



GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT OF INDUSTRIAL POLICY & PROMOTION

#startupindia

Manipur

BEGINNER

State Startup Ranking Exercise 2018

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1. Overview of State Startup Ecosystem

Manipur has steadily begun to take initiatives towards creating Startup ecosystem in the State.

Some of the key highlights of its Startup ecosystem are as follows:

1. The vision of the State is to emerge as one of the top Startup destinations in the North-eastern region through initiatives highlighted in Manipur Startup policy 2016.
2. **Startup cell** has been established in **State's Planning department**. The Startup cell is established for the implementation of Startup policy in the State.
3. Startup portal of Manipur is available at **startupmanipur.in**

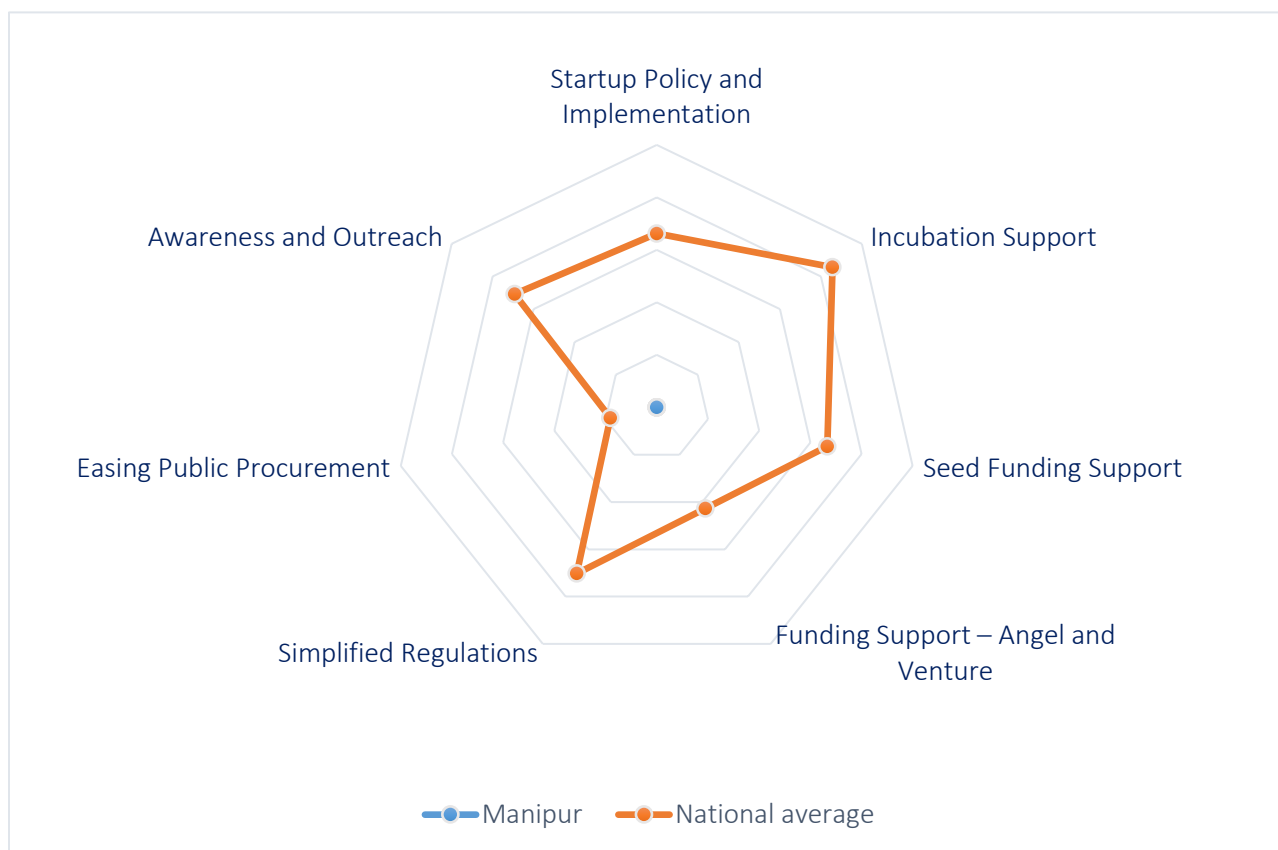


KEY HIGHLIGHTS OF THE STATE

- ✓ State Startup policy 2016 mentions support to be provided to build Start-up ecosystem by assisting Startups at various stages such as pre-idea stage, idea or prototype stage.
- ✓ State Startup portal provides various details such as guidelines for funding support and other incentives along with information on upcoming events in the State.

2. Snapshot of State Performance

The spider web graph below details out Manipur's implementation status on each of the 7 pillars of assessment, in comparison to the national average.



The State performance is below the national average in all the seven pillars of assessment. Although, State has taken some positive initiatives such as coming out with Startup policy and dedicated Startup portal, it needs improvement in all the pillars.

The suggestions for improving the Startup ecosystem in the State are provided in the next section.





3. Pillar-wise Assessment

3.1 Startup Policy and Implementation

Startup Policy and Implementation covers the basic information related to Startup ecosystem such as Startup policy, nodal department, nodal officer, information wizard and mentors in the State. Additionally, it also verifies whether such details are available online for Startups. The State is also expected to develop online systems for registering Startups under the State Startup initiative and to allow Startups to avail all the policy incentives online through a single-window.

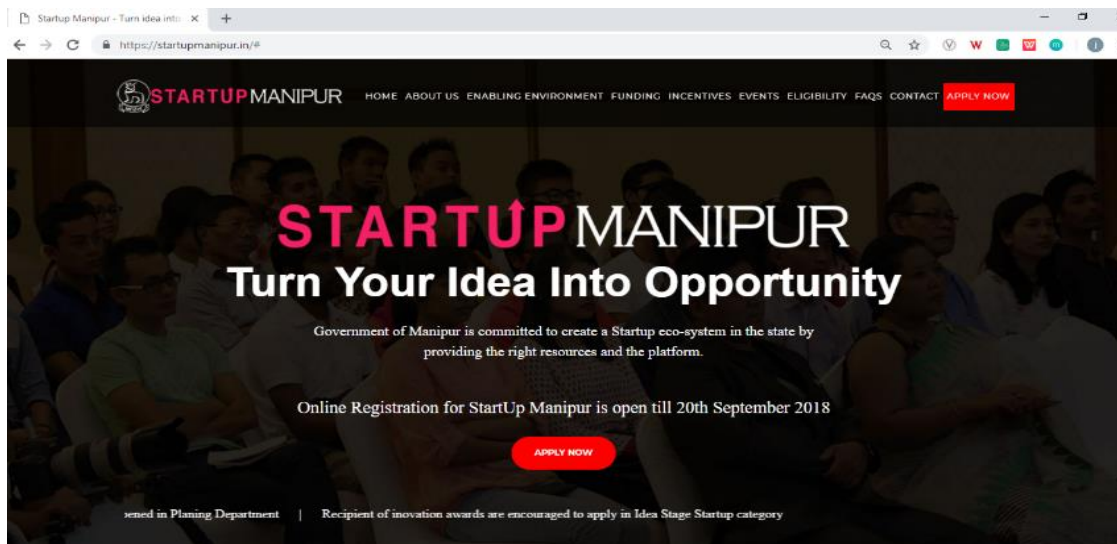
Key Strengths

- **Startup Policy**

The State announced its Startup policy in 2016 with an objective of developing a strong Startup ecosystem in the State. State aspired to create a Network of Entrepreneurship Development Centers (NEDC) with universities and higher education institutions. State will facilitate creation of a State-wide Mentor and Expert Network (MEN) for Startups. The Policy also provides provision for other incentives such as development of Entrepreneurship Development Centers (EDCs), creation of a network of kick-starter for supporting Startups. However, the Startup policy is yet to be notified and implementation guidelines shall be drafted post launch of the policy.

- **Startup portal**

State has a dedicated Startup portal (startupmanipur.in) with all the relevant information for stakeholders of Startup ecosystem at one place. Startups can register and apply for incentives online during a defined registration period. Portal also provides information such as fiscal and non-fiscal incentives available for Startups and their guidelines, upcoming events and contact details of Startup cell section.



Screenshot of Startup Portal of Manipur

Way Forward

The State needs to give more importance to this pillar in order to enable a basic Startup ecosystem. State can prioritize actions required under this pillar in three categories: short term, medium term and long term. Action required in each of these categories are summarized below:

Short term activities: Activities in this category are low hanging fruits that can be achieved with minimum efforts. Through dedicated efforts, results can be achieved within 1 to 3 months. Activities suggested under this category are as follows:

- **Notify Startup policy**

The Manipur Startup policy 2016 is not notified yet. It is suggested that it is notified by the concerned department at the earliest considering the benefits of enabling Startups in the region.

- **Incentives for Women entrepreneurs**

State Startup policy should provide benefits and incentives (fiscal and non-fiscal) for encouraging women entrepreneurship in the State. Since, the State has already drafted the policy, it can either revise the policy before it is notified or it can amend the policy later. Some of the good practices

adopted by other States to encourage women entrepreneurs are highlighted in the national report for reference of all States.

- **Assign nodal department and nodal officer**

The draft Startup policy mentions that Planning department, Government of Manipur will be the nodal department but a Government order or notification is yet to be issued in this regard. Additionally, nodal officer needs to be assigned by the State Government to lead the development of Startup ecosystem. State may consider appointing a nodal officer not below the rank of Secretary to the State Government. The contact details of nodal department and nodal officer shall also be provided on the Startup portal.

- **Track and publish progress monitoring**

Nodal department must develop a mechanism for monitoring the progress of implementation of Startup policy on a regular basis. State can publish reports on progress made against each policy objective (such as funding, incubation support or any other support provided) in public domain. State can also track, monitor and publish the status through a dynamic dashboard on the Startup portal. Some of the good practices adopted by other States to monitor progress of their Startup initiative are highlighted in the national report for reference of all States.

Medium term activities: The activities suggested in this category are important and will take relatively more time for implementation. The role of nodal department, Startup team and innovation society will be important to achieve these objectives. Through dedicated efforts, results can be achieved within 4 to 6 months. Activities suggested under this category are as follows:

- **Appoint dedicated team and establish an innovation society**

State has mentioned that a Startup cell has been established in planning department which is responsible for managing the daily Startup activities. However, the official notification is not available on the Startup portal. State shall also mention domain experience of the team members of Startup cell on its Startup portal.

Additionally, an innovation society can be established in the State to foster a culture of innovation and entrepreneurship in the State. State may nominate any department or agency through a

Government order. The society shall coordinate with all the State Departments and collaborate with Startup ecosystem stakeholders to conduct activities driving innovation.

- **Create online system for Startups for registration and availing benefits**

In the current online system for registering Startups, there is no provision for Startups to check the status of their application for benefits or incentives. The system should allow applicants to track the status of their application and download the registration certificate, once approved. Similarly, online system must provide functionality of online application, status tracking and approvals for availing incentives as per the Startup policy. Some of the good practices adopted by other States for registering Startups and disbursing incentives are highlighted in the national report for reference of all States.

- **Availability of information wizard**

State may setup an online information wizard for entrepreneurs or Startups regarding business approvals in the State. The online information wizard (through a defined number of questions) should provide details of all applicable State and central level approvals or clearances (sector-wise) required by entrepreneurs to set up, operate and exit a business in the State. The wizard shall be integrated with the Startup portal. Some of the good practices adopted by other States in developing the information wizard are highlighted in the national report for reference of all States.

Long term activities: The activities suggested in this category will require significant effort and continuous interaction with Startup ecosystem stakeholders. The role of Startup team and innovation society will be key to implement these activities. Through dedicated efforts, results can be achieved within 7 to 12 months. Activities suggested under this category are as follows:

- **Develop a query resolution system**

A dedicated Startup support system (such as on call support or email support or online chat or physical center) shall be established by government with competent staff to resolve queries related to Startups. Helpline shall capture contact details (email ids and mobile numbers) of users and should generate customer satisfaction scores. Some of the good practices adopted by other States in developing effective query resolution are highlighted in the national report for reference of all States.

- **Building a mentor network**

In order to provide mentorship support to Startups, Government shall strive to create a pool of mentors for supporting Startups in the State. Mentors may be from all walks of life such as academicians, professors, business leaders, entrepreneurs, Government officers etc. Mentors should be listed on the Government's online Startup platform along with their contact details (Name, profile, and email-ID) and brief description of their experience. State government must facilitate interaction between mentors and Startups on a regular basis to get their continuous feedback.

- **Set up Intellectual property support centers**

IP Support Centres include setting up of Patent Information Centres (PICs) and Intellectual Property Facilitation Centres (IPFCs). These centres can be set up at educational institutions and R&D Labs, etc. The facilities related to IP Services in various domains of science and technology such as patent filing, copy right or trademark registration and technology transfer and commercialization services are provided by the center. Descriptive list of activities that may be undertaken by the IP support centers include:

1. Patent Services
2. Technology Transfer to Start-ups or MSMEs in State
3. Trademark & Copyright Filing
4. Providing Technological information services to the Entrepreneurs
5. Providing Patent Search reports to inventors or Start-ups
6. Conducting IPR, Innovation and Academia-Industry Meet workshops

The details of IP support centres along with contact details (along with name of contact person) shall be made available on the State Startup portal.

- **Partnership with corporates or educational institutions**

Nodal department or innovation society may partner with business houses, corporate(s) and or educational institution(s) in and outside the region for extending their assistance to State based Startups. Partner(s) may provide assistance such as professional services, mentorship, Corporate Social Responsibility (CSR) funds for incubators and or co-working spaces, software or hardware tools and other lab equipment, knowledge exchange, technology transfer and market linkages.



3.2 Incubation Support

Incubation Support covers performance in “setting up incubators for nurturing Startup ideas”. Incubator is a key component of a Startup ecosystem and provides access to essential business resources to enable growth of the Startups. State has a major role in creating infrastructure that promotes innovation and ensures their sustainability. Another important criteria is to ensure that incubators are accessible and affordable for Startups.

Way forward

Short term activity

- **Subsidized incubation to Startups**

State shall make provision for providing incubation at a subsidised cost to Startups in incubators. Subsidized incubation means providing subsidy to incubators for certain number of seats and for certain duration or providing free of cost seat to Startups. Considering, the State currently doesn't financially support any incubator, it may explore the opportunity of partnering with other private incubators in the proximity and or in the neighbouring States.

Medium term activity

- **Setting up incubators**

State in its Startup policy 2016 has already emphasized regarding creation of Network of Entrepreneurship Development Centers (NEDC) within higher education institutes and business incubators across Manipur. The State Government needs to enable swift action by identifying location for setting up new incubators or by identifying educational institutes to setup incubators in the State. State can extend support by providing financial grant for capital expenditure and or on operational expenditure for covering the initial cost.

Additionally, corporates in the region may be encouraged to setup incubators in a PPP mode with support from State Government. This will help the State in setting up sector specific incubators.



3.3 Seed Funding Support

In an evolving Startup ecosystem, many ideas are born and the initial seed support works as a catalyst to transform these ideas into businesses of tomorrow. Seed Funding Support is one the key pillars of the framework. States are expected to:

- Develop seed funding guidelines
- Develop online systems to enable Startups to apply for seed support
- Measure the impact created by State by providing seed funding to Startups

Way forward

Short term activity

- **Seed funding to Startups**

State can consider providing seed funding directly to Startups or by giving seed grant to incubators who can further relay the seed funding support to Startups. The seed funding support is important for a Startup at an idea or proof of concept stage and even a small amount of financial support will encourage the aspiring entrepreneurs with innovative ideas or technologies to graduate to a level where they will be able to raise investments from angel or venture capitalists. The seed funding support may also help Startups to reach a position to seek loans from commercial banks or financial institutions. Some of the good practices adopted by other States in providing seed funding support to Startups are highlighted in the national report for reference of all States.

Medium term activity

- **Guideline and online system for seed funding**

State shall design seed funding guidelines and an online system for disbursing seed funding to Startups. The guideline may detail the process and extent of seed funding support available for Startups. The online system should provide application procedure(s) along with functionality of applying online, online approvals and online status tracking for availing seed funding being provided by State. Some of the good practices illustrated in the national report may be used for reference.



3.4 Angel and Venture Funding

It is observed that once a Startup starts gaining traction there is typically a gap in accessing the growth stage funds to scale up operations. States can play a vital role in bridging the gap by providing incentives for angel investors to attract investments in State based Startups. Another important measure to support growth stage Startups is venture funding where States have been recommended to support or create Venture Fund(s) or Fund of Funds for Startups.

Way forward

Medium term activity

- **Angel funding**

State may undertake steps to promote angel funding by consulting and partnering with existing angel networks in the country. As a first step, State may identify few leading angel investors and HNIs from the local region to discuss the benefits of angel investing. State may facilitate such discussion through workshops or networking events.

Additionally, State may design special fiscal or non-fiscal incentives to incentivize angel investors for their investments in Startups. Some of the good practices illustrated in the national report may be used for reference.

Long term activity

- **Venture fund(s) or fund of funds for Startups**

State may explore the opportunity of creating a venture fund or Fund of funds with an appropriate corpus for funding State based Startups. In this regard, State needs to prepare clear operating guidelines for the fund and hire fund manager for managing the fund operations.

The first dedicated venture capital fund for the North Eastern Region Namely “North East Venture Fund (NEVF)” launched by Government of India is another route to channelize investments in Startups. The State may consider partnering with NEVF to facilitate funding to Startups through venture fund(s) or fund of funds.



3.5 Simplified Regulations

Often, new and small firms are unaware of nuances of the regulatory issues and can be subjected to intrusive action by regulatory agencies. In order to make compliance for Startups friendly and flexible, simplifications are required in the regulatory regime.

The framework recommends State to undertake reforms by:

- Enabling self-certification or third party certification for Startups under all applicable labour laws
- Developing online system to facilitate self-certification or third party certification
- Support to Startups working in new or disruptive areas or technologies
- Designing process for publishing policies or regulations regarding adoption of disruptive technologies or business models

Way forward

Short term activities

- **Self-certification or third party certification for Startups**

The labour department in the State may create provision for self-certification or third party certification for Startups under all applicable labour laws in the State. Self-certification should be provided for where there is no technical regulations which need to be complied with, such as compliance with Minimum Wages, Bonus, and Gratuity etc. Third party certification should also be provided for where technical regulations need to be complied with such as Boiler Act, Factories Act, (Lift Act) etc.

- **Support to Startups working in new or disruptive areas or technologies**

State may introduce a mechanism to actively identify Startups (working in newer or disruptive areas or technologies such as Electric Vehicles, Internet of Things, Artificial Intelligence, Cab aggregators etc.) to discuss their expectations. The mechanism may include connecting through workshops or stakeholder meetings or through online platform etc.

Medium term activities

- **Online platform for self-certification or third party certification**

In addition to including provision for Self-certification, an online system to submit self-certification or third party certification may also be developed. The system shall provide information on application process and functionality of filing certification in respect of all applicable labour laws.

- **Policies or regulations regarding adoption of disruptive technologies or business models**

State may also publish draft regulations or policies to support Startups in disruptive areas. The due process as described may be followed to design futuristic policies.

1. Invite public comments or feedback and hold stakeholder consultations
2. Policies or regulations should be made considering long term impact of the technology or business model
3. Stakeholders should be consulted and feedback may be incorporated
4. Duration for inviting public comments should be at least 30 days
5. The decision of State Government should be published in public domain



3.6 Easing Public Procurement

State Government shall provide an equal platform to Startups vis-à-vis the experienced entrepreneurs or companies in public procurement. Typically, whenever a tender is floated by a Government entity or by a PSU, very often the eligibility condition specifies either “prior experience” or “prior turnover” or “EMD”. Such a stipulation impedes Startups from participating in such tenders. In order to promote Startups, the framework recommends action points to States to do away with such conditions.

Way forward

Short term activities

- **Do away with criteria of ‘prior experience’, ‘prior turnover’ and ‘submission of EMD’ for Startups in public procurement**

Startups cannot compete with established players on ‘prior turnover’ and ‘prior experience’ criteria. Similarly, ‘submission of EMD’ is another big hurdle for Startups. Hence, Startups lose out on delivering superior and cost effective solutions to Government. The end objective of floating a public tender is to identify an organization that can provide best solution at a low cost. Startups can fulfill the objective provided they are allowed to participate in the government tenders with no deterrent of ‘prior experience’, ‘prior turnover’ and ‘submission of EMD’. State Government may consider removing such criteria for Startups from all the public tenders. The amendments may be brought to State General Financial Rules or Procurement rules which apply to all the State Departments, PSUs and agencies. Additionally, Startups like MSMEs shall be given preference in percentage terms in the total State procurement. The preference may be given in price or in value of procured goods or services. Some of the good practices illustrated in the national report may be used for reference.

- **Grievance Redressal Mechanism for Startups on public procurement issues**

In addition to above relaxations and preferences, State Government may develop an online or offline mechanism in the nodal Department for resolving the procurement related grievances of Startups. State Government can assign a dedicated officer to liaise with other Government Departments concerned and complainant to resolve issues in a time-bound manner.

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3.7 Awareness and Outreach

State Government plays an important role in human capital development and thus the framework in this area evaluates efforts taken to promote entrepreneurship among students. Also, it encourages State to directly outreach to ecosystem components through events, hackathons, bootcamps, etc.

Way forward

Short term activities

- **Organize bootcamps**

Boot camps are workshops that are conducted in schools and colleges to foster innovation among students. State Government may organize such bootcamps in schools and colleges on regular intervals. Experts may be invited from Startup ecosystem to conduct these bootcamps.

- **Organize Hackathons**

Hackathons are challenges in which participants come up with technological solutions to given problem statements in a stipulated time window. State Government may organize Hackathons to identify innovative technological solutions and for supporting entrepreneurs in building these solutions as viable product or service offering.

- **Facilitate training programs in entrepreneurship development**

Students or aspiring entrepreneurs require basic understanding of ideation, business planning, finance, legal and pitching before they venture out to run a Startup. Entrepreneurship development programs may be organized by the State Government in colleges and universities. These programs can be designed in the form of (Massive open online course) MOOC which can be accessed by students across the State. One such programs is available with Startup India i.e. Startup India Learning and Development program.

- **Set up Entrepreneurship cells in State**

Entrepreneurship cell provides a platform to students to organize seminars, workshops, get-together and other Startup related events at college and university level. The activities helps in fostering innovation and developing managerial skills among students. State Government may target to develop at least one e-cell in college or university in each district in the State.

Medium term activity

- **Conduct Startup outreach event**

Startup fests or events are dedicated events to provide a platform to Startups for showcasing their ideas or products and services to the ecosystem components. Startups also get an opportunity to connect with other ecosystem components. State Government may organize such Startup events in the State at a regular interval. The State is also encouraged to support other Startup events in the State where all the ecosystem players such as entrepreneurs, mentors, investors and business experts come together.

Long term activities

- **Support Startup participation in national and international events**

State Government may support Startups in participation in national and international events. The support may be in the form of grants or reimbursements for travel, accommodation, registration or sponsorship to organizers to allow Startups to participate in events. In order to simplify the process and keep it transparent, application procedure for availing the assistance may be provided online.

- **Undertake partnership with other countries and or international agencies**

State Government may undertake partnership(s) with countries and or international agencies such as educational, funding institutions, incubators, accelerators etc. The partnership(s) may be for knowledge and resource exchange and market access for Startups.



