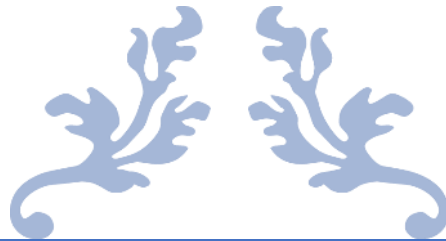




सत्यमेव जयते

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



STATES RANKING 2020

On Support to Startup Ecosystems



#startupindia

DECEMBER 1, 2020

STARTUP INDIA

Department for Promotion of Industry and Internal Trade

General Principles

1. The framework would evaluate progress made from 1st October 2019 to 31st July 2021.
2. For the purposes of evaluation, all States and UTs have been divided into two categories – Category A and Category B.
3. The scores to different Action Points may be divided into the following categories:
 - a) **Absolute scoring**
 - b) **Absolute scoring with feedback**
 - c) **Relative scoring**
 - d) **Relative scoring with feedback**

Scoring in Action Points with Absolute Scoring

4. For Action Points where scores are assigned on the basis of documentary evidence, scores shall be awarded on the basis of compliance.
5. For Action Points in which scores will be awarded based on beneficiary feedback, a 70% positive feedback will result in acceptance of the number of claimed beneficiaries or documentary evidence. Scores will be awarded on the basis of the metric specified in the Action Point. Where positive feedback is less than 70%, claimed beneficiaries will be considered to be zero (or documentary evidence will be rejected) and no score shall be awarded.

Scoring in Action Points with Relative Scoring

6. Relative Scoring will be conducted separately for Category A and Category B.
7. For Action Points where scores will be awarded on the basis of documentary evidence, the State with maximum accepted value of metric will be awarded full score. Other States will be awarded score in proportion to their performance vis-à-vis the State with the maximum value of the metric.
8. For Action Points where scores will be awarded on the basis of beneficiary 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.

S. No.	Reform Area	Number of APs	Number of APs with Absolute Scoring	Number of APs with Relative Scoring
1	Institutional Support	5	4	1
2	Fostering Innovation & Entrepreneurship	4	2	2
3	Access to Market	5	3	2
4	Incubation Support	4	1	3
5	Funding Support	3	2	1
6	Mentorship Support	2	2	0
7	Capacity Building of Enablers	3	2	1
Total		26	16	10

Feedback Collection Mechanism

- Registered Startups with the Department for Promotion of Industry and Internal Trade (DPIIT) and/or States/UTs will be considered as “Registered Startups” for feedback
- States and UTs shall provide contact details of beneficiaries in respective action points as per the format provided by DPIIT.
- Documentary evidence of compliance on action points shall be a pre-requisite for collection of beneficiary feedback.
- In general, a **sample of fifty (50) respondents** shall be selected randomly from claimed beneficiaries for feedback for Category A. A **70% positive feedback** will result in acceptance of the number of claimed beneficiaries/ documentary evidence
- For Category A 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.
- For Category B States/UTs, the criteria of at least 50 beneficiaries will not be insisted upon.
- In case of action point where there is no minimum beneficiary criterion, all claimed beneficiaries up to maximum of 50 will be selected for feedback.

Combining the Overall Scores

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

Illustration: Relative Scoring with Feedback

Maximum score= 2

S. No.	Category A 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:

- Case 1:** In case of 'State 2', since the number of claimed beneficiaries are less than 50, the feedback shall not be collected.
- 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.
- 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.
- 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.
- Thus, **State 5** with maximum number of **accepted beneficiaries** i.e. 200 Startups has been awarded **maximum score (2 score)**.
- Rest of the **States** will be awarded scores in proportion to their accepted beneficiaries vis-à-vis the score obtained by State 5.

Illustration: Relative Scoring without Feedback

Maximum score= 2

S. No.	Category A States	Claimed number of programs	Accepted number of programs	Relative Score
1	State 1	9	6	1
2	State 2	5	0	0
3	State 3	4	3	0.5
4	State 4	9	7	1.17
5	State 5	15	12	2.00 (Max)
6	State 6	20	5	0.83
7	State 7	17	10	1.67
8	State 8	8	5	0.83
9	State 9	3	3	0.5
10	State 10	10	5	0.83

Process of scoring:

1. All the States and UTs are required to submit documentary evidence for the claimed number of programs, as specified in the Action Points.
2. The claimed programs are accepted or rejected as per the documentary evidence requirement specified in the Action Point. All the documentary evidence requested for in the Action Point are required to be submitted for the program to be considered for evaluation
3. For the above illustration, **State 5** with maximum number of accepted programs, i.e., 12 programs, has been awarded the maximum score (2 score)
4. Rest of the States have been awarded scores in proportion of their accepted programs vis-à-vis the score obtained by State 5

Categorization for States and UTs

The categorization in this years' framework aims to bring uniformity in the evaluation process and bring all the States and UTs on a level-playing field.

- **Category A** includes States and UTs except those in Category B
 - Generally, these are State/UTs with a population of more than 1 crore¹
- **Category B** includes States and UTs which satisfy the following criteria:
 - All States/UTs with a population of less than 1 crore²
 - All UTs except Delhi
 - All North-eastern States except Assam

Categorization of States and UTs

Category A	Category B
Andhra Pradesh	Andaman and Nicobar Islands
Assam	Arunachal Pradesh
Bihar	Chandigarh
Chhattisgarh	Dadra and Nagar Haveli and Daman and Diu
Gujarat	Goa
Haryana	Himachal Pradesh
Jharkhand	Jammu and Kashmir
Karnataka	Ladakh
Kerala	Lakshadweep
Madhya Pradesh	Manipur
Maharashtra	Meghalaya
NCT of Delhi	Mizoram
Odisha	Nagaland
Punjab	Puducherry
Rajasthan	Sikkim
Tamil Nadu	Tripura
Telangana	
Uttar Pradesh	
Uttarakhand	
West Bengal	

Ranking Framework Overview

S. No.	Reform Area	Number of APs	Area-wise Score	Scores for APs requiring documents	Scores for APs requiring feedback
1	Institutional Support	5	21	16	5
2	Fostering Innovation & Entrepreneurship	4	14	11	3
3	Access to Market	5	16	12	4
4	Incubation Support	4	17	10	7
5	Funding Support	3	14	12	2
6	Mentorship Support	2	8	0	8

¹Census 2011

²Census 2011

7	Capacity Building of Enablers	3	10	10	0
Total		26	100	71	29

Reform Area 1: Institutional Support

Action Point 1: Access to Information through State Startup Portal

Reform Area	Institutional Support				
Question	<p>Is the following information available through the State Startup Portal? (all 12 points)</p> <ol style="list-style-type: none"> 1. State Startup Policy 2. Details of State Nodal Officer, Nodal Department and Dedicated team for startups 3. Dedicated helpline or call center for startups 4. Startup Registration, including API integration with Startup India 5. Details of all State level approvals and clearances required for registering and operating a startup in the State 6. List of State supported incubators and accelerators, including Incubation support available, and clearly laid out procedures to avail the same 7. List of mentors registered with State to provide mentorship to startups 8. Mentorship support available, with clearly laid out procedures to avail the same 9. Public procurement support available, with clearly laid out procedures to avail them 10. Funding support available, with clearly laid out procedures to avail the same 11. Details of rules, regulations, Acts introduced or amended to support startups 12. Details of departments providing institutional support to startups 				
Scoring Criteria	Absolute Scoring				
Scoring Metric	Access to Information through State Startup Portal	Score	Maximum Score - 6 (0.5 for each sub-point)	Document Weightage	100%
Supporting documents to be provided by the state	<ol style="list-style-type: none"> 1. URL and Screenshot for each sub-point 2. Virtual tour or demo of the State startup portal covering all sub-points 				
Guidelines	<ol style="list-style-type: none"> 1. 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 hosted in public domain on State Startup Portal 2. State Startup Portal to be linked to Startup India hub through API integration. A screenshot of the Login page with an option of logging-in through DIPP number may be submitted for the purpose of evaluation 3. The option to login through Startup India portal shall be visible on State login pages. URL to be linked with Government server to ensure safety and security of data. 4. Contact details of dedicated helpline or call center for startups to be made available on State Startup Portal 5. Startup Registration process and real-time application tracking feature should be present on the Startup Portal 6. States and UTs that do not have a separate registration process but accept DPIIT recognition to disburse incentives will be considered for the purpose of evaluation, provided they have enabled API integration on their portals 7. Unique lists of State-supported incubators, accelerators, and mentors to be available on the State Startup Portal 8. Incubators should be listed on the State Startup portal along with their contact details. Contact details of the State Point of Contact for respective incubators shall also be provided for the purpose of evaluation. 9. Details of Incubation Support on State Startup Portal should outline mechanism to assist startups in obtaining incubation support 10. Clear mechanism to connect with a mentor should be available on State Startup Portal 				

	<p>11. Details of Public Procurement support on the State Startup Portal should include information on relaxations in prior experience, prior turnover and exemption in EMD criteria, in public procurement processes</p> <p>12. This Action Point will encapsulate online mechanism to provide all types of funding support to startups, including seed funding, subsidized loans, government grants, sustenance allowance, debt or equity financing through incubators, venture funding, amongst others</p> <p>13. Details of Funding Support to clearly lay down: Eligibility Criteria, Extent of Funding and Application Procedure</p> <p>14. Details of rules, regulations, Acts introduced or amended to support Startups to be clearly stated on the State Startup Portal</p> <p>15. Incubation Support, Public Procurement Support, Mentorship Support and Funding Support, if mentioned only in the Startup Policy, will not be considered for the purpose of evaluation</p> <p>16. All information should be available on the State Startup Portal during the period of consideration.</p>
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Action Point 2: Online translation feature to local language(s) on State Startup Portal

Reform Area	Institutional Support			
Question	Is the information on the State Startup Portal available in the local/official language of the State?			
Scoring Criteria	Absolute Scoring			
Option	a) Yes b) No	Score	a) 2 b) 0	Document Weightage 100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> Note on language functionalities of State Startup Portal Screenshots and URL of the functionality of same content in 2 (or more) languages 			
Guidelines	<ol style="list-style-type: none"> The objective of this Action Point is to ensure startups have access to all information on the State Startup Portal in the official language(s) of the State. Information on the State Startup Portal should be available in at least one of the official languages of the State, in addition to English, if any All local or official languages to which translation is available must be evidently listed on the State Startup Portal The mechanism for translation to local or official language must be functional during the period of consideration 			

Action Point 3: Access to unified web-platform for startups to submit requests or grievances

Reform Area		Institutional Support			
Question	Is there an online platform for startups to submit requests or grievances on the following points? (all 5 points) <ol style="list-style-type: none"> 1. Incubation support 2. Funding support 3. Public Procurement grievances 4. Invite regulatory issues faced by startups 5. Any other query or grievance 				
Scoring Criteria	Absolute Scoring				
Scoring Metric	a) Yes b) No	Score	a) 3 b) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. URL and Screenshots of online unified web-platform to submit requests or grievances 2. List of startups that have submitted requests or queries or grievances through the web platform 				
Guidelines	<ol style="list-style-type: none"> 1. The State should establish a unified web platform that allows identification of issues or grievances and addressal of requests for availing incentives 2. Requests or grievances or issues on incubation application procedure, and provision of subsidized incubation in State-supported incubators should be addressed on the platform. 3. Requests or grievances or issues on provision to avail all types of funding, including seed funding, subsidized loans, government grants, sustenance allowance, debt or equity financing through incubators, venture funding, amongst others, to be addressed on the platform 4. Requests or grievances or issues on relaxations, exemptions, and preference provided to startups in public procurement processes to be addressed on the platform 5. The web platform should have an online institutional mechanism to connect with startups and to understand their regulatory issues 				

Action Point 4: Number of women-led startups receiving special incentives

Reform Area	Institutional Support				
Question	How many unique women-led startups have received support through special incentives?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique women- led startups receiving support (No minimum threshold)	Score	Maximum Score - 5	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Policy or scheme document covering incentives for women-led startups 2. List of unique women-led startups supported by State 3. Details of incentive provided to each startup 		Feedback Question	Have you availed any special benefits or incentives from the State? A. Yes B. No	
Guidelines	<ol style="list-style-type: none"> 1. States should have a clear definition of who qualifies to be a women entrepreneur and this information should be published in the public domain 2. For the purpose of evaluation, only startups with a woman as Founder or Co-Founder or CXO shall be considered as a woman- led startup for this Action Point 3. Special incentives offered should be notified and should entail at least one of the following - Seed funding, Venture funding, Procurement, Incubation support, Mentorship, Capacity development workshops, provision of Subsidized loans, Marketing assistance or Stipends or grants. 4. Details of incentives provided to women-led startups should entail provision of type of incentive, and extent of incentive (Eg. Amount of funding provided) 5. The incentives provided for evaluation should have been availed during the period of consideration 				

Action Point 5: Number of State government departments providing institutional support to startups (excludes support from nodal department)

Reform Area		Institutional Support			
Question	How many State departments provide institutional support to startups? (excludes support from nodal department)				
Scoring Criteria	Absolute Scoring				
Scoring Metric	Number of departments providing institutional support to startups	Score	Maximum Score - 5 1 score for each department* (*5 departments = 5 score)	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of departments providing institutional support to startups Orders detailing schemes of departments Details of support provided 				
Guidelines	<ol style="list-style-type: none"> Number of State government departments providing institutional support to startups in the form of sustainable programs, hackathons, grand challenges, incubation, seed funding, venture funding, open data APIs are considered for the purpose of evaluation Institutional support provided by nodal department will not be considered for the purpose of evaluation Some activities pertaining to abovementioned programs should have been carried out during the period of assessment with reported outcomes A multi- department program will be counted as one program from the government department leading the program Activities undertaken to support startups in collaboration with the Nodal Department shall be considered for the purpose of evaluation, given that department- wise details of support provided are made available. Details of support provided should include the type of support given by department, extent of support and date of provision. Any activity or program undertaken by the State departments to assist startups in COVID19 relief measures will also be considered <p>*Departments concerned</p> <ul style="list-style-type: none"> Agriculture Home Public Work Department Public Health Engineering Health & Family Welfare Handlooms and Handicraft Industries & Commerce Education Information Technology Information and Public Relations Pollution Control Power Police Disaster Management Science & Technology Social Welfare Sports & Youth Skill Development Transport & Tourism Urban Development 				

Reform Area 2: Fostering Innovation and Entrepreneurship

Action Point 6: Number of unique startups registered

Reform Area	Fostering Innovation and Entrepreneurship				
Question	How many startups have been registered from the State?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique Startups registered	Score	Maximum Score - 4	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of State registered startups Contact details of registered startups 				
Guidelines	<ol style="list-style-type: none"> Unique startups amongst startups registered with the Department for Promotion of Industry and Internal Trade (DPIIT) and/or States or UTs will be considered as "Registered Startups" for the purpose of evaluation Unique startups that are registered on the State startup portal or through a State registration mechanism, will be considered as registered startups for the purpose of evaluation Only the startups registered before the submission timeline of 31st July 2021 will be considered for the purpose of evaluation The list of startups provided by the State government should not have any duplicate entries 				

Action Point 7: Number of rules, regulations, Acts introduced or amended to support startups in disruptive sectors

Reform Area	Fostering Innovation and Entrepreneurship				
Question	How many rules, regulations, Acts have been introduced or amended to support startups in disruptive sectors?				
Scoring Criteria	Absolute scoring				
Scoring Metric	Number of rules, regulations and Acts amended or introduced to support startups	Score	Maximum Score - 5 1 score for each rule, regulation, Act introduced or amended	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of rules, regulations or Acts amended or introduced by the State URL and Snapshot of portal having details of such amendments GO or notification for startups in disruptive technology areas or business models 				
Guidelines	<ol style="list-style-type: none"> State response against this Action Point shall be considered for purpose of evaluation only if Government has issued GO or notification for startups in disruptive technology areas or business models (within period of consideration) Regulations should be made considering long- term impact of the technology or business model The amendments and their details to be provided on State Startup Portal For the purpose of this AP, disruptive technology is an innovation that significantly alters the way that consumers, industries, or businesses operate. Sectors concerned may include e-commerce, online news sites, ride-sharing apps, GPS systems, Fintech, AI/ML/Cybersecurity, Blockchain, Big Data, Transport/ Urban mobility/ E-Vehicle, Biotech/ Healthcare/ E-Pharmacy, Civil Aviation/ Drones, Tourism/ Traveltech, Labour laws, State Pollution Control norms 				

Action Point 8: Number of programs undertaken in Higher Education Institutions (HEIs) to support student entrepreneurs

Reform Area	Fostering Innovation and Entrepreneurship						
Question	How many programs have been undertaken in Higher Education Institutions (HEIs) to support student entrepreneurs?						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >20 programs b) 10- 20 programs c) 1- 9 programs d) Nil	Options (Category B)	a) >10 programs b) 5- 10 programs c) 1- 4 programs d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of programs undertaken Summary report with details such as institution name, duration, venue, list of students participated, activities performed Guideline Document URL and Screenshot 						
Guidelines	<ol style="list-style-type: none"> All program reports should be publicly available on the State Startup Portal Programs may include Business Plan workshops, faculty awareness sessions, Bootcamps, Entrepreneurship Programs, provision of a gap year entrepreneurship program, deferred placement option, and any other program focused on entrepreneurship development In case of a long-term programs, a sanction letter with proof of funds allocated during the period of consideration shall be considered for evaluation. Sessions conducted by the State government, government agencies, nodal institutes, and incubators in Higher Education Institutes shall be considered for the purpose of evaluation. Partnerships with organizations undertaking programs at Higher Education Institutes to support student entrepreneurs shall be considered for the purpose of evaluation. Virtual sessions undertaken in HEIs to support student entrepreneurs shall be considered for the purpose of evaluation. The programs must entail at least one of the following: <ul style="list-style-type: none"> An Entrepreneurship Course to aid students with their entrepreneurial goals – active mentorship, pitch sessions and opportunities for networking with investors Provide courses in entrepreneurship as part of the curriculum Conduct ideation and brainstorming workshops at regular intervals during school year Conduct bi-annual sessions with Startup India to inform students of the incentives and benefits Create and facilitate internship opportunities for students to be able to shadow entrepreneurs Each program collectively must reach out to a minimum of 100 students. In case of Bootcamps being conducted in HEIs, each Bootcamp must fulfill all the following components: <ul style="list-style-type: none"> Ideation workshop to tell them about idea validation, pitch deck creation etc., Mentor workshop by a successful entrepreneur, Startup India Session on benefits and incentives, Pitching session, At least 100 students as participants, Conducted for at least 8- hour duration 						

Action Point 9: Number of unique grassroots or innovations with rural impact supported

Reform Area	Fostering Innovation and Entrepreneurship				
Question	How many unique grassroots or innovations with rural impact have been supported?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique grassroots or rural innovations supported (no minimum threshold)	Score	Maximum Score - 3	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Policy or scheme document covering incentives for grassroots innovations 2. List of unique grassroots innovations supported 3. Details of incentive provided to each startup 	Feedback Question	Have you availed any special benefits or incentives from the State? A. Yes B. No		
Guidelines	<ol style="list-style-type: none"> 1. States should have a clear definition of which startups qualify to be a part of grassroots or rural innovations and this information should be published in the public domain 2. Special incentives offered should be notified and entail at least one of the following - Seed funding, Venture funding, Procurement, Incubation, Mentorship, Capacity development workshops, provision of subsidized loans, Marketing assistance or Stipends or grants. 3. Details of incentives provided to the startups should entail provision of type of incentive, extent of incentive (eg. Amount of funding provided), and date of provision. 4. Scheme document covering incentives for grassroots innovations will be considered for the purpose of evaluation. It is not mandatory to include the clause in State Startup Policy. 5. The incentives provided for evaluation should have been availed during the period of consideration 				

Reform Area 3: Access to Market

Action Point 10: Relaxations in the criteria to increase participation of startups in public procurement

Reform Area	Access to Market				
Question	Have the relaxations in following criteria been taken to increase participation of startups in public procurement? (a) 'Prior experience' criteria (b) 'Prior turnover' criteria (c) 'Submission of EMD' criteria				
Scoring Criteria	Absolute Scoring				
Scoring Metric	a) Yes b) No	Score	a) 2 b) 0	Document Weightage	100%
Supporting Documents to be provided by the State	1. Government order or Notification outlining relaxations 2. Sample RFPs where relaxations are provided				
Guidelines	1. State response against this Action Point shall be considered for purpose of evaluation only if Government has issued GO or notification of outlining exemptions for startups from public procurement 2. Sample RFPs where exemptions have been provided are mandatory for the purpose of evaluation 3. Public procurement exemptions in the State Startup policy (even if notified) only , shall not be considered 4. For the purpose of evaluation, all three criteria, 'Prior turnover', 'Prior Experience', 'Submission of EMD' need to be relaxed to 100%				

Action Point 11: Number of programs undertaken to encourage the participation of startups in public procurement activities

Reform Area	Access to Market						
Question	How many programs have been undertaken to encourage the participation of startups in public procurement activities?						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >10 programs b) 5 - 10 programs c) 1 - 4 programs d) Nil	Options (Category B)	a) >5 programs b) 3 - 5 programs c) 1-2 programs d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Documents Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of programs undertaken with participation from startups Guideline documents for the programs conducted List of attendees for programs conducted 						
Guidelines	<ol style="list-style-type: none"> The Action Point will include programs aimed to connect startups with relevant State Government departments, Central Public Sector Enterprises (CPSEs) present in the State, State PSEs (as per State list), and other government organizations, to explore potential pilot projects The programs may include GeM workshops, Buyer-Seller Meets, Demo or Demand Days, Grand Challenges or Hackathons, Innovation Zones, and/or any other innovative product showcase opportunity The potential buyers for the purpose of this Action Point will only be state government departments, CPSEs present State, State PSEs, and other organizations funded by State government Any activity or program undertaken by the State departments to assist in Covid19 relief measures by sourcing from startups will also be considered Virtual programs undertaken during the period of consideration may also be considered for the purpose of evaluation, provided a valid URL and Screenshot is provided For Hackathons and Grand Challenges, an official document highlighting the following details shall be considered for evaluation: <ul style="list-style-type: none"> Problem Statements Focus areas and sectors Date and venue of the Hackathon or Grand Challenge Duration (Minimum 48 hours) Number of participants or startups (100 Minimum) Role of State Government For Buyer-Seller Meet and Demo or Demand Days, following guidelines may be followed: <ul style="list-style-type: none"> The State or UT response shall be considered for the purpose of evaluation only if event reports or records of discussion for the events has been shared An official document highlighting the following details shall be considered for evaluation: <ul style="list-style-type: none"> Sector theme or Problem Statements Demand from potential buyers, i.e., expected deployment opportunity Date and venue of the event Participation from atleast 20 relevant startups and two government stakeholders (excluding the nodal department) 						

Action Point 12: Number of programs undertaken to provide product showcase opportunities to startups (for corporates, industry associations, and other private sector stakeholders)

Reform Area	Access to Market						
Question	How many programs have been supported to provide showcase opportunities for startups? (for corporates, industry associations, & other private sector stakeholders)						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >=6 programs b) 3- 5 programs c) 1- 2 programs d) Nil	Options (Category B)	a) >=3 programs b) 2 programs c) 1 program d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> Summary of product showcase programs conducted Guideline document for all programs undertaken Program-wise list of attendees (corporates, industry organisations, and other private sector stakeholders) 						
Guidelines	<ol style="list-style-type: none"> This Action Point includes programs aimed to increase national and international market access for startups through product showcase opportunities Evaluation will be considered only for product showcase opportunities provided during the Period of Consideration The potential buyers as per the Action Point will only be private sector stakeholders, including corporates, industry associations, family offices and other private sector stakeholders Virtual programs undertaken during the period of consideration may also be considered for the purpose of evaluation, provided a valid URL and Screenshot is provided The Action Point will include programs aimed to connect startups with relevant corporates, industry organisations, and private sector stakeholders, including: <ul style="list-style-type: none"> Corporate Innovation Programs Showcase Days National and International Events Any other innovative product showcase opportunity For National and International Events, the following guidelines may be followed: <ul style="list-style-type: none"> Exhibition and/or pitching sessions seminars Participation of startups from more than five States or Countries Description of deployment opportunity available to Startups through the event must be highlighted on the State Startup Portal For other showcase opportunities, the following guidelines shall be followed: <ul style="list-style-type: none"> The State or UT response shall be considered for the purpose of evaluation only if event reports or records of discussion for the events has been shared Report document highlighting the following details should be shared for evaluation: <ul style="list-style-type: none"> Sector theme or Problem Statements Demand from potential buyers, i.e, intended deployment opportunity Date and venue of the event Participation from at least 20 relevant startups and 5 private sector stakeholders Role of State Government 						

Action Point 13: Number of unique startups availing public procurement related relaxations/exemptions/programs

Reform Area	Access to Market				
Question	How many unique startups have availed benefits of public procurement relaxations/exemptions/programs?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique startups which have availed benefits	Score	Maximum Score - 4	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of unique startups that have availed exemptions Summary of all programs conducted (if applicable) Program-wise list of participating Startups (if applicable) 		Feedback Question	Have you benefitted from any public procurement relaxations/exemptions/programs through State government? A. Yes B. No	
Guidelines	<ol style="list-style-type: none"> Participation of startups in programs such as GeM workshops, Buyer-Seller Meets, Demo or Demand Days, Grand Challenges or Hackathons, Innovation Zones, Corporate Innovation Programs, National or International Programs, Showcase Days and/or any other innovative product showcase opportunity, shall be considered for the purpose of evaluation Benefits availed by unique startups in procurement processes during the period of consideration shall be considered for the purpose of evaluation States providing benefits to unique startups registered in the State or with DPIIT will be considered for the purpose of evaluation. Benefits to startups in this Action Point will include participation in GeM related procurement, along with other public procurement processes by the State, including limited tenders, single tenders, electronic reverse auctions, may be considered for the purpose of evaluation Startups availing relaxations in prior turnover, prior experience and submission of EMD shall be considered for the purpose of evaluation Virtual programs undertaken during the period of consideration may also be considered for the purpose of evaluation, provided a valid URL and Screenshot is provided 				

Action Point 14: Number of unique startups awarded purchase orders or work orders

Reform Area	Access to Market				
Question	How many unique startups have been awarded work orders?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique startups awarded purchase or work orders	Score	Maximum Score - 6	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of beneficiary startups which have been awarded work-orders Copies of purchase or work-orders 				
Guidelines	<ol style="list-style-type: none"> List of startups awarded work orders through any State government procurement processes will be considered for evaluation, including Limited tenders, single tenders, electronic reverse auctions, amongst others List of startups awarded work orders as a part of programs such as Buyer-Seller Meets, Demo or Demand Days, Grand Challenges or Hackathons, Innovation Zones, and/or any other innovative product showcase opportunity may also be considered for this Action Point List of State registered startups awarded work orders by the State government through GeM Portal will also be considered for the purpose of evaluation For work orders received through GeM, only the work orders by the particular States' government would be considered for the purpose of evaluation State or UT should provide purchase orders or work orders to startups through a transparent mechanism Copies of purchase orders or work orders provided should have been issued in the Period of Consideration Minimum value of work-order or purchase-order should be ₹50,000 per startup 				

Reform Area 4: Incubation Support

Action Point 15: Number of new incubators set-up or existing incubators upgraded

Reform Area	Incubation Support						
Question	How many new incubators have been set-up or existing incubators been upgraded?						
Scoring Criteria	Absolute scoring						
Options (Category A)	a) >12 incubators b) 5 - 12 incubators c) 1- 4 incubators d) Nil	Options (Category B)	a) >6 incubators b) 2 - 6 incubators c) 1 incubator d) Nil	Score	a) 5 b) 3 c) 1 d) 0	Documents Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of incubators set-up or supported by State government Proof of release of funds Acknowledgement letter by the incubators certifying support provided by State government 						
Guidelines	<ol style="list-style-type: none"> State should provide assistance to Incubators or Universities or Corporates in setting up of new incubators or upgrading existing incubators in the State. Support may be in the form of capital or operational expenditure. The total number incubators for the purpose of evaluation will be a sum of number of incubators set-up and number of incubators supported during the period of consideration Minimum support for upgrading existing incubators – ₹3 Lakhs per incubator Minimum support for Setting-up Incubator – ₹10 Lakhs per incubator Support in form of allotment of land for incubators will also be considered for evaluation. Government Orders outlining the provision of support for incubators shall only considered for evaluation if complemented by proof of release of funds. Submission of proof of release of funds is mandatory for the purpose of evaluation. Consulting support provided to State-supported incubators in any form will not be considered for evaluation. Only outlining the provisions for supporting incubators in Notified State or UT Startup policy shall not be considered for the purpose of evaluation as proof of release of funds is mandatory. 						

Action Point 16: Number of startups receiving incubation support

Reform Area	Incubation Support				
Question	How many startups are receiving incubation support?				
Scoring Criteria	Relative scoring				
Scoring Metric	Number of unique startups supported (no minimum threshold)	Score	Maximum Score - 5	Feedback Weightage	100%
Supporting Documents to be provided by the State	List of beneficiary startups receiving incubation support	Feedback Question	Are you receiving or have you received incubation support by the State government? A. Yes B. No If yes, please select the form of incubation support: 1. Free or Subsidized incubation at State-supported incubator 2. Rebate on incubation 3. Direct grant for incubation from State government 4. Other form of support		
Guidelines	<ol style="list-style-type: none"> The list of beneficiaries will only include startups which have received incubation during the period of consideration. Details of specific support provided in Incubators to startups (Eg. technical assistance, workspace, labs, testing zones, etc.) must be shared for the purpose of evaluation. Partnerships of incubators with Indian or International companies, institutions or organizations including PSUs, including their offerings to startups must be outlined Subsidized Incubation provided by State government through private incubators will also be considered for the purpose of evaluation Incubation provided through incubators of other States, subsidized by the State government will also be considered for the purpose of evaluation Virtual incubation programs conducted or supported by the State Government shall also be considered for the purpose of evaluation In case of virtual incubation, URL and screenshot with details of specific support provided, including participants and duration to be shared 				

Action Point 17: Capacity utilization of State-supported incubators

Reform Area	Access to Market				
Question	How many seats have been allocated to startups in State-supported incubators?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of seats allocated to unique startups out of total seats in State-supported incubators	Score	Maximum Score - 5	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of incubators, supported by State Government, with the total number of seats at each incubator Acknowledgement letter or certificate from incubators specifying the number of seats allocated to startups List of startups provided incubation through State supported incubators, along with proof of incubation provided Proof of release of funds or Sanction Letters or Government Orders or Proof of Allocation of Land 				
Guidelines	<ol style="list-style-type: none"> Capacity of State-supported incubators shall be calculated as total number of seats allocated to unique startups during the period of consideration divided by the total number of seats in all State-supported incubators as of 31st July 2021 Number of seats allocated to startups will be calculated as a sum of total number of seats allocated to unique startups in the list of State-supported incubators. Total number of seats in incubators will be calculated as a sum of total seats in all the list of incubators provided. Both these values will be considered from 1st October 2019 to 31st July 2021 Since the incubators have both fixed seats, as well as hot seats, a seat will considered for the purpose of evaluation only if it has been utilised by a startup for at least one man-day (Minimum of 8 hours in one day) Incubators shall be considered for the purpose of evaluation only if they are operational and have been supported by the State Incubators that have received support by State government department during or before the Period of Consideration will be considered for the purpose of evaluation. The State support mapped in this Action Point will be independent of period of consideration. If the sanction letters or approvals for support provided to the incubators do not mention number of seats in the incubator, then, an official document or undertaking specifying the number of seats shall also be considered for the purpose of evaluation. The details and pictures of facilities and services under incubation must be shared for the purpose of evaluation to ascertain whether the incubator is currently operational. Virtual incubation programs conducted or supported by the State Government shall be considered for the purpose of evaluation. In case of virtual incubation, URL and screenshot with details of specific support provided including participants and duration to be shared 				

Action Point 18: Number of startups which enrolled in acceleration programs

Reform Area	Incubation Support				
Question	How many startups have enrolled in acceleration programs?				
Scoring Criteria	Relative scoring				
Scoring Metric	Number of unique startups supported (no minimum threshold)	Score	Maximum Score - 2	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Acceleration program- wise list of unique startups enrolled in the program 2. Details of each acceleration program 		Feedback Question	Did you enroll in an acceleration program supported by State Government? A. Yes B. No	
Guidelines	<ol style="list-style-type: none"> 1. Only MoUs with accelerator partners and support provided under corporate partnerships or incubators will not be considered 2. Support provided by State government for Acceleration Programs shall be within the period of consideration even if the program is in progress and results are yet to be declared. 3. Existing Acceleration Programs will only be accepted if startups from the particular State receive a specific quota or support in it 4. The details of support provided to Startups (Eg. mentorship, free research and development facilities, free trainings, funding etc.) must be shared for the purpose of evaluation. 5. Virtual acceleration programs conducted or supported by the State government may also be considered for the purpose of evaluation 6. In case of virtual programs, URL and screenshot with details of specific support provided, including participants and duration to be shared 				

Reform Area 5: Funding Support

Action Point 19: Access to Seed Funds or Venture Funds or Fund of Funds established by the State government

Reform Area	Funding Support				
Question	Has the State government established a Seed Fund or Venture Fund or Fund of Fund for startups?				
Scoring Criteria	Absolute Scoring				
Options	a) Yes b) No	Score	a) 4 b) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Guideline document for the fund(s) 2. MoU(s) 3. Budget allocation 4. Proof of release of funds 				
Guidelines	<ol style="list-style-type: none"> 1. The State government should establish or support at least one fund during the period of consideration for the purpose of evaluation 2. If the State has previously established a seed fund or venture fund or fund of funds, the government should allocate at least ₹10 crores (for Category A) and at least ₹5 crores (for Category B) to support the fund during the period of consideration 3. The Budget allocation and disbursement to the fund should be within the period of consideration 4. Following milestones to be reported: <ul style="list-style-type: none"> • Operating guidelines for fund designed and approved • Budget allocated 				

Action Point 20: Number of unique startups which have received funding through State supported funds or mechanisms

Reform Area	Funding Support				
Question	How many unique startups have received funding through State supported funds or mechanisms?				
Scoring Criteria	Relative Scoring				
Scoring Metric	Number of unique startups funded	Score	Maximum Score -8	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of unique startups funded, along with the funding amount Sanction letters to be provided Proof of release of funds 				
Guidelines	<ol style="list-style-type: none"> Seed funding in the form of direct government grant, monthly sustenance allowance, commercialization assistance, and interest subsidy on loan provided directly to startups and/or through incubators shall be considered Startups funded from Venture Fund(s) or Fund of Funds supported by the State Government along with the funding amount and date of disbursement shall be considered for the purpose of evaluation The funds should have been disbursed to the beneficiary startups during the Period of Consideration Proof of funding commitment will not be considered for this Action Point. Proof of release of funds is mandatory Minimum funding amount should be ₹3 Lakh per startup (for Category A) and ₹2 Lakh per startup (for Category B) over the period of consideration For the purpose of evaluation, States and UTs should may submit a list of state registered startups bifurcated in four stages (Ideation Stage, Validation Stage, Early Traction Stage, Scale-up Stage) Organizing Startup events and providing 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: <ul style="list-style-type: none"> Publicly available Guideline document outlining a mechanism for regularly conducting such Startup events and providing funding to startups in the form of cash awards shall be provided Extent of Cash grants available and application procedure should be part of the guideline document 				

Action Point 21: Number of programs undertaken to connect startups with private funds or investors

Reform Area		Funding Support					
Question	How many programs have been undertaken to connect startups with private funds or investors?						
Scoring Criteria	Absolute scoring						
Options (Category A)	a) >12 programs b) 7-12 programs c) 1-6 programs d) Nil	Options (Category B)	a) >6 programs b) 2-6 programs c) 1 program d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Program Reports, List of attendees (investors, investor networks, private funds, etc.) 2. Program-wise list of startups 			Feedback Question	Did you attend the pitching session/networking event/workshop? A. Yes B. No		
Guidelines	<ol style="list-style-type: none"> 1. Workshops or networking events to provide a platform to connect Investors or Investor Networks with startups will be considered for the purpose of evaluation (At least 50 startups and two investors should participate in each event) 2. Virtual events or pitching sessions undertaken during the period of consideration may also be considered for the purpose of evaluation, provided a valid URL and Screenshot is provided 3. State-supported programs at institutions or incubators to provide a platform to connect Investors or Investor Networks with startups will be considered for the purpose of evaluation. 4. Feedback will be only collected from startups who participated in any of these programs 5. The State or UT response shall be considered for the purpose of evaluation only if event reports or records of discussion for investor-focused events has been shared. 6. A program undertaken by the state departments to encourage startups working in Covid19 relief measures will also be considered 						

Reform Area 6: Mentorship Support

Action Point 22: Number of startups connected with mentors through State supported mechanisms

Reform Area	Mentorship Support						
Question	What is the number of startups which have been connected with mentors through State supported mechanisms?						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >100 startups b) 60-100 startups c) 20- 59 startups d) <20 startups	Options (Category B)	a) >30 startups b) 15-30 startups c) 5-14 startups d) <5 startups	Score	a) 5 b) 3 c) 1 d) 0	Feedback Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> List of registered mentors List of beneficiary startups receiving mentorship in the State 			Feedback Question	Were you connected with a mentor with the help of State government? A. Yes B. No		
Guidelines	<ol style="list-style-type: none"> Registered mentors may include Corporates (including but not limited to corporations, MSMEs, entrepreneurs, innovators, makerspaces, NGO partners), Government organizations, investors, higher education institutes, and academicians (including applicants from research organizations) Mentorship provided by a single mentor to multiple startups will not be considered for the purpose of evaluation Startups should be connected with registered mentors through an online or offline State supported mechanism Connection of startups and mentors should be established within the period of consideration Virtual connection of a registered startup and mentor will be considered for the purpose of evaluation. 						

Action Point 23: Average number of hours spent by mentor per startup in a month

Reform Area	Mentorship Support				
Question	What is the average number of hours spent by mentor per startup in a month?				
Scoring Criteria	Absolute Scoring				
Options	a) >= 5 hours b) 3-4 hours c) 1-2 hours d) Nil	Score	a) 3 b) 2 c) 1 d) 0	Feedback Weightage	100%
Supporting Documents to be provided by the State	List of beneficiary startups receiving mentorship	Feedback Question	What is the average number of hours per month spent by mentor for your startup?		
Guidelines	<ol style="list-style-type: none"> One-to-one mentorship carried out online and offline by registered mentors will be considered for the purpose of evaluation If one-to-one mentorship is carried out during the course of an event, the entire event duration will not be considered for the purpose of evaluation. Mentorship hours will be limited to the timeframe of mentorship from mentor-to-startup Mentorship provided by a single mentor to multiple startups in the form of sessions carried out during events such as bootcamps, hackathons, networking events, and pitching sessions shall be considered for the purpose of evaluation only if the number of participating startups does not exceed 15 per session Mentorship carried out by mentors registered on the State startup portal during programs which are not supported by the State government will not be considered for the purpose of evaluation 				

Reform Area 7: Capacity Building of Enablers

Action Point 24: Number of sensitization workshops conducted for officials of State government departments on startup ecosystem of India

Reform Area	Capacity Building of Enablers				
Question	How many sensitization workshops have been conducted for officials of State government departments on startup ecosystem of India?				
Scoring Criteria	Absolute scoring				
Options	a) >5 workshops b) 1- 5 workshops c) Nil	Score	a) 4 b) 2 c) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> Summary report to be shared for each workshop (workshop name, activities undertaken, Date, Venue, duration of the workshop and staff participated) Details of the participants, along with their departments and designations 				
Guidelines	<ol style="list-style-type: none"> Virtual workshops or webinars or sessions will also be considered for the purpose of evaluation In case of virtual workshops, a summary report detailing workshop name, date, duration, participants, and Record of Discussion to be shared Workshops conducted in collaboration with Central Government Departments shall also be considered for evaluation Each workshop should cover the following topics: <ul style="list-style-type: none"> Policy and regulations related to startup ecosystem in India AND Startup India Session on benefits AND Role of State government to encourage entrepreneurship AND National and Global Best Practices Each workshop should be conducted for a minimum of 4 hours Workshops conducted across multiple days shall be considered for the purpose of evaluation There should be participation of minimum 25 government officials There should be participation from at least 5 government departments 				

Action Point 25: Percentage of State-supported incubators trained through capacity development workshops

Reform Area	Capacity Building of Enablers				
Question	What is the percentage of State-supported incubators trained through capacity development workshops?				
Scoring Criteria	Relative scoring				
Scoring Metric	Percentage of State-supported incubators trained	Score	Maximum Score - 4	Documents Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Summary report to be shared for each workshop 2. List of all State-supported incubators (as of 31st July 2021) 3. Unique list of incubators (along with staff names) participated in workshops 				
Guidelines	<ol style="list-style-type: none"> 1. Participants may include CXOs, managers, and other managerial staff in incubators 2. Only participation from managers or staff or teams of unique incubators will be considered for evaluation. 3. Participation from multiple managers or staff or teams from same incubator will be considered as participation of one incubator 4. Collaboration with State supported incubators for conducting capacity development programs in other incubators shall be considered for evaluation 5. Financial support provided by the State to the incubators for capacity building programs conducted in other States or countries will also be considered 6. Financial support provided by the State to the incubators for capacity building programs conducted by private and international organizations will also be considered 7. Virtual capacity building workshops for incubator managers or staff will be considered for the purpose of evaluation 8. Suggestive list of topics is given below: <ul style="list-style-type: none"> • Business Incubation Definitions and Principles • Business Incubator Models • Incubator Administration and Management • Marketing and Stakeholder Management • Financial Management • Raising funds from the government • Monitoring & Evaluation • Implementing a Mentoring Program • Technology Commercialization • Setting up virtual incubation services 				

Action Point 26: Number of programs conducted to sensitize potential investors (including family businesses, corporate houses & entrepreneurs) on investment in startups

Reform Area	Capacity Building of Enablers						
Question	How many programs have been conducted to sensitize potential investors (including family businesses, corporate houses & small entrepreneurs) on investment in startups?						
Scoring Criteria	Absolute scoring						
Options (Category A)	a) >10 programs b) 5- 10 programs c) 1- 4 programs d) Nil	Options (Category B)	a) >5 programs b) 3- 5 programs c) 1- 2 programs d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Document Weightage	100%
Supporting Documents to be provided by the State	<ol style="list-style-type: none"> 1. Summary report to be shared for each program 2. List of family businesses, corporate houses, small entrepreneurs, and other potential investors that participated in programs 3. List of districts in the State 4. List of districts in the State where workshop or awareness session has been organized for potential investors 						
Guidelines	<ol style="list-style-type: none"> 1. This Action Point aims to increase the number of early-stage investors in the startup ecosystem of the country by sensitizing potential investors, including family businesses, corporate houses, small entrepreneurs, on potential of startups as a lucrative asset class. It aims to build capacities of aspiring or emerging investors who want to deepen their experience in early-stage investing 2. Virtual programs or workshops will also be considered for the purpose of evaluation 3. Programs or workshops shall be conducted in different districts, with a minimum of five districts being covered in Category A States (no minimum number of Category B States and UTs) 4. Programs conducted by private organisations, such as Investor Networks, supported by State government will be considered for evaluation 5. Support provided by State government (logistics, financial support, etc.) to be provided in the summary document 6. There should be participation of minimum 10 potential investors 7. Each program should fulfil at least one of the following: <ul style="list-style-type: none"> • Knowledge-based sessions OR • Masterclasses & one-on-one interactions to facilitate investor to investor connects OR • Basics of Angel Investment OR • Exit opportunities for angels OR • Successful case studies of angel funded companies 						