ACCELERATORS

OBJECTIVE

To set up new incubators and accelerators in collaboration with State governments and the private sector to support 50,000 startups

DETAILS

Incubators play a vital role in nurturing and inculcating the entrepreneurial culture among the aspiring entrepreneurs and promote them to be job providers. Startups in incubation programs have greater viability and show superior financial performance over the long term. This benefits communities and drives economic growth.

- The idea is to set up and support sufficient number of incubators to accelerate innovation and entrepreneurship and bring down the failure rate of early stage companies.
- Participation of experienced national and international mentors will be encouraged for these incubators.
- Credible global accelerators will be encouraged to plug in their programs and resources for these engagements.
- Credible professionals and experienced entrepreneurs will be encouraged to join these incubators to take business and technical mentoring sessions as well as facilitate startups and local ecosystem enablers.
- Private sector will be encouraged to set up new incubators for increased support to startups.
- An enabling environment for virtual incubators will be developed.

4.8 CREATION OF INNOVATION ZONES AT THE LEVEL OF URBAN LOCAL BODIES

OBJECTIVE

To improve governance and public service delivery at the grassroots level by assimilating innovation.

DETAILS

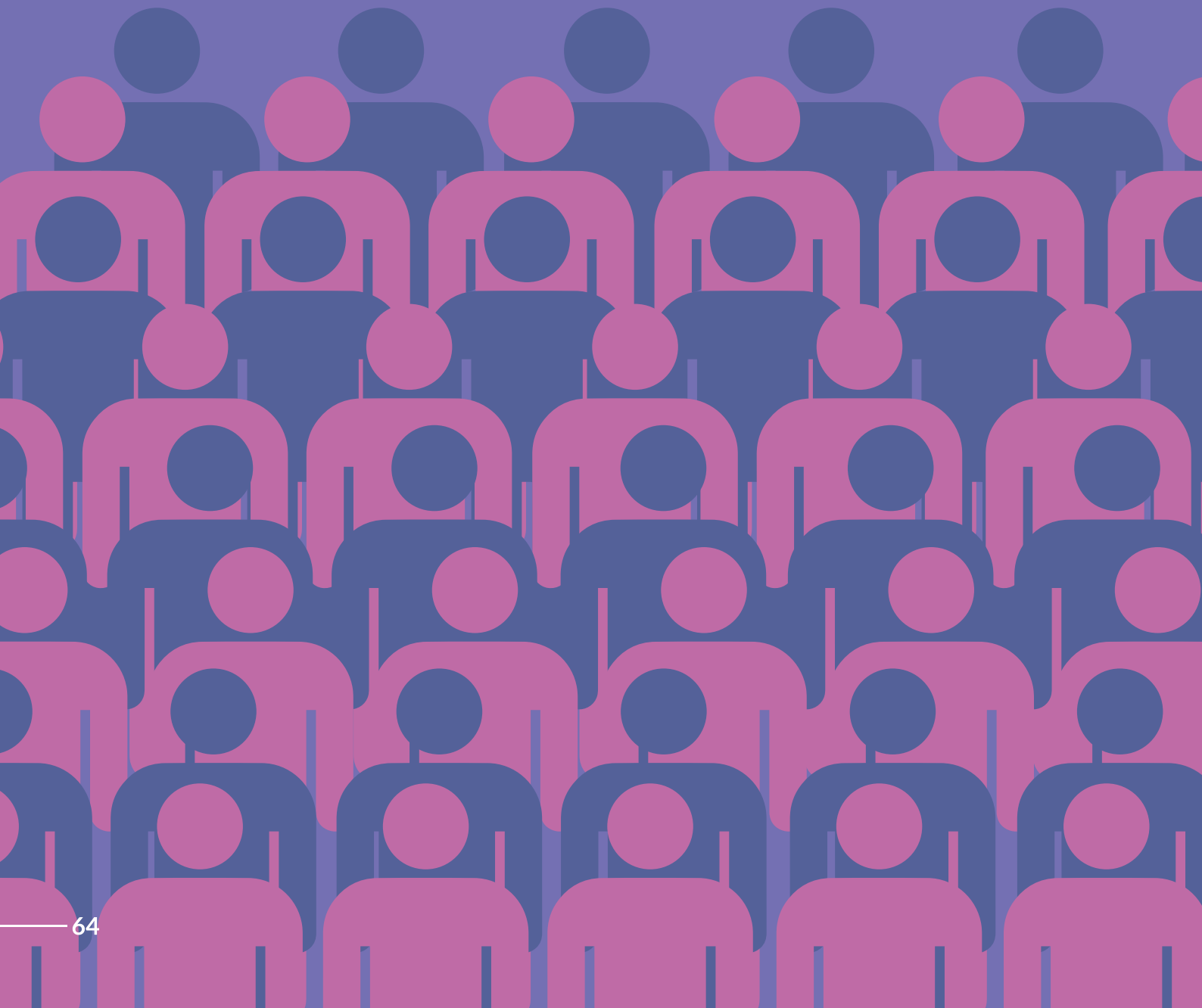
The Government will encourage establishment of Innovation Zones in Urban Local Bodies (ULBs) to help encourage and adopt innovations for improving the quality of life of citizens and address local problems in the fields of sanitation, cleanliness, health, waste, water, traffic, taxation, enforcement and all other aspects of citizen services provided by ULBs.

The role of innovation zones will be:

- Identify critical problems and research needs relating to all aspects of citizen services with the aim to improve the quality of life of citizens.
- Call for innovative solutions to such issues, by means of grand challenges, hackathons, problem specific pitching sessions, reverse pitching sessions or other means.
- Provide support for idea to validation of Proof of Concept, prototype development, product trials, pilot projects.
- Procure qualifying products, processes and solutions.
- Create mechanisms to assimilate such innovative solutions into ULB's organizational processes.
- Establish appropriate linkages with academic institutions, research bodies, incubators, industry and other stakeholders for various stages of absorption of innovation.



BUILDING CAPACITIES. ENHANCING CAPABILITIES.



4.9 NATIONAL CAPACITY DEVELOPMENT PROGRAM

OBJECTIVE

To develop capacities of ecosystem enablers and stakeholders to promote a more inclusive startup ecosystem.

DETAILS

For such a dynamic ecosystem, capacity building and development is an essential component for realisation and execution of envisaged objectives. It is also important to gather on-ground feedback and to evolve the objectives to meet the changing requirements and expectations of the ecosystem.

DEVELOP ADMINISTRATIVE CAPACITIES:

- Promote a culture of capacity building of public authorities for greater awareness and sensitivity, and create an enabling administrative environment startups.

DEVELOP CAPACITIES OF INCUBATORS:

- Capacity development programs will be facilitated for incubators including incubator exchange programs, through Public Private Partnership model if necessary, to fill the knowledge and capacity gaps to cover all aspects of incubator management.
- Collaboration with premier institutes in a virtual or hybrid model for managing incubators.

ACCELERATING AND MENTORING STARTUPS:

- A network of mentors shall be mobilized and a scalable, plug-and-play mechanisms to be facilitated for ecosystem players to provide focussed mentorship to batches of startups.
- Specially-curated programs for entrepreneurs in collaboration with the experts of the domestic and international ecosystems to enable the growth of high-potential startups and soonicorns.

PROPELLING WOMEN ENTREPRENEURSHIP:

- Create an ecosystem with equal participation from women.
- Organize capacity development workshops across the country for women entrepreneurs.
- Encourage aspiring women to take up entrepreneurship through dedicated capacity workshops and community forums.

INVESTOR CAPACITY DEVELOPMENT PROGRAM:

- For mobilising domestic capital, capacity development programs will be undertaken for HNIs and other potential investors to encourage innovation and entrepreneurship.
- These programs will include capacity building workshops, knowledge exchange programs, community engagements, to fill the knowledge and capacity gaps to encompass all aspects of investing.

SENSITIZING DOMESTIC INDUSTRY:

- Programs aimed at sensitizing domestic industry about quality, depth and spread of innovation and entrepreneurship obtaining in the country with a view to assimilating frugal innovation and developing mutually beneficial relationships.

4.10 INTEGRATE ACADEMIA & INNOVATION TO ENCOURAGE ENTREPRENEURSHIP

OBJECTIVE

To amplify the innovation and entrepreneurship led ecosystem through academia

DETAILS

To integrate nation-wide, university-based innovation ecosystem which will encourage innovations, ideas of young students and provide a conducive environment for entrepreneurship.

- Leverage Atal Tinkering Labs platform to directly engage with academia and students
- Explore new facets of National Education Policy from the perspective of encouraging entrepreneurship among students
- Develop programs to encourage academia partnership with startup community to further fuel innovation
- Capitalise on Academia community through dedicated engagements at district and state levels.


think big
teamwork
new
imagination
risk
inspiring
creative
business
communication
solution
performance
planning
works
key
innovate
ideas
concept
brand
brainstorm
plan
strategy
success
process
global
excellence
out
of
the
box
reward
leadership
efficiency
workflow
information
marketing
best
organization
network
social
research
analysis
green
advertising
positive
vision
refresh
ads
development
goals

DEVELOPING COMPETENCY OF GLOBAL SCALES.



4.11 INDIA AS THE NEW GLOBAL DESTINATION

OBJECTIVE

To position and promote India as the global hub for startup ecosystem.

DETAILS

Given the growth of Indian startup ecosystem, Indian startups are of global interest and with the support of policy frameworks complimented with technology, India is set to position itself as global hub.

- Showcase the high-tech Indian innovation ecosystem, mobilize global capital for Indian startups, provide international market access to Indian startups and exchange global best practices.
- Adopt good practices from across the globe and enhance India's global competitiveness
- Creation of International landing pads in collaboration with global accelerators to help startups build global networks, provide access to global supply chains, connect with B2B prospects.



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4.12 MOBILE APPLICATIONS, MADE IN INDIA FOR THE WORLD

OBJECTIVE

To promote 'Vocal for local' and to create a comprehensive ecosystem for the development and deployment of products and services developed by Indian startups.

DETAILS

Creating an ecosystem where Indian entrepreneurs and startups are incentivised to ideate, incubate, build, nurture and sustain tech solutions that can serve not only citizens within India but also the world.

- Encourage development of products and solutions by Indian startups which have a larger social and economic impact.
- Incentivise startups to ideate, incubate, build, nurture and sustain technology solutions that will serve not only citizens within India but also the world.
- Dedicated market linkages program to promote adaptability of products and solutions developed by Indian startups in the global market.
- Leverage on-going initiatives such as international market access program to promote solution and products developed by Indian startups.
- Encourage startups to participate in for co-development of applications for public service delivery.
- Create infrastructure support for hosting and expansion of applications developed by Indian entrepreneurs.

4.13 STRENGTHEN INDIC LANGUAGES ECOSYSTEM

OBJECTIVE

Promote development of solutions and content in Indic languages

DETAILS

Adoption and recognition of Indic languages are important to bring technology even closer to the larger strata of India's diverse population. It is important to provide the right set of framework and promotion for adoption of Indic languages.

- Encourage the development of complete end to end technology stack of content in all Indic languages and reward and induct services of startups working in this domain.
- Integration of all Indic languages in the current Indian landscape for Natural Language Processing ('NLP').
- Develop a digital language resources development centre for statistical analysis and hypothesis testing, checking occurrences or validating linguistic rules.



4.14 ENCOURAGE BHARAT MAPS

OBJECTIVE

Promote domestic mapping solutions and harness India's mapping capabilities for Indian startup ecosystem.

DETAILS

Navigation and mapping solutions are backbone for host of technology solutions. Self-reliance for geo-positioning and mapping are important for sustainability of the connected Indian startup ecosystem.

- Leverage Indian Regional Navigation Satellite System (NavIC) specifically for mapping solutions to support Indian startups integrate NavIC's mapping capabilities with their solutions.
- Incentivise startups working with domestic mapping and geo-positioning solutions.
- Institutionalise organisational mechanisms for continuous engagement and encouragement of startups.



NOTES:

NOTES:

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

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Prarambh

Power of Enthusiasm