

# #startupindia



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## STATES' STARTUP RANKING 2019

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MAY 29, 2019

STARTUP INDIA

Department for Promotion of Industry and Internal Trade

## States' Startup Ranking 2019

### General Principles

1. The framework would evaluate progress made from 1<sup>st</sup> May 2018 to 30<sup>th</sup> September 2019
2. Scoring shall be done on the basis of feedback unless mentioned otherwise.
3. Documentary evidence of compliance on action points shall be a pre-requisite for collection of feedback.
4. For the purposes of evaluation, all States and UTs have been divided into two categories – Category X and Category Y.

### Scoring in Action Points with Feedback

1. Registered Startups with the Department for Promotion of Industries and Internal Trade (DPIIT) and/or States/UTs will be considered as “Registered Startups” for feedback.
2. State/UT to provide contact details of beneficiaries in respective action points as per the format provided by DPIIT.
3. In general, a sample of fifty (50) respondents shall be selected randomly from claimed beneficiaries for feedback. A 70% positive feedback will result in acceptance of the number of claimed beneficiaries. Where positive feedback is less than 70%, claimed beneficiaries will be considered to be zero and no score shall be awarded.
4. For Category X States, in general, where the number of beneficiaries is less than 50, no feedback will be taken and zero score shall be awarded unless it is specifically mentioned in the action point that there is no minimum beneficiary criterion.
5. For Category Y States/UTs, the criteria of at-least 50 beneficiaries will not be insisted upon.
6. In case of action point where there is no minimum beneficiary criterion, all claimed beneficiaries up to maximum of 50 shall be selected for feedback. A 70% positive feedback will result in acceptance of claimed beneficiaries. Where positive feedback is less than 70%, claimed beneficiaries will be considered to be zero and no scores shall be awarded.
7. For each action point, the State/UT with maximum number of accepted beneficiaries will be awarded full score. Other States/UTs will be awarded score in proportion to their accepted beneficiary vis-à-vis maximum number of accepted beneficiaries for any State/UT.

### Scoring in Action Points without Feedback

8. Where scores are assigned on the basis of documentary evidence, full score shall be awarded on complete compliance. Zero score shall be awarded for partial or no compliance.
9. Where outcome has been indicated as a metric in any action point, State/UT with maximum accepted value of metric will be awarded full score. Other States/UTs will be awarded score in proportion to their performance vis-à-vis maximum value of metric for any State/UT.

### Combining the Overall Scores

10. Based on scores on all action points, overall scores for each State/UT shall be calculated.
11. Within each category, States and UTs will be graded based on their relative performance into 3-5 grades.
12. Best performing States/UTs shall also be graded in each framework pillar to recognize their performance.
13. In addition, individual officers shall also be awarded for their significant contribution to strengthen Startup ecosystem under their jurisdiction.

**Illustration: Maximum score 2.**

| S. No. | Category X States | Claimed Beneficiaries | Feedback calls | Positive Responses | Accepted Beneficiaries | Relative Score |
|--------|-------------------|-----------------------|----------------|--------------------|------------------------|----------------|
| 1      | State 1           | 156                   | 50             | 40                 | 156                    | 1.56           |
| 2      | State 2           | 45                    | 0              | 0                  | 0                      | 0.00           |
| 3      | State 3           | 60                    | 50             | 30                 | 0                      | 0.00           |
| 4      | State 4           | 108                   | 50             | 35                 | 108                    | 1.08           |
| 5      | State 5           | 200                   | 50             | 38                 | 200                    | 2.00 (Max)     |
| 6      | State 6           | 180                   | 50             | 37                 | 180                    | 1.8            |
| 7      | State 7           | 55                    | 40             | 0                  | 0                      | 0.00           |
| 8      | State 8           | 85                    | 50             | 38                 | 85                     | 0.85           |
| 9      | State 9           | 135                   | 50             | 43                 | 135                    | 1.35           |
| 10     | State 10          | 50                    | 50             | 40                 | 50                     | 0.50           |

**Process of feedback scoring:**

1. **Case 1:** In case of 'State 2', since the number of claimed beneficiaries are less than 50, the feedback shall not be collected.
2. **Case 2:** For 'State 7', the number of claimed beneficiaries are greater than 50. However, the number of successful calls to respondents are less than 50 (i.e. 40 calls), the State has not been considered for feedback.
3. **Case 3:** In case of 'State 3', positive response was received only from 30 respondents (out of 50) which is less than 70%. Hence zero score is awarded.
4. All States **except State 2, State 3 and State 7** have qualified for assigning scores since positive feedback is received from at-least 70% respondents. For all these States, the **claimed beneficiaries** have been accepted.
5. Thus, **State 5** with maximum number of **accepted beneficiaries** i.e. 200 Startups has been assigned **maximum score (2 score)**.
6. Rest of the **States** will be assigned scores in proportion to their accepted beneficiaries.

## State and UT Categories

| Classification of States/UTs | Category X   | Category Y   |
|------------------------------|--|--|
| <b>List of States/ UTs</b>   | 1. Assam<br>2. Andhra Pradesh<br>3. Bihar<br>4. Chhattisgarh<br>5. Delhi<br>6. Goa<br>7. Gujarat<br>8. Haryana<br>9. Himachal Pradesh<br>10. Jammu & Kashmir<br>11. Jharkhand<br>12. Karnataka | <b>Note: All north-eastern States except Assam and all Union Territories except NCT of Delhi</b><br>1. Arunachal Pradesh<br>2. Andaman and Nicobar Islands<br>3. Chandigarh<br>4. Dadra and Nagar<br>5. Daman and Diu<br>6. Lakshadweep<br>7. Manipur<br>8. Meghalaya<br>9. Mizoram<br>10. Nagaland<br>11. Puducherry<br>12. Sikkim<br>13. Tripura |

## Ranking Framework Overview

| Pillar# | Framework Pillar          | Number of action points | Scores     |
|---------|---------------------------|-------------------------|------------|
| 1       | Institutional Support     | 8                       | 24         |
| 2       | Simplifying Regulations   | 3                       | 12         |
| 3       | Easing Public Procurement | 6                       | 14         |
| 4       | Incubation Support        | 4                       | 23         |
| 5       | Seed Funding Support      | 3                       | 11         |
| 6       | Venture Funding Support   | 2                       | 8          |
| 7       | Awareness and Outreach    | 4                       | 8          |
|         | <b>Total</b>              | <b>30</b>               | <b>100</b> |

## Pillar 1: Institutional support

| # | Action points for States   | Norms   | Supporting Documents   | Guidelines   | Feedback Respondents    | Feedback Questions   | Score                    |
|---|--|---|--|--|-------------------------|--|--------------------------|
| 1 | <b>Startup policy:</b><br>State to provide: <ol style="list-style-type: none"> <li>Clear definition of a 'Startup'</li> <li>Sector agnostic support</li> <li>Policy in public domain</li> <li>Details of the process for registration of a Startup</li> <li>Details of the process for availing incentives</li> </ol> (*Note: All the above elements are mandatory to proceed to feedback section) | Policy document(s) should be available online | URL and screenshot of notified policy/ guidelines/ documents | <ul style="list-style-type: none"> <li>If any policy other than the notified Startup policy defines Startup for the purpose of getting applicable benefits and incentives of the State Startup policy, the same shall be considered for the purpose of evaluation</li> <li>If any policy other than the notified Startup policy defines Startup for the purpose of getting applicable benefits and incentives of the State Startup policy, the link for the startup policy must be shared</li> <li>If Startup is not defined in the official notified Startup policy, but the same has been defined on the State Startup portal in public domain, the same shall not be considered for the purpose of evaluation</li> <li>If the benefits/ incentives are applicable to 'Technology' or 'Information Technology (IT)' supported Startups, they shall be considered as sector agnostic for the purpose of evaluation since</li> </ul> | All registered Startups | Does the State provide:  | <b>Maximum score – 3</b> |
|   |  |   |  |  |                         | a. State's Startup Policy online? (Yes/No)                               | <b>1</b>                 |
|   |  |   |  |  |                         | b. Details of the process for registration of a Startup online? (Yes/No) | <b>1</b>                 |
|   |  |   |  |  |                         | c. Details of the process for availing incentives online? (Yes/No)       | <b>1</b>                 |

| # | Action points for States | Norms | Supporting Documents | Guidelines   | Feedback Respondents | Feedback Questions | Score |
|---|--------------------------|-------|----------------------|--|----------------------|--------------------|-------|
|   |                          |       |                      | <p>majority of the Startup are enabled through IT/ Technology</p> <ul style="list-style-type: none"> <li>Startup policy notified before 1st May 2019 shall also be considered</li> </ul> |                      |                    |       |

| # | Action points for States  | Norms  | Supporting Documents | Guidelines   | Feedback Respondents    | Feedback Questions   | Score                    |
|---|---|--|----------------------|--|-------------------------|--|--------------------------|
| 2 | <b>Nodal department, officer and team:</b><br>State to clearly designate:<br><b>a. Nodal Department</b><br>With responsibility of Startup ecosystem development in the State<br><b>b. Nodal officer</b><br>With specific responsibility of Startup ecosystem development in the State.<br><b>c. Dedicated Team</b><br>For supporting Startups<br><br>(*Note: All the above elements are mandatory to proceed to feedback section) | a. Nodal Department should be a Department within the State Government<br>b. Nodal officer to be nominated by the State Government<br>c. Each team member (minimum 3) should have at least 5 years' experience in startup ecosystem development, innovation or Startups. | URL and screenshot   | <ul style="list-style-type: none"> <li>Nodal Officer appointed for coordination w.r.t Startup Ranking Framework shall not be considered for the purpose of evaluation</li> <li>Government order constituting dedicated team or agency has not been shared but the details of team or agency are available on the portal, the same shall be accepted</li> <li>Details of dedicated team or agency (with names) mentioned in the notified Startup policy as part of committee or council shall also be accepted</li> <li>Only dedicated team or agency appointed for the purpose of Startup facilitation and implementation of the initiative shall be accepted for purpose of evaluation</li> <li>GO or Notifications before 1<sup>st</sup> May shall also be considered</li> </ul> | All registered Startups | Is there a Nodal Officer or a Single Point of Contact available from the State to respond to your queries?<br><br>(Yes/No) | <b>Total score – 1</b>   |
| 3 | <b>Online implementation system:</b><br>Online registration and related activities  | Online delivery of related services  |                      | <ul style="list-style-type: none"> <li>Validity of registration certificate is not made a mandatory requirement as period of eligibility of a Startup is</li> </ul>  |                         |  | <b>Maximum score – 4</b> |

| # | Action points for States  | Norms   | Supporting Documents | Guidelines   | Feedback Respondents    | Feedback Questions  | Score |
|---|---|---|----------------------|--|-------------------------|---|-------|
|   | a. Online system for Startups to get registered   |   | URL and screenshot   | <p>mentioned in the 'Startup' definition in State Startup policy. If the approval is provided online either through e-certificate or e-mail to Startups without any physical intervention, the requirement of downloading of certificate shall be relaxed</p> <ul style="list-style-type: none"> <li>Acknowledgement issued to Startups after application submission shall not be considered as approval/ registration certificate.</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | All registered Startups | Is there an online system for registration of startups? (Yes/No)          | 0.5   |
|   | b. Online tracking of application status  |   | URL and screenshot   |  | All registered Startups | Is there a facility to track status of application online? (Yes/No)       | 0.5   |
|   | c. Online issue of registration certificate   |   | URL and screenshot   |  | All registered Startups | Are registration certificates to startups issued online? (Yes/No)         | 0.5   |
|   | d. Receipt and resolution of queries online   |   | URL and screenshot   |  | All registered Startups | Are queries answered by helpline or online by State authorities? (Yes/No) | 0.5   |
|   | e. Call center to answer Startup queries  |   | URL and screenshot   |  | All registered Startups | Are Startup queries answered real time by the call center?                | 0.5   |
|   | f. List of Incubators and Mentors available online  |   | URL and screenshot   |  | All registered Startups | Are incubators and mentors' details available online? (Yes/No)            | 0.5   |
|   | g. A Dashboard detailing<br>1. No. of Startups registered,<br>2. Seed funded Startups,<br>3. Venture funded Startups, | State to provide Month to date (MTD) and Year to Date (YTD) figures on its dashboard. | URL and screenshot   |  | None                    | None  | 1     |



| # | Action points for States  | Norms   | Supporting Documents   | Guidelines   | Feedback Respondents | Feedback Questions  | Score  |
|---|---|---|--|--|----------------------|---|--|
|   | 4. incubators supported,<br>5. No. of incubatees,<br>6. Purchase order awarded          |   |  |  |                      |   |  |
| 4 | <b>Mentor Network:</b><br>State to establish mechanism to connect mentors with startups | a. Mentors to be registered and listed on the State Startup portal<br><br>b. Startups to be connected with listed mentors through State mechanism | 1. URL and snapshot<br>2. List of unique Startups connected with mentors through State mechanism | <ul style="list-style-type: none"> <li>Mentors should be listed/registered on the Government's online Startup platform along with their contact details (Name, profile, and email-ID)</li> <li>The profiles of the mentors have to be shared along with their areas of expertise to be considered for the purpose of evaluation</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups | Were you connected to mentors through State mechanism?<br>a. Yes<br>b. No | <b>Maximum score – 2</b><br><br><b>No. of unique Startups connected with mentors through State mechanism</b> |

| # | Action points for States  | Norms  | Supporting Documents  | Guidelines   | Feedback Respondents                                 | Feedback Questions   | Score                    |
|---|---|--|---|--|--|--|--------------------------|
| 5 | <b>Intellectual Property (IP) Support:</b><br>State to provide:<br>Incentives such as subsidies, fee waiver, reimbursement for filing patent/ trademark, facilitators, or IP support centers over and above what Government of India has provided | a. Scheme/ Policy/ Guidelines available online | 1. URL and snapshot<br>2. List of unique Startups provided IP support | <ul style="list-style-type: none"> <li>If the name of the contact person has not been shared, and only the contact details of the Intellectual Property Facilitation Centre has been shared, it shall be considered for the purpose of evaluation.</li> <li>In case the contact details of the IP support centre have not been made available on the State/UT Startup portal, and instead a link that redirects to the IP support centre's website which provides the contact details of the centre has been shared, then it shall be considered for the purpose of evaluation.</li> <li>If the list of patent facilitators as nominated by Government of India is shared in place of details regarding IP support centre, the same shall not be considered for the purpose of evaluation.</li> <li>Support for copyright shall also be considered for evaluation</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups ( <b>No minimum threshold</b> ) | Have you availed benefits such as reimbursement for filing patent, or through State supported IP centers?<br>a. Yes<br>b. No | <b>Maximum score – 1</b> |

| # | Action points for States  | Norms  | Supporting Documents  | Guidelines   | Feedback Respondents   | Feedback Questions  | Score  |
|---|---|--|---|--|--|---|--|
| 6 | <b>Partnerships:</b><br>State to establish partnerships with institutions or business enterprises for supporting Startups.    | a. List of partners along with the details about their offerings to be listed on Startup portal.<br>b. Partnerships with Indian or International companies, institutions or organizations including PSUs<br>c. Partners to not include mentors, State supported incubators and IP support centers. | 1. URL and snapshot<br>2. List of unique startups receiving support from such partnerships  | <ul style="list-style-type: none"> <li>If only MoUs of the partnerships have been provided on the Startup portal, it shall not be considered as description of assistance to be extended to Startups for the purpose of evaluation.</li> <li>If the Startup portal redirects to the relevant webpage of partners' website where assistance to Startups under the partnership has been described, the same shall be considered for the purpose of evaluation</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups   | Have you received support from partners associated with State?<br>a. Yes<br>b. No | <b>Maximum score – 2</b><br><br><b>No. of unique startups receiving support from such partnerships</b> |
| 7 | <b>Women Entrepreneurship:</b><br>Special incentives for women-led Startups (a Startup with woman as a Founder or Co-founder) | Notify special incentives for women-led Startups, which may be in the form of :<br>a. Seed funding<br>b. Venture funding<br>c. Procurement<br>d. Incubation support<br>e. Mentorship   | a. Policy or scheme documents covering incentives for women led Startups<br>b. List of unique women-led Startups supported by State | <ul style="list-style-type: none"> <li>Any other form of incentives offered to women entrepreneurs specifically shall also be considered. Mentioned below are few examples:               <ul style="list-style-type: none"> <li>a. Subsidised loans</li> <li>b. Marketing assistance</li> <li>c. Support for participation in National and International events</li> <li>d. Capacity Development Workshops</li> </ul> </li> </ul>   | Women-led beneficiary Startups ( <b>No minimum threshold</b> ) | Have you availed any special benefit from the State?<br>a. Yes<br>b. No           | <b>Maximum score – 6</b><br><br><b>No. of unique women led startups receiving support</b>              |

| # | Action points for States  | Norms  | Supporting Documents   | Guidelines  | Feedback Respondents | Feedback Questions | Score  |
|---|---|--|--|---|----------------------|--------------------|--|
|   |   |  |  | <ul style="list-style-type: none"> <li>Startups with a woman as Founder/Co-Founder or CXO shall be considered as a woman led startup for this Action Point</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>     |                      |                    |  |
| 8 | <b>Support from various departments:</b><br>State Government departments, other than Nodal department, providing institutional support to Startups<br><b>*Departments concerned</b> <ul style="list-style-type: none"> <li>Agriculture</li> <li>Home</li> <li>Public Work Department</li> <li>Health &amp; Family Welfare</li> <li>Industries &amp; Commerce</li> <li>Education</li> <li>Information Technology</li> <li>Pollution Control</li> <li>Power</li> <li>Disaster Management</li> <li>Science &amp; Technology</li> <li>Social Welfare</li> <li>Sports &amp; Youth</li> </ul> | Number of State Government Departments supporting Startups through sustainable programs: grand challenges, hackathons, incubation, seed funding, angel and venture funding, open data APIs, public procurement, etc.<br><br>Some activities pertaining to abovementioned programs should have been carried out during the period of assessment with outcomes reported. | a. List of departments<br>b. Orders detailing schemes of each department | <ul style="list-style-type: none"> <li>A multi – department initiative will be counted as one initiative from one government department leading the initiative</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | None                 | None               | <b>Maximum score – 5</b><br><br><b>1 score for each department</b><br><br>(*5 departments=5 score) |

| # | Action points for States  | Norms | Supporting Documents | Guidelines | Feedback Respondents | Feedback Questions | Score |
|---|---|-------|----------------------|------------|----------------------|--------------------|-------|
|   | <ul style="list-style-type: none"> <li>Skill Development</li> <li>Transport &amp; Tourism</li> <li>Urban Development</li> </ul> |       |                      |            |                      |                    |       |

## Pillar 2: Simplifying Regulation

| # | Action points for States   | Norms  | Supporting documents | Guidelines  | Feedback target         | Feedback Questions  | Score                  |
|---|--|--|----------------------|---|-------------------------|---|------------------------|
| 1 | <b>Business Compliance Information System (BCIS):</b><br>State to provide details of all State level approvals and clearances required for registering and operating a business or Startup online? | All approvals required for startups across different sectors to be available online in an interactive mechanism, not just static FAQs. | URL and screenshot   | <ul style="list-style-type: none"> <li>All approvals required for startups across different sectors to be available online in an interactive mechanism</li> <li>Central Government approvals related to set up, operate and exiting a business <b>shall not</b> be a mandatory requirement.</li> <li>FAQ documents or static content on approvals/ clearances <b>shall not</b> be considered for the purpose of evaluation.</li> <li>If the URL of the online information wizard has been changed/ modified after the submission timeline of 30<sup>th</sup> September 2019, State may be asked to provide an undertaking that the online system was functional on or before the submission deadline</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | All registered Startups | Is information related to all business approvals available online?<br>a. Yes<br>b. No | <b>Total score – 4</b> |

| # | Action points for States  | Norms   | Supporting documents  | Guidelines  | Feedback target         | Feedback Questions  | Score  |
|---|---|---|---|---|-------------------------|---|--|
| 2 | <b>Invite or identify regulatory issues:</b><br>Mechanism in the State to invite or identify regulatory issues facing disruptive or new Startups  | Institutional online mechanism to connect with disruptive Startups and to understand their regulatory issues. | URL and screenshot  | <ul style="list-style-type: none"> <li>State must introduce a mechanism (workshop, meetings, event, mail-connect) that allows Startup to reach out to Government to present its idea, product or service</li> <li>Government order must detail out the process of drafting policies/ regulations regarding adoption of disruptive technologies/ business models including: <ul style="list-style-type: none"> <li>Impact</li> <li>Stakeholder consultation</li> <li>Due timelines</li> <li>Publishing decision</li> </ul> </li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | All registered Startups | Is there an online mechanism in the State to identify regulatory issues faced by the Startups?<br>a. Yes<br>b. No | <b>Total score- 2</b>  |
| 3 | <b>Amendments in rules, regulation or acts for supporting Startups:</b><br>Number of rules, regulations, Acts introduced or amended to support Startups<br><b>*Sectors concerned may include</b> <ul style="list-style-type: none"> <li>Transport/ Urban mobility/ E-Vehicle</li> <li>Healthcare/ E-Pharmacy</li> </ul> | The amendments and their details to be provided on State Startup portal.                                      | a. List of rules, regulations or acts amended or introduced by State<br>b. URL and Snapshot of portal having details of such amendments | <ul style="list-style-type: none"> <li>State response against this action point shall be considered for purpose of evaluation only if Government has issued GO/notification for Startups in disruptive technology areas/business models (within period of consideration)</li> <li>Government order must detail out the process of drafting policies/ regulations regarding adoption of</li> </ul>   | None                    | None  | <b>Total score – 6</b><br><br><b>Number of rules, regulations and acts amended or introduced to support Startups</b> |

| # | Action points for States   | Norms | Supporting documents | Guidelines   | Feedback target | Feedback Questions | Score |
|---|--|-------|----------------------|--|-----------------|--------------------|-------|
|   | <ul style="list-style-type: none"> <li>Civil Aviation/ Drones</li> <li>Tourism/ Accommodation marketplace</li> <li>Labour laws</li> <li>State Pollution Control norms</li> </ul> |       |                      | disruptive technologies/ business models including: <ul style="list-style-type: none"> <li>Impact</li> <li>Stakeholder consultation</li> <li>Due timelines</li> <li>Publishing decision</li> </ul> <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> Jan. 2016 – 30<sup>th</sup> September 2019</li> </ul> |                 |                    |       |

### Pillar 3: Easing public procurement

| # | Action points for States   | Norms  | Supporting documents   | Guidelines   | Feedback target         | Feedback Questions   | Score                  |
|---|--|--|--|--|-------------------------|--|------------------------|
| 1 | <b>Relaxation in 'Prior experience' criteria:</b><br>Has the State relaxed 'prior experience' criteria for Startups for public procurement | 'Prior experience' criteria to be relaxed to 100% for Startups | a. Government order exempting 'Prior experience' criteria for Startups<br>b. Sample RFPs where exemptions are provided<br>c. List of registered Startups | <ul style="list-style-type: none"> <li>State response against this action point shall be considered for purpose of evaluation only if Government has issued GO/notification of removing 'prior experience' criteria for Startups from Government procurement</li> <li>Public procurement exemptions in the State Startup policy (even if notified) only, shall not be considered</li> <li>State integration with GeM and applicability of its norms in State public procurement shall not be considered for evaluation, as it</li> </ul> | All registered Startups | Are you aware that State has exempted Startups from 'prior experience' criteria for public procurement?<br>a. Yes<br>b. No | <b>Total score – 1</b> |

| # | Action points for States  | Norms  | Supporting documents   | Guidelines  | Feedback target         | Feedback Questions   | Score                  |
|---|---|--|--|---|-------------------------|--|------------------------|
|   |   |  |  | <p>qualifies as partial implementation of the action point</p> <ul style="list-style-type: none"> <li>• Sample RFPs where exemptions are provided is mandatory</li> <li>• Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>   |                         |  |                        |
| 2 | <b>Relaxation in ‘Prior turnover’ criteria:</b><br>Has the State relaxed ‘prior turnover’ criteria for Startups for public procurement. | ‘Prior turnover’ criteria to be relaxed to 100% for Startups | a. Government order exempting ‘Prior turnover’ criteria for Startups<br>b. Sample RFPs where exemptions are provided<br>c. List of registered Startups | <ul style="list-style-type: none"> <li>• State response against this action point shall be considered for purpose of evaluation only if Government has issued GO/notification of removing ‘prior turnover’ criteria for Startups from Government procurement</li> <li>• Public procurement exemptions in the State Startup policy (even if notified) <b>only</b>, shall not be considered</li> <li>• State integration with GeM and applicability of its norms in State public procurement shall not be considered for evaluation, as it qualifies as partial implementation of the action point</li> <li>• Sample RFPs where exemptions are provided is mandatory</li> <li>• Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | All registered Startups | Are you aware that State has exempted Startups from ‘prior turnover’ criteria for public procurement?<br>a. Yes<br>b. No | <b>Total score – 1</b> |



| # | Action points for States  | Norms   | Supporting documents  | Guidelines  | Feedback target         | Feedback Questions  | Score                  |
|---|---|---|---|---|-------------------------|---|------------------------|
| 3 | <b>Relaxation in 'Submission of EMD' criteria:</b><br>Has the State relaxed 'submission of EMD' criteria for Startups for public procurement. | 'Submission of EMD' criteria to be relaxed 100% to Startups             | a. Government order exempting 'submission of EMD' criteria for Startups<br>b. Sample RFPs where exemptions are provided<br>c. List of registered Startups | <ul style="list-style-type: none"> <li>State response against this action point shall be considered for purpose of evaluation only if Government has issued GO/notification of removing 'EMD submission' criteria for Startups from Government procurement</li> <li>Public procurement exemptions in the State Startup policy (even if notified) <b>only</b>, shall not be considered</li> <li>State integration with GeM and applicability of its norms in State public procurement shall not be considered for evaluation, as it qualifies as partial implementation of the action point</li> <li>Sample RFPs where exemptions are provided is mandatory</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | All registered Startups | Are you aware that State has exempted Startups from 'submission of EMD' criteria for public procurement?<br>a. Yes<br>b. No | <b>Total score – 1</b> |
| 4 | <b>Preference in public procurement:</b><br>Has the State provided preference to Startups in public procurement                               | Preference to Startups for public procurement of goods and/ or services | a. Government order providing preference to Startups in public procurement  | <ul style="list-style-type: none"> <li>Public procurement exemptions in the State Startup policy (even if notified) <b>only</b>, shall not be considered</li> <li>State integration with GeM and applicability of its norms in State public procurement shall not be</li> </ul>   | All registered Startups | Are you aware that State has provided preference to Startups in public procurement?<br>a. Yes<br>b. No                      | <b>Total score – 1</b> |

| # | Action points for States  | Norms   | Supporting documents   | Guidelines   | Feedback target                                      | Feedback Questions  | Score   |
|---|---|---|--|--|--|---|---|
|   |   |   | b. List of registered Startups   | considered for evaluation, as it qualifies as partial implementation of the action point <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>  |  |   |   |
| 5 | <b>Number of Startups awarded work orders:</b><br>Number of Startups awarded Government purchase orders or work orders across the State | Work orders or purchase orders can be through any transparent mechanism   | a. List of unique Startups awarded purchase or work orders<br>b. Copies of purchase or work orders | Period of consideration – 1 <sup>st</sup> May 2018 – 30 <sup>th</sup> September 2019   | None   | None  | <b>Total score – 8</b><br><br><b>No. of unique Startups awarded purchase or work orders</b> |
| 6 | <b>Grievance redressal mechanism:</b><br>Develop a mechanism for resolving grievances of Startups related to public procurement.        | a. Assign a dedicated officer to resolve the grievance<br>b. Develop online mechanism for receiving grievances and communicating resolution | List of Startups using grievance redressal mechanism   | <ul style="list-style-type: none"> <li>State response against this action point shall be considered for purpose of evaluation only if:</li> <li>Government has developed dedicated mechanism to resolve Startup issues in public procurement</li> <li>Mechanism of grievance resolution should be time bound</li> <li>A dedicated officer is assigned</li> </ul> | Beneficiary Startups ( <b>No minimum threshold</b> ) | Did you receive any help resolving issues related to State public procurement?<br>a. Yes<br>b. No | <b>Total score – 2</b>  |

| # | Action points for States | Norms | Supporting documents | Guidelines   | Feedback target | Feedback Questions | Score |
|---|--------------------------|-------|----------------------|--|-----------------|--------------------|-------|
|   |                          |       |                      | <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> |                 |                    |       |

#### Pillar 4: Incubation support

| # | Action points for States   | Norms   | Supporting documents   | Guidelines  | Feedback target  | Feedback questions  | Score  |
|---|--|---|--|---|--|---|--|
| 1 | <b>Setting up of new and upgrading existing incubators:</b><br>State to assist setting up of new incubators and upgrading existing incubators in the State | Support to the incubators to be in the form of capital expenditure or operational expenditure | a. List of incubators supported by the State<br>b. Proof of release of funds<br>c. Utilization letter or acknowledgement letter certifying support provided by State | <ul style="list-style-type: none"> <li>Only outlining the provisions for supporting incubators in Notified State/UT Startup policy shall not be considered for the purpose of evaluation, A proof of release of funds is mandatory</li> <li>The Government Orders only outlining the provision of support for incubators shall not be considered for the purpose of evaluation as proof of release of funds is mandatory</li> <li>Government order providing final approval/ administrative approval from the State/UT Government for the sanction of funds shall also be considered instead of sanction</li> </ul> | Beneficiary Incubators ( <b>no minimum threshold</b> ) | Did you receive claimed support from the State Government?<br>a. Yes<br>b. No | <b>Maximum score – 12</b><br><br><b>Number of incubators supported</b> |

| # | Action points for States   | Norms   | Supporting documents   | Guidelines   | Feedback target      | Feedback questions   | Score   |
|---|--|---|--|--|----------------------|--|---|
|   |  |   |  | <p>letters for the purpose of evaluation along with proof of release of funds</p> <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>   |                      |  |   |
| 2 | <b>Number of Seats:</b><br>Number of seats allocated to Startups in operational incubators | Allocation of seats to Startups in operational Incubators | <p>a. Incubator-wise list of Startups with number of seats allocated to each Startup in the incubator</p> <p>b. Acknowledgement Letter or Certificate from incubators specifying the number of seats allocated to Startups</p> | <ul style="list-style-type: none"> <li>The “Incubators” shall be considered for the purpose of evaluation only if they are operational and supported by state. Incubators that are privately operated or have not received state support during the period of consideration will not be considered for the purpose of evaluation</li> <li>The details and pictures of facilities and services under incubation must be shared for the purpose of evaluation to ascertain whether the incubator is operational</li> <li>Appropriate sanction orders/ approvals provided by States as claimed in Action Point #18 shall also be mapped to ensure State support</li> <li>If the sanction letters/ approvals for support provided to the incubators does not mention number of seats in the incubator, then, an official document/ undertaking specifying</li> </ul> | Beneficiary startups | <p>Were you allocated seats in the incubator?</p> <p>a. Yes</p> <p>b. No</p> | <p><b>Total score – 3</b></p> <p><b>Number of seats allocated to Startups</b></p> |

| # | Action points for States  | Norms  | Supporting documents  | Guidelines   | Feedback target                                      | Feedback questions   | Score  |
|---|---|--|---|--|--|--|--|
|   |   |  |   | <p>the number of seats shall also be considered for the purpose of evaluation.</p> <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>  |  |  |  |
| 3 | <b>Subsidized incubation:</b><br>Mechanism to assist Startups with subsidized incubation            | <p>Provision of subsidy or rebate for startups</p> <p>(*Support provided as Capex and Opex to Incubators shall not be included here)</p> | <p>a. Official document providing details of policy/ guidelines</p> <p>b. List of unique startups provided subsidy through incubators</p> <p>c. List of Startups provided direct subsidy in rental fee of the incubator</p> | <ul style="list-style-type: none"> <li>Support provided as Capex and Opex to Incubators shall not be included even if the concerned Incubators are providing free of cost incubation</li> <li>Subsidized Incubations provided through private incubators will also be considered for the purpose of evaluation</li> <li>Details of startup specific support provided in Incubators to Startups (e.g. size of incubation space, Wi-Fi, security) must be shared for the purpose of evaluation.</li> <li>Appropriate sanction orders/ approvals provided by States as claimed in Action Point #18 shall also be mapped to avoid duplication</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups                                 | <p>Were you provided subsidy in incubation?</p> <p>a. Yes</p> <p>b. No</p> | <p><b>Total score – 4</b></p> <p><b>Number of unique Startups provided subsidized incubation</b></p> |
| 4 | <b>Acceleration Program:</b><br>State to support acceleration programs in partnership with industry | Actual Acceleration programs conducted in  | <p>a. URL and screenshots</p> <p>b. Sanction letters to accelerators</p>  | <ul style="list-style-type: none"> <li>The support provided by state government for Acceleration Program shall be within the period</li> </ul>   | Beneficiary Startups ( <b>no minimum threshold</b> ) | <p>Did you attend the acceleration program?</p> <p>a. Yes</p>              | <b>Total score – 4</b>   |

| # | Action points for States | Norms   | Supporting documents   | Guidelines   | Feedback target | Feedback questions | Score   |
|---|--------------------------|---|--|--|-----------------|--------------------|---|
|   |                          | association with industry<br><br>(Only MoUs with accelerator partners will not qualify. Support provided under corporate partnership or Incubator will not be considered) | c. Acceleration program wise list of unique Startups enrolled in acceleration program<br><br>d. Details of each acceleration program | of consideration even if the program is in progress and results are yet to be declared<br>• The details of support provided to Startups (e.g. mentorship, free research and development facilities, free trainings, funding etc) must be shared for the purpose of evaluation.<br>• Period of consideration – 1 <sup>st</sup> May 2018 – 30 <sup>th</sup> September 2019 |                 | b. No              | <b>Number of unique Startups enrolled in acceleration program</b> |

### Pillar 5: Seed Funding support

| # | Action points for the State  | Norms  | Supporting documents                                     | Guidelines   | Feedback target         | Feedback Questions  | Score                  |
|---|--|--|--|--|-------------------------|---|------------------------|
| 1 | <b>Seed Funding Guidelines:</b><br>State to establish mechanism to provide seed funding. Guidelines to clearly lay down:<br>1. Eligibility criteria<br>2. Extent of seed funding<br>3. Application procedure<br><br>(*Note: All of the above elements are mandatory) | Seed funding may be in the form of:<br>• Direct Government grant<br>• Subsidized loan<br>• Equity seed funding<br>• Product development and marketing financial assistance | a. Guidelines document<br>b. List of registered Startups | • Organizing Startup events and providing seed funding in the form of cash awards to the winning Startups at these events shall be considered for the purpose of evaluation subject to following conditions:<br>• Guideline document outlining a mechanism for regularly conducting such Startup events and providing seed funding to Startups in the form of cash | All registered Startups | Are you aware of the seed funding provided by the State to support Startups?<br>c. Yes<br>d. No | <b>Total score – 2</b> |

| # | Action points for the State   | Norms  | Supporting documents                                     | Guidelines   | Feedback target                                      | Feedback Questions  | Score                  |
|---|---|--|--|--|--|---|------------------------|
|   | to proceed to the feedback section)   | <ul style="list-style-type: none"> <li>Monthly sustenance allowance</li> </ul> |  | <p>awards shall be provided for the purpose of evaluation</p> <ul style="list-style-type: none"> <li>Extent of Cash grants available and application procedure should be part of the guideline document and in public domain</li> <li>Period of consideration – Policy or guidelines notified before 1<sup>st</sup> May 2018 will be considered. Beneficiary Startups will only be considered for period between 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul>   |  |   |                        |
| 2 | <b>Online system for seed funding:</b><br>Provision for online facility to avail seed funding | Online delivery of related services  |  | <ul style="list-style-type: none"> <li>In cases where the seed funding is done through Startup events where the decision is made real-time during the event, if an online system with the process of application, online approvals and online status tracking for availing seed funding has not been provided, it shall not be considered for the purpose of evaluation.</li> <li>Period of consideration – Policy or guidelines notified before 1<sup>st</sup> May 2018 will be considered. Beneficiary Startups will only be considered for period between 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> |  | Are you aware of the following:                                     | <b>Total score – 2</b> |
|   | a. Online application system for Startups to avail seed funding                               |  | a. URL and Screenshots<br>b. List of registered Startups |  | All registered Startups                              | Is there an online system to apply for seed funding? (Yes/No)       | <b>1</b>               |
|   | b. Online tracking of application status  |  | a. URL and Screenshots<br>b. List of registered Startups |  | Beneficiary Startups ( <b>no minimum threshold</b> ) | Is there a facility to track status of application online? (Yes/No) | <b>0.5</b>             |
|   | c. Online communication of approvals  |  | a. URL and Screenshots                                   |  | Beneficiary Startups ( <b>no</b> )                   | Are approvals to startups   | <b>0.5</b>             |

| # | Action points for the State   | Norms                             | Supporting documents                                  | Guidelines   | Feedback target                                     | Feedback Questions                                     | Score   |
|---|---|-----------------------------------|---|--|---|--|---|
|   |   |                                   | b. List of registered Startups                        |  | <b>minimum threshold)</b>                           | communicated online? (Yes/No)                          |   |
| 3 | <b>Seed funding beneficiaries:</b><br>Number of Startups provided with seed funding | Seed funding provided to Startups | List of unique Startups provided seed funding support | <ul style="list-style-type: none"> <li>Seed funding in the form of reimbursement of lease rental, monthly sustenance allowance, marketing/commercialisation assistance, interest subsidy on loan and seed grant provided directly to Startups and/or through incubators shall be considered for the purpose of evaluation</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups ( <b>no minimum threshold)</b> | Have you received any seed funding?<br>a. Yes<br>b. No | <b>Total score – 7</b><br><br><b>Number of unique Startups receiving seed funding support</b> |



## Pillar 6: Venture Funding Support

| # | Action points for States  | Norms   | Supporting documents   | Guidelines  | Feedback target                  | Feedback Questions              | Score                  |
|---|---|---|--|---|----------------------------------|---------------------------------|------------------------|
| 1 | <b>Support to Venture Funds:</b><br>State to establish Venture Fund or Fund of Funds for Startups | Following milestones to be reported.<br>a. Operating guidelines for venture fund designed and approved<br>b. MoU with Fund manager (public/ private) to manage the fund operations<br>c. Independent venture funds (Category I - Alternative Investment Fund (AIF)) to be approached to participate with State/UT Fund of Funds (optional)<br>d. Budget allocated | a. Guidelines document<br>b. MoUs<br>c. Budget allocation<br><br>Note: All the supporting documents are necessary to secure full score. In absence of even one document, State will not qualify for marking. | <ul style="list-style-type: none"> <li>The Budget allocation for the venture fund should be within the period of consideration</li> </ul> | None                             | None                            | <b>Total score – 2</b> |
| 2 | <b>Startups funded from Venture funds</b>   | Venture funds or Fund of funds supported by the   | Fund wise list of unique Startups  | <ul style="list-style-type: none"> <li>If the State/UT has shared a list of Startups funded from Venture</li> </ul>                       | Beneficiary Startups ( <b>no</b> | Have you been committed funding | <b>Total score – 6</b> |

| # | Action points for States   | Norms                 | Supporting documents      | Guidelines   | Feedback target           | Feedback Questions   | Score  |
|---|--|-----------------------|---------------------------|--|---------------------------|--|--|
|   | Number of Startups funded from venture fund(s) or Fund of Funds supported by State | State Government only | committed venture funding | <p>Fund(s) or Fund of Funds supported by the State Government along with the funding amount and date of disbursement, then the response shall be considered for the purpose of evaluation</p> <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | <b>minimum threshold)</b> | <p>from State supported fund?</p> <p>a. Yes</p> <p>b. No</p> | <b>No. of unique startups committed venture funding from state supported funds</b> |

## Pillar 7: Awareness and outreach

| # | Action points for States   | Norms  | Supporting documents   | Guidelines   | Feedback target        | Feedback questions                                  | Score  |
|---|--|--|--|--|------------------------|---|--|
| 1 | <b>Bootcamps:</b><br>Number of bootcamps supported by the State                    | Each Bootcamp to fulfill the following:<br>a. Ideation workshop to tell them about idea validation, pitch deck creation etc., AND<br>b. Mentor workshop by a successful entrepreneur, AND<br>c. Startup India Session on benefits and incentives, AND<br>d. Pitching session, AND<br>e. At least 100 students participants, AND<br>f. Conducted for at least 8 hour duration | List of boot camps with :<br>a. Event report with details such as Boot camp name, Date, Venue and duration of the event, students participated, activities performed<br>b. District wise list of students participated in bootcamps<br>c. List of districts in the State | An official document highlighting the following details shall be considered for evaluation:<br>1. Purpose of bootcamp<br>2. Date and venue of the bootcamp and<br>3. Number of participants<br>4. Role of State Government<br><br>Period of consideration – 1 <sup>st</sup> May 2018 – 30 <sup>th</sup> September 2019 | None                   | None  | <b>Total score – 2</b><br><br><b>No. of bootcamps conducted as a percentage of number of districts in the State/UT</b> |
| 2 | <b>Hackathons or Grand Challenges:</b><br>Number of Hackathons or grand challenges | Each hackathon or grand challenge to fulfill the following:  | List of hackathons with:<br>a. Event report with details such  | An official document highlighting the following details shall be considered for evaluation:  | Participating Startups | Did you participate in hackathon or grand challenge | <b>Total score – 2</b>   |

| # | Action points for States            | Norms  | Supporting documents   | Guidelines   | Feedback target | Feedback questions                           | Score                                 |
|---|-------------------------------------|--|--|--|-----------------|--|---------------------------------------|
|   | conducted or supported by the State | a. At least one problem statement posed to Startups, AND<br>b. At least 100 Startups/ students participants, AND<br>c. Conducted for at least 48-hour duration for a hackathon or 7 days for grand challenge | a. Event name, Dates, venue and duration of the event, problem statements posed, Startup participants and brief description of the event<br>b. Event wise list of participating Startups/ students | 1. Problem Statements<br>2. Focus areas and sectors<br>3. Date and venue of the Hackathon/ Grand Challenge<br>4. Duration (Minimum 48 hours)<br>5. Number of participants (100 Minimum)<br>6. Role of State Government<br><br>Period of consideration – 1 <sup>st</sup> May 2018 – 30 <sup>th</sup> September 2019 |                 | event organized by State?<br>a. Yes<br>b. No | <b>Number of hackathons supported</b> |

| # | Action points for States  | Norms   | Supporting documents  | Guidelines   | Feedback target      | Feedback questions   | Score  |
|---|---|---|---|--|----------------------|--|--|
| 3 | <b>Angel Investment Workshops:</b><br>Number of workshops or networking events conducted for connecting startups with angel investors | Workshops or networking events to provide a platform to connect Angel investors/HNIs/Angel network with Startups<br><br>(*At least 50 Startups and two angel investors should participate each event) | a. Event Reports, List of attendees (angels, HNIs, Angel network, Startups, Government representatives)<br>b. Event-wise list of Startups   | <ul style="list-style-type: none"> <li>The State/UT response shall be considered for the purpose of evaluation if guideline document outlines fiscal/non-fiscal incentives provided to angel for their investments in Startups in the State/UT have been provided, including free space, success fee etc.</li> <li>The State/UT response shall be considered for the purpose of evaluation only if event reports or records of discussion for angel-focused events has been shared.</li> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> | Beneficiary Startups | Did you get a chance to pitch to angel investors in events conducted by State?<br>a. Yes<br>b. No  | <b>Total score – 2</b><br><br><b>Number of angel investment workshops</b>  |
| 4 | <b>National or International events:</b><br><br>Support to Startups for participation in national or international events             | Each event should have<br>a. Knowledge exchange seminar or workshops, exhibition and/or pitching sessions<br>b. Participation of startups from more than 5 States or Countries                        | a. Event report with details such as event name, Date and Venue of the event, Startups supported, sessions organized/ participated, sanction order and brief description of event | <ul style="list-style-type: none"> <li>Description of assistance available to Startups through the international partnership(s) must be highlighted on the State Startup portal.</li> <li>Collaboration with State supported Incubators that may further have long-term international partnership(s) shall be considered for evaluation.</li> <li>State collaboration with Central Government Departments that may further have international</li> </ul>   | Beneficiary Startups | Did you participate in National or international event supported by Government?<br>a. Yes<br>b. No | <b>Total score – 2</b><br><br><b>Number of unique Startups supported for participation in national or international events</b> |

| # | Action points for States | Norms | Supporting documents                                     | Guidelines   | Feedback target | Feedback questions | Score |
|---|--------------------------|-------|--|--|-----------------|--------------------|-------|
|   |                          |       | b. Event wise list of Startups participated in the event | <p>partnership(s) shall be considered for evaluation.</p> <ul style="list-style-type: none"> <li>Period of consideration – 1<sup>st</sup> May 2018 – 30<sup>th</sup> September 2019</li> </ul> |                 |                    |       |