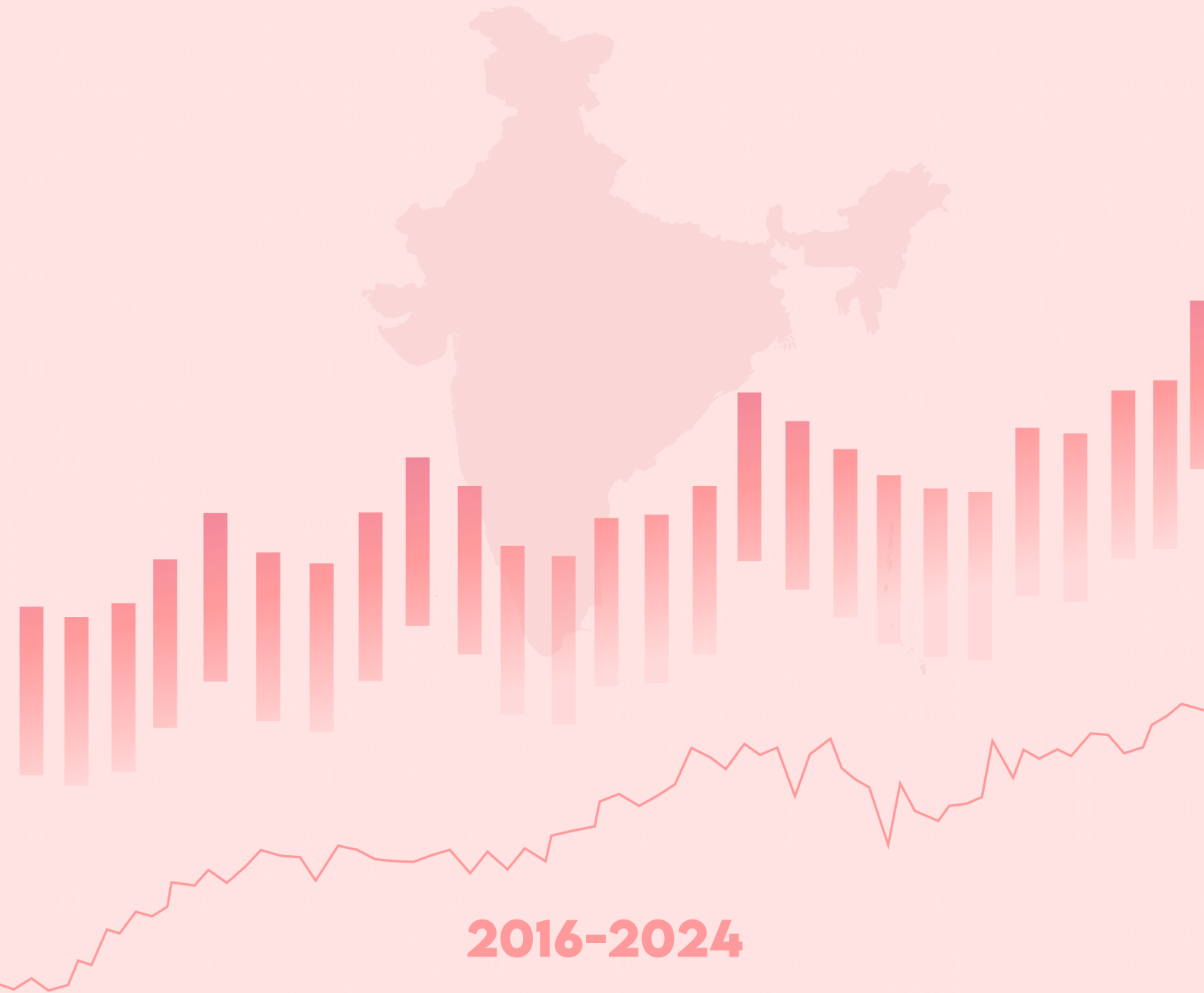




DPIIT  
#startupindia

# PRABHAAV

Powering a Resilient & Agile Bharat for the Advancement of Visionary Startups



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# National Overview



Launched on 16<sup>th</sup> January 2016 by the Department for Promotion of Industry and Internal Trade (DPIIT), the Startup India initiative has rolled out several programs to support entrepreneurs, build a robust startup ecosystem, and transform India into a country of job creators instead of job seekers.

Under the Startup India initiative, eligible entities can be recognised as ‘Startup’ by DPIIT to access a host of benefits, such as relaxation in public procurement norms, easier compliance, IPR fast-tracking, tax exemptions, and more.

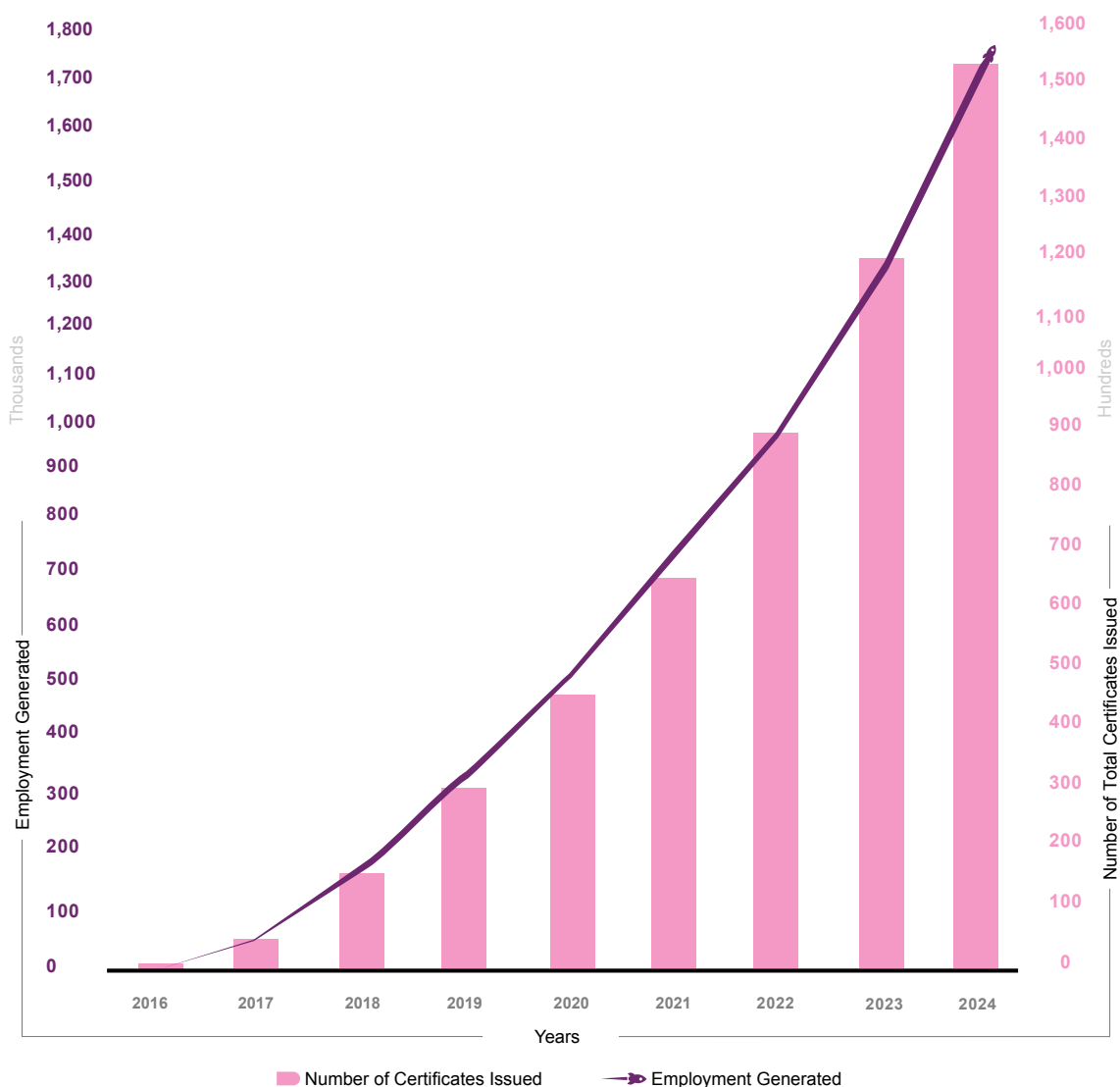


Figure 1: Growth of Certificates issued for Startup Recognition by DPIIT and Employment Generation (self-reported by Startups) over the years

All figures and charts used in this Factbook refer to all certificates issued for recognition of startups by DPIIT till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.

# Key Statistics



**1.57 Lakh+**

certificates issued for Startup Recognition by DPIIT



**115%**

compounded annual growth rate of certificates issued\*



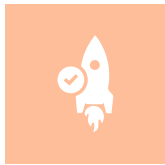
**17.28 Lakh+**

employment generated (as self reported) by certificates issued



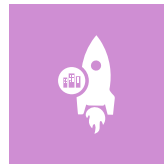
**37%**

growth in total certificates issued to startups from 2020 to 2021 (Y-o-Y growth)



**80**

startups on an average are recognised per day



**51%**

total certificates issued are from Tier 2/3 cities

*\* Average growth rate between any two consecutive years between the time period 2016-2024*



**770+**

districts have at least 1 recognised startup



**11**

average employment generated per certificate issued

*Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.*

## Top 5 States/UTs with the Highest Recognised Startups

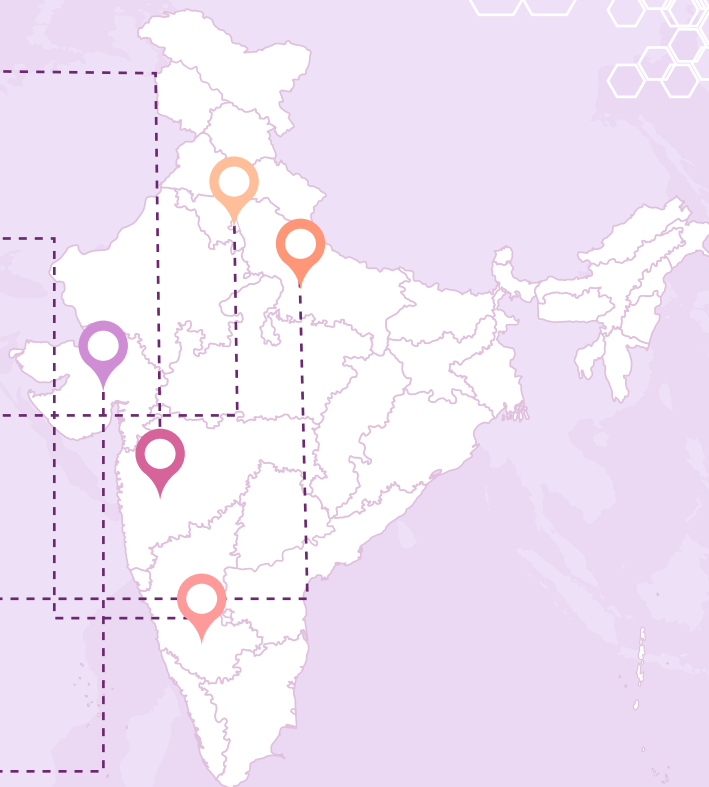
📍 Maharashtra (27K)

📍 Karnataka (16.6K)

📍 Delhi (16K)

📍 Uttar Pradesh (15K)

📍 Gujarat (13K)



*Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.*

# Women Entrepreneurs



**48%**

of the total certificates issued for startup recognition have atleast 1 woman director

**50%**

of the women-led startups recognised are from Tier 2/3 cities

**93%**

compounded annual growth rate\* of certificates issued for recognition of startups with at least one woman director

**55%**

was the highest growth in the number of women-led startups between the year 2020-21

**11,200+**

total certificates issued for startup recognition have only female directors

**14%**

total certificates issued for startup recognition to female directors

\* Average growth rate between any two consecutive years between the time period 2016-2024

## Year-wise Distribution of Startups

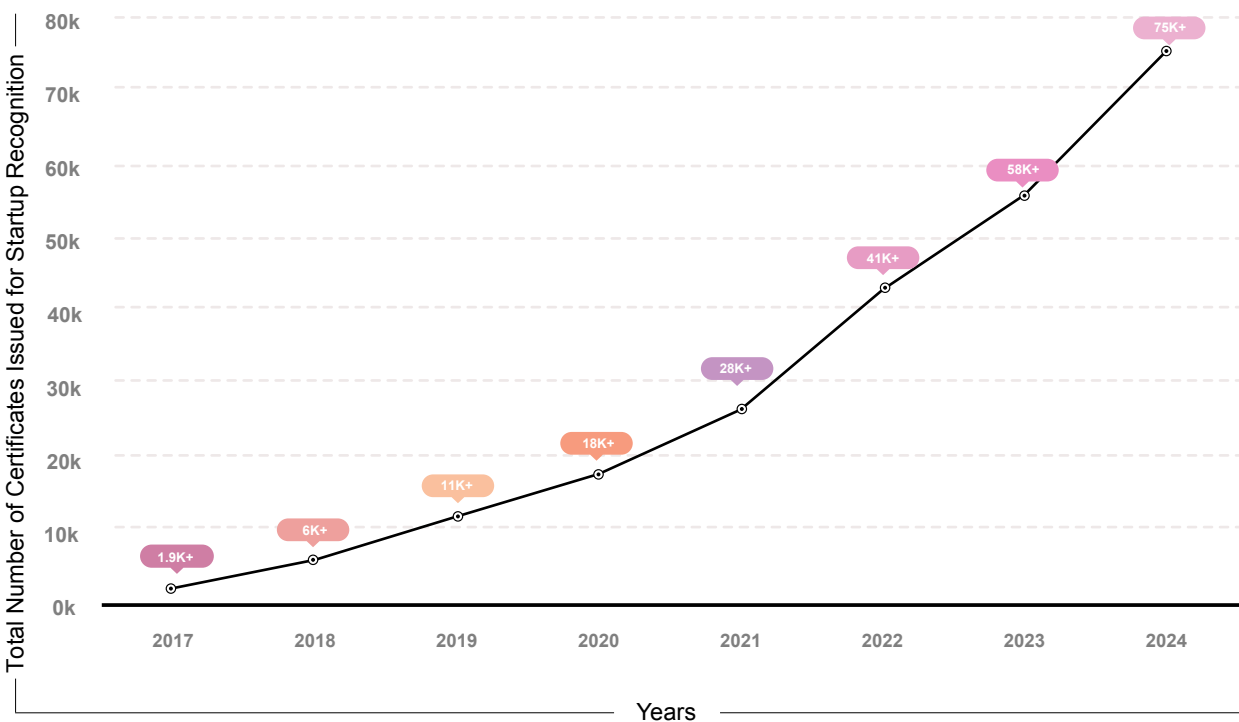


Figure 2: Year-wise distribution of total certificates issued for startup recognition with atleast 1-woman director



# Industry Highlights

The startups recognised under DPIIT are distributed across 56 Industries. The Industries that have seen the maximum number of total certificates issued throughout the time period 2016-2024 are provided below.

## IT Services

**17,900+**

certificates issued<sup>2</sup> for startup recognition by DPIIT

**229%**

compounded annual growth rate in the period 2016-2024<sup>1</sup>

**2.1 Lakh+**

jobs created (as self-reported by startups)

**48%**

certificates issued for recognition of startups from Tier 2/3 Cities

1. Average growth rate between any two consecutive years between the time period 2016-2024

2. Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.

## Top Sectors

The sectors with the highest number of certificates issued to startups under the IT industry are provided below



**24%**

**IT Consulting**



**22%**

**Application Development**



**21%**

**Product Development**

# Healthcare & Life Sciences

**14,500+**

certificates issued<sup>2</sup> for startup recognition by DPIIT

**137%**

compounded annual growth rate in the period 2016-2024<sup>1</sup>

**1.11 Lakh+**

jobs created (as self-reported by startups)

**47%**

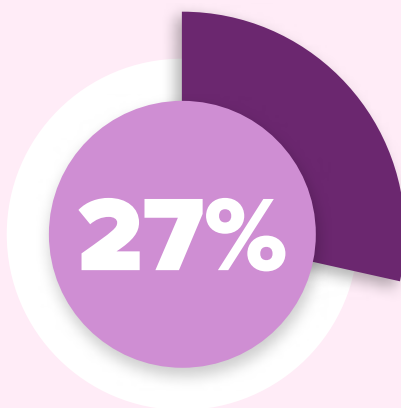
certificates issued for recognition of startups from Tier 2/3 Cities

1. Average growth rate between any two consecutive years between the time period 2016-2024

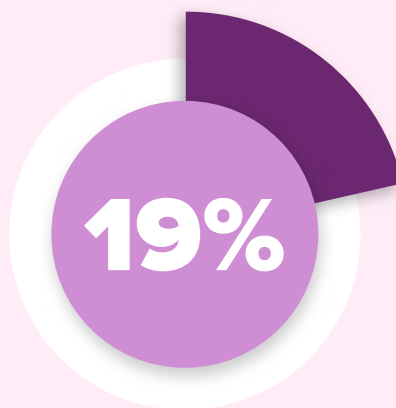
2. Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.

## Top Sectors

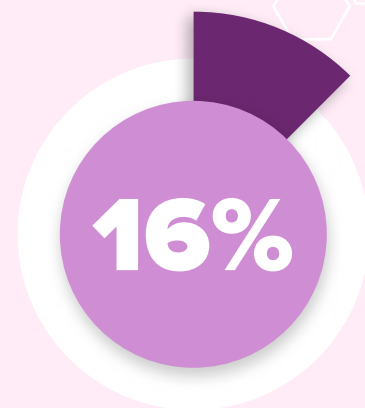
The sectors with the highest number of certificates issued to startups under the Healthcare & Life Sciences are provided below



**Health & Wellness**



**Healthcare Services**



**Pharmaceutical**



# Education

**9,200+**

certificates issued<sup>2</sup> for startup recognition by DPIIT

**75%**

compounded annual growth rate in the period 2016-2024<sup>1</sup>

**69,000+**

jobs created (as self-reported by startups)

**52%**

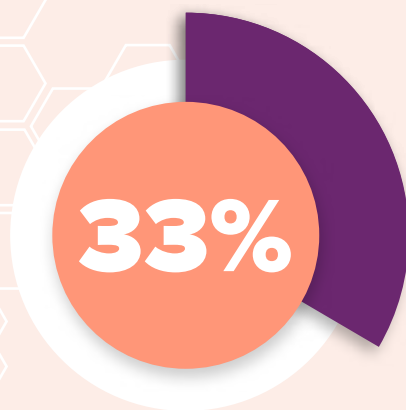
certificates issued for recognition of startups from Tier 2/3 Cities

1. Average growth rate between any two consecutive years between the time period 2016-2024

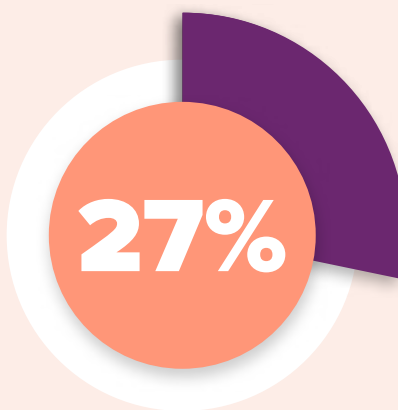
2. Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.

## Top Sectors

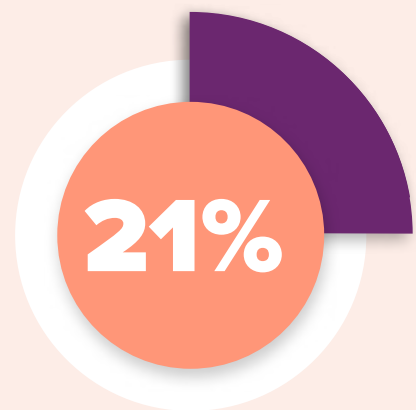
The sectors with the highest number of certificates issued to startups under the Education Industry are provided below



**Education  
Technology**



**Skill  
Development**



**E-learning**

### Did You Know?



- The Construction industry ranks as the third-largest in Tier 2 and Tier 3 cities, with over 5,600 startups, as compared to Education being the third largest overall.
- Despite Education Industry's impressive startup growth, in Tier 2 and Tier 3 cities, Agriculture reigns as the third-largest employer.
- While the Professional and Commercial Services industry doesn't rank among the top 5 Industries with the most startups in India, it still stands out as one of the top 5 employers, showcasing its contribution to job creation.

# Changemaker Industries

The Changemaker Industries are defined as Industries with the fastest growing rate (CAGR) of total certificates issued for startup recognition in the country within the time period 2016-2024.

## Waste Management

**55X**

increase in the number of startups within the time period 2020-2024

**1,300+**

certificates issued\* for startup recognition by DPIIT

**14,300+**

jobs created (as self-reported by startups)

**58%**

certificates issued from Tier 2/3 Cities

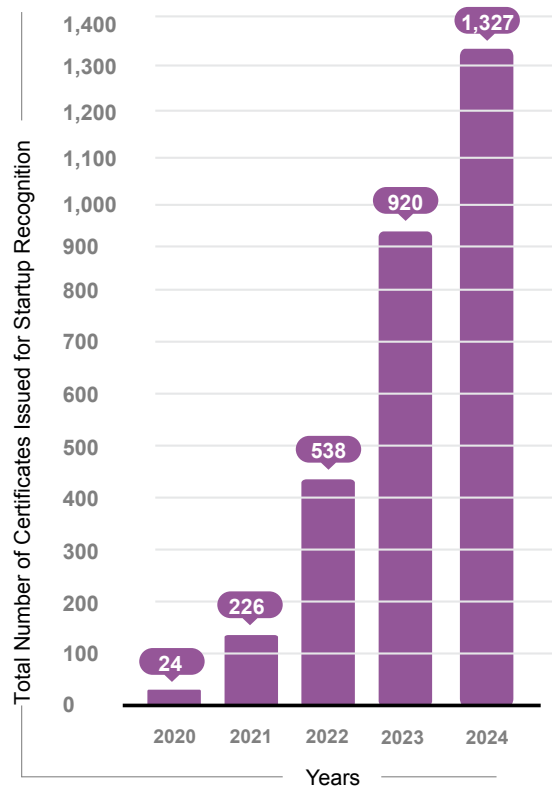


Figure 3: Year-wise distribution of total certificates issued for startup recognition

*Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.*

# Toys and Games

**122X**

increase in the number of startups within the time period 2020-2024

**480+**

certificates issued\* for startup recognition by DPIIT

**5,000+**

jobs created (as self-reported by startups)

**43%**

certificates issued from Tier 2/3 Cities

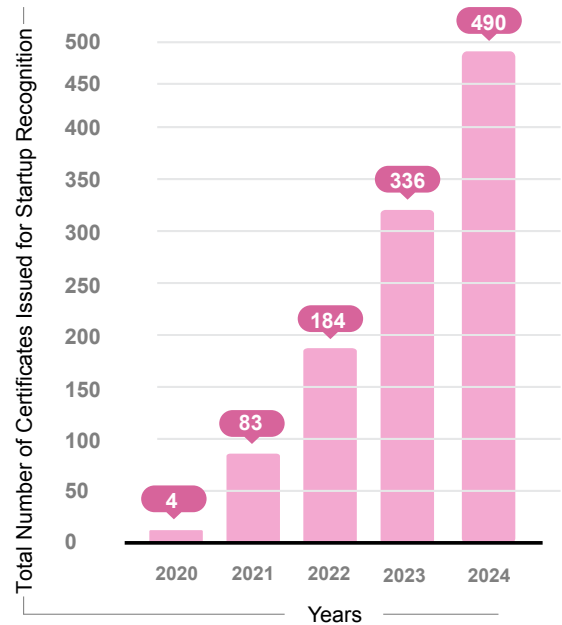


Figure 4: Year-wise distribution of total certificates issued for startup recognition

# Biotechnology

**17X**

increase in the number of startups within the time period 2020-2024

**580+**

certificates issued\* for startup recognition by DPIIT

**3,700+**

jobs created (as self-reported by startups)

**60%**

certificates issued from Tier 2/3 Cities

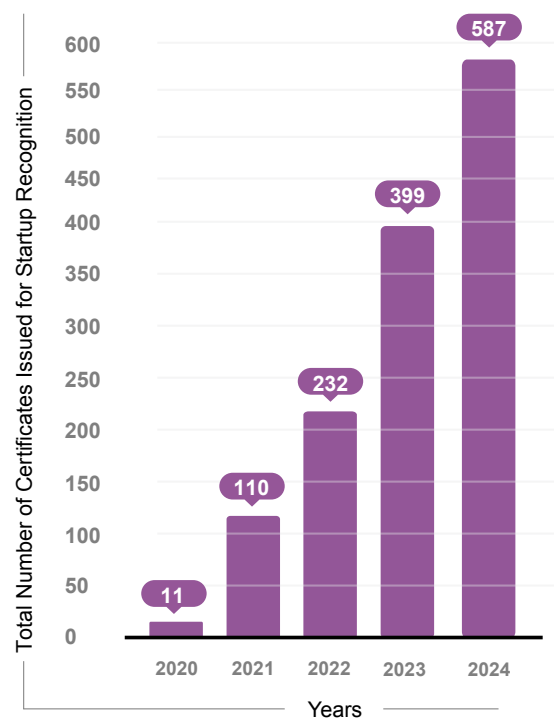


Figure 5 Year-wise distribution of total certificates issued for startup recognition

**Disclaimer:** The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.

# Logistics

**13X**

increase in the number of startups within the time period 2020-2024

**870+**

certificates issued\* for startup recognition by DPIIT

**12,000+**

jobs created (as self-reported by startups)

**45%**

certificates issued from Tier 2/3 Cities

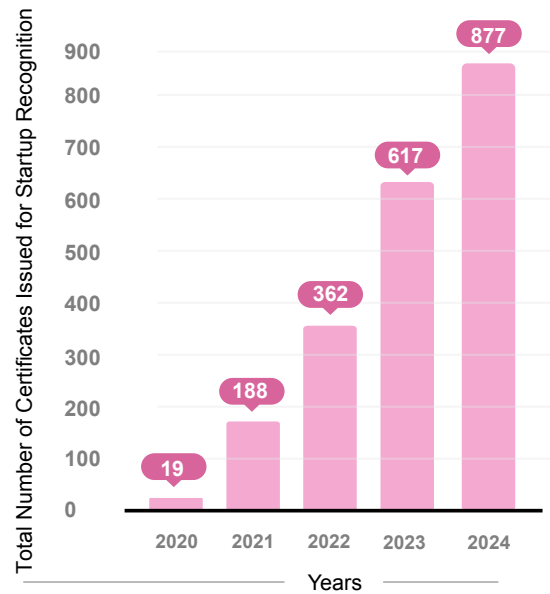


Figure 6: Year-wise distribution of total certificates issued for startup recognition

# Non-Renewable Energy

**21X**

increase in the number of startups within the time period 2020-2024

**580+**

certificates issued\* for startup recognition by DPIIT

**3,700+**

jobs created (as self-reported by startups)

**60%**

certificates issued from Tier 2/3 Cities

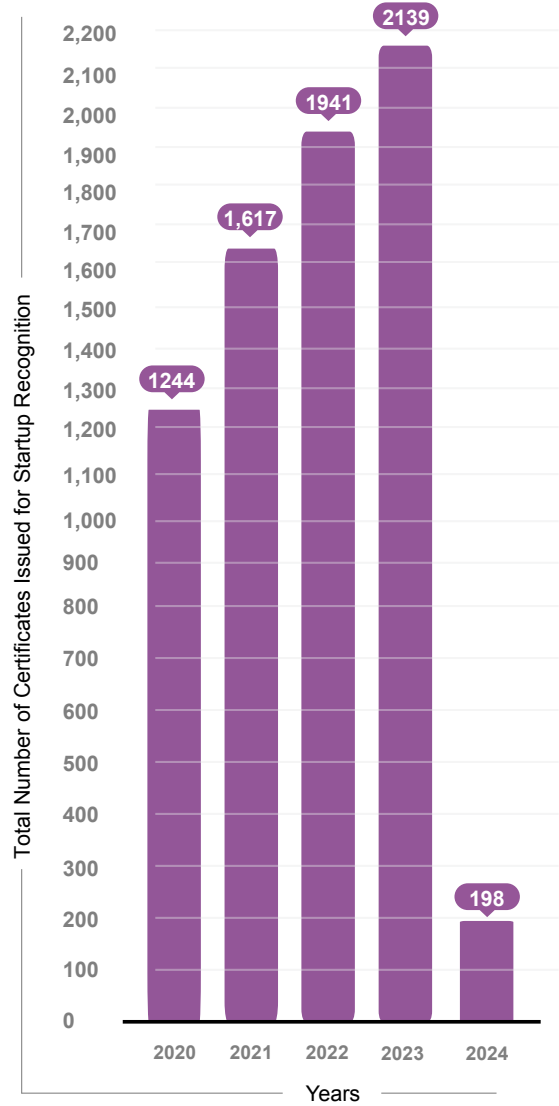


Figure 7 Year-wise distribution of total certificates issued for startup recognition

*Disclaimer: The numbers mentioned consist of all certificates issued till 31<sup>st</sup> December 2024, including approved, cancelled, and expired startups.*

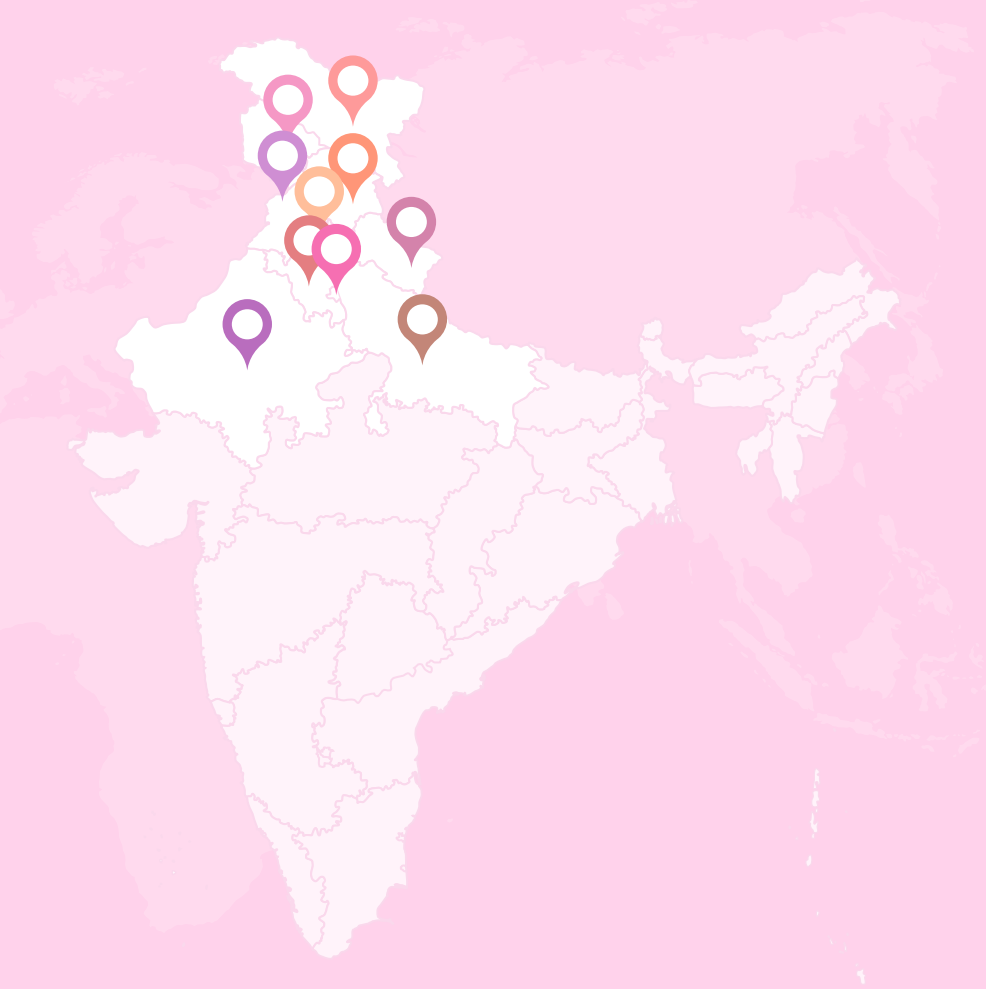


# Region-wise Analysis

## North Region

### States included

- Ladakh
- Jammu & Kashmir
- Himachal Pradesh
- Punjab
- Chandigarh
- Uttarakhand
- Haryana
- Delhi
- Uttar Pradesh
- Rajasthan



**31.70%**

total certificates issued from the North region

**50K+**

total certificates issued in the region

**24.5K+**

women-led startups

**24.7K+**

startups from Tier 2/3 cities

**5.5L+**

employment generated

**11**

average employment per startup



# Year-wise Increase in the Number of Startups:

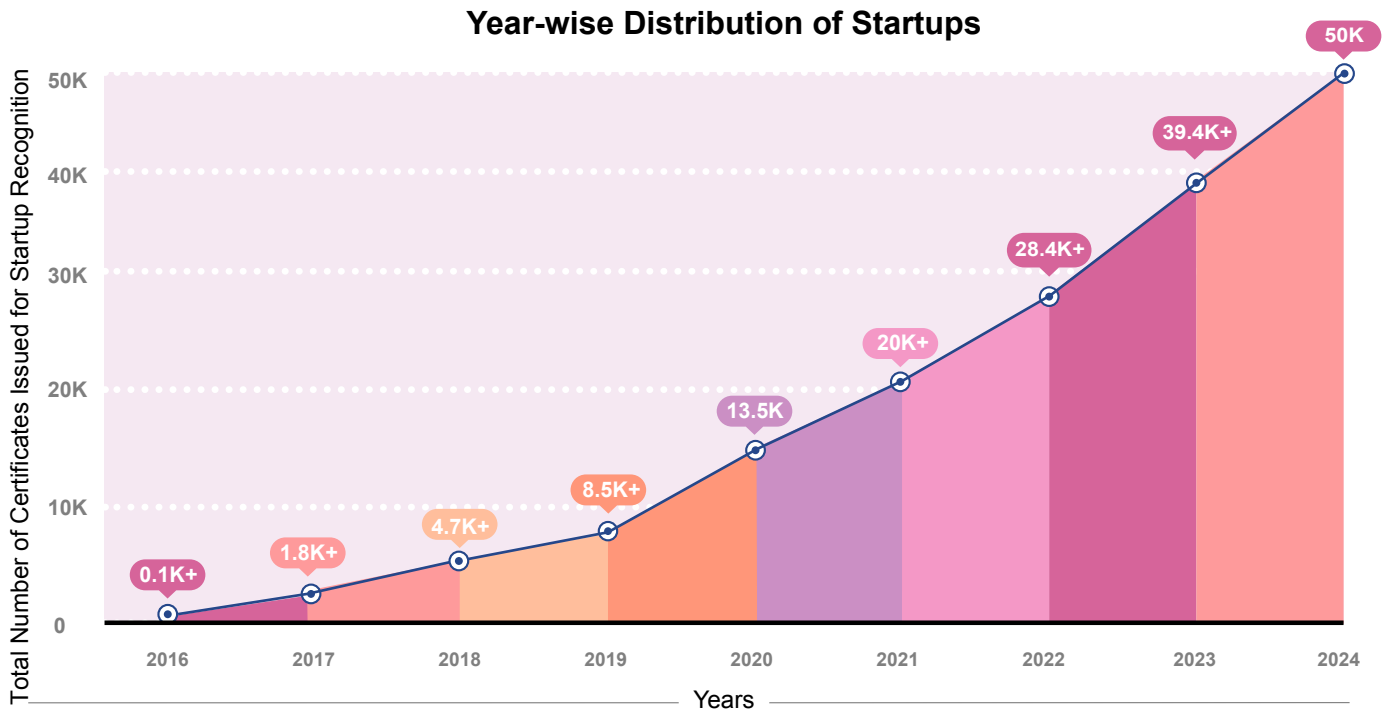
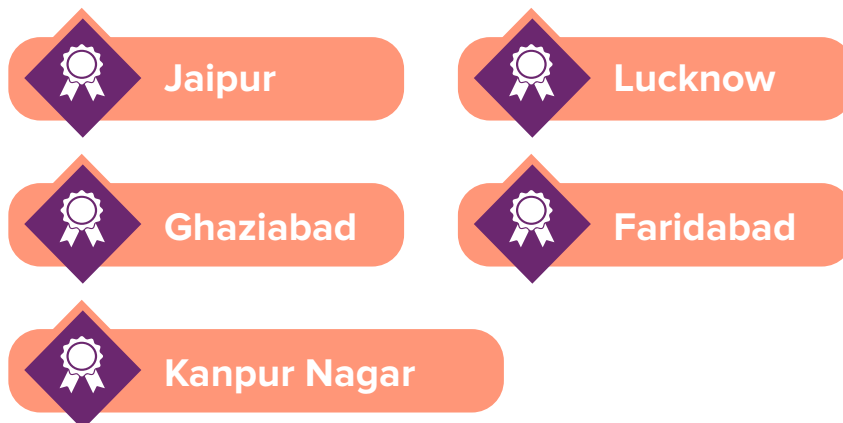


Figure 8: Year-wise startups with total certificates issued in the North Region

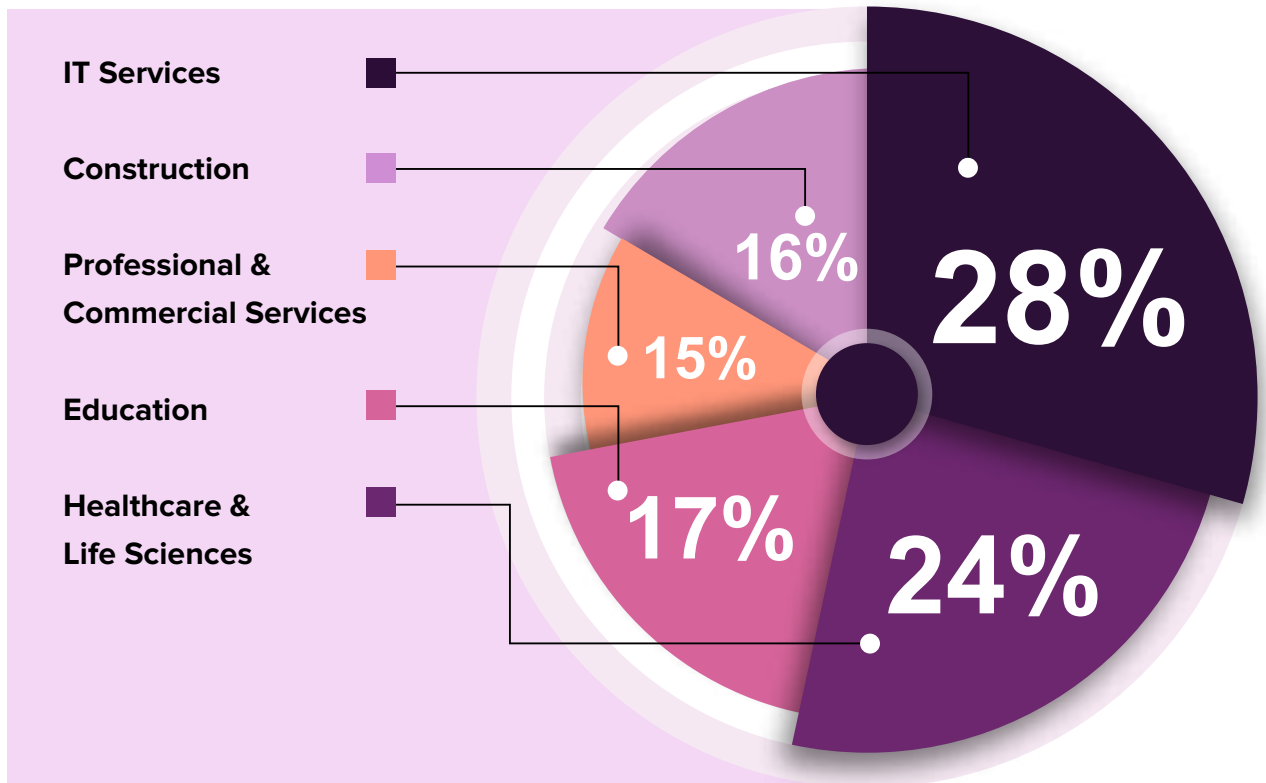
The startups in the Northern region have shown **average year-on-year growth of 32%**, where **51% average growth was noticed for the years 2017-19.**

## Top Performing Districts in Tier 2/3 Cities:

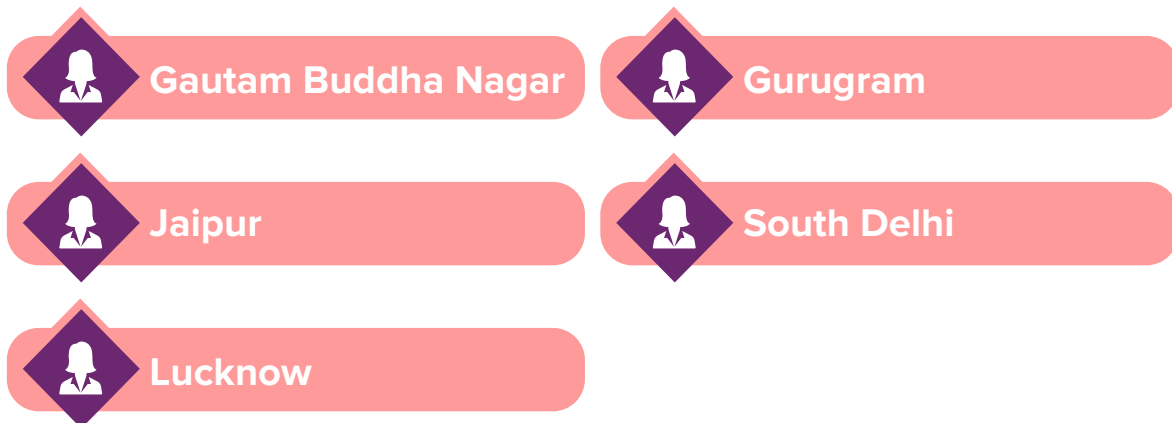


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:



*\*Performance is measured in terms of number of startups*

# Employment Numbers:

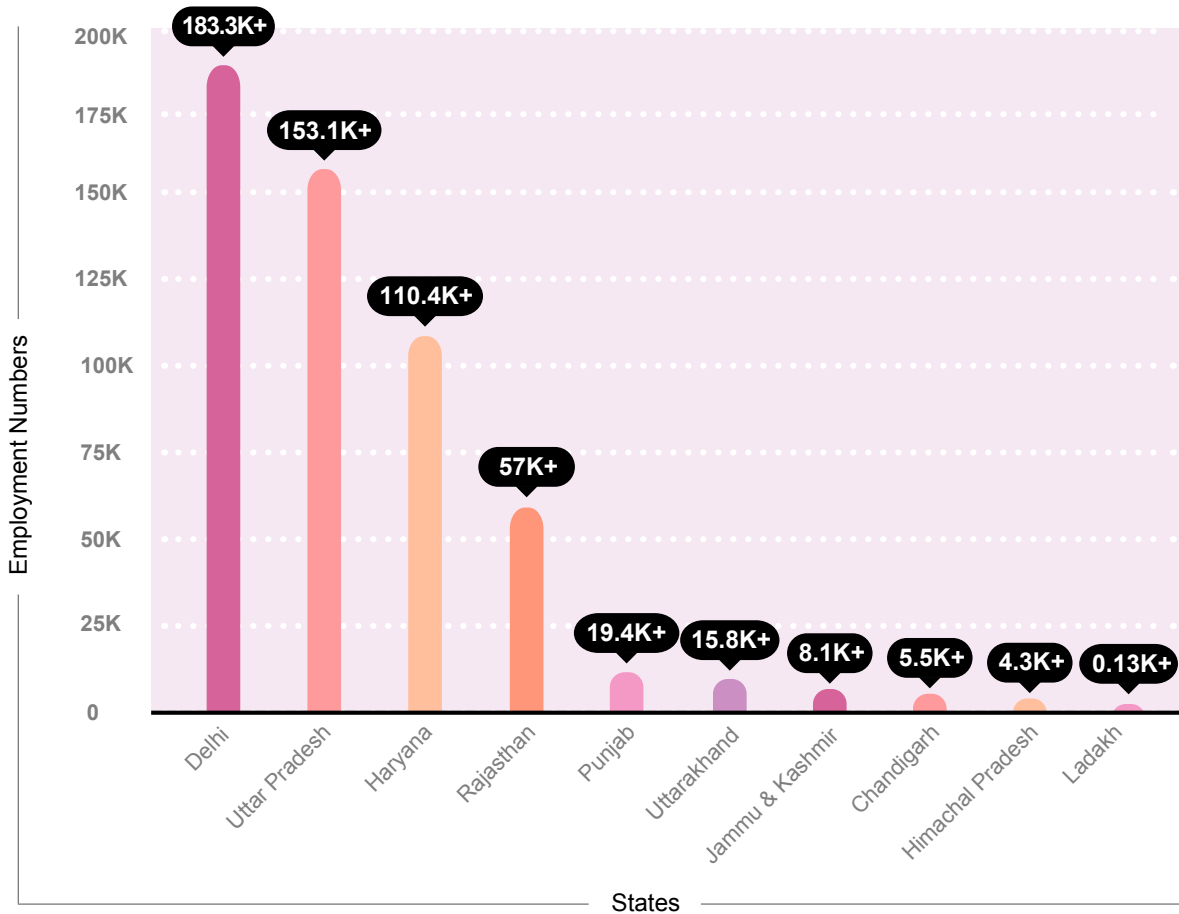


Figure 9: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Jaipur accounted for over 50% of Rajasthan's startups, with 2,848 startups by 2024, solidifying its position as the state's innovation powerhouse.
- Ladakh, despite its small population and harsh terrain, has seen recognition of 5 startups each year from the years 2022-2024 taking the total count of certificates issued to 18 in the state.
- Ambala witnessed a staggering 340% growth in startups between 2020 and 2021, while Hisar achieved an even higher 380% rise during the same period, making them key entrepreneurial hotspots.
- Amritsar recorded a 97% surge in startups between 2022 and 2023, and S.A.S. Nagar (Mohali) saw an 86% growth between 2020 and 2022, showcasing Punjab's growing ecosystem.
- Kangra led Himachal Pradesh's startup story with 122 startups by 2024, with a significant growth of 130% in 2021, proving small towns can drive innovation too.
- With the highest startup density in India (certificates issued per 1 lakh of population), Delhi and Chandigarh reign as the nation's top innovation hubs.

# South Region

## States included

Andhra Pradesh

Karnataka

Kerala

Puducherry

Tamil Nadu

Telangana

**28.23%**

total certificates issued  
from the South region

**44.5K+**

total certificates issued in  
the region

**21K+**

women-led startups

**21.4K+**

startups from Tier 2/3 cities

**4.7L+**

employment generated

**11**

average employment  
per startup

# Year-wise Increase in the Number of Startups:

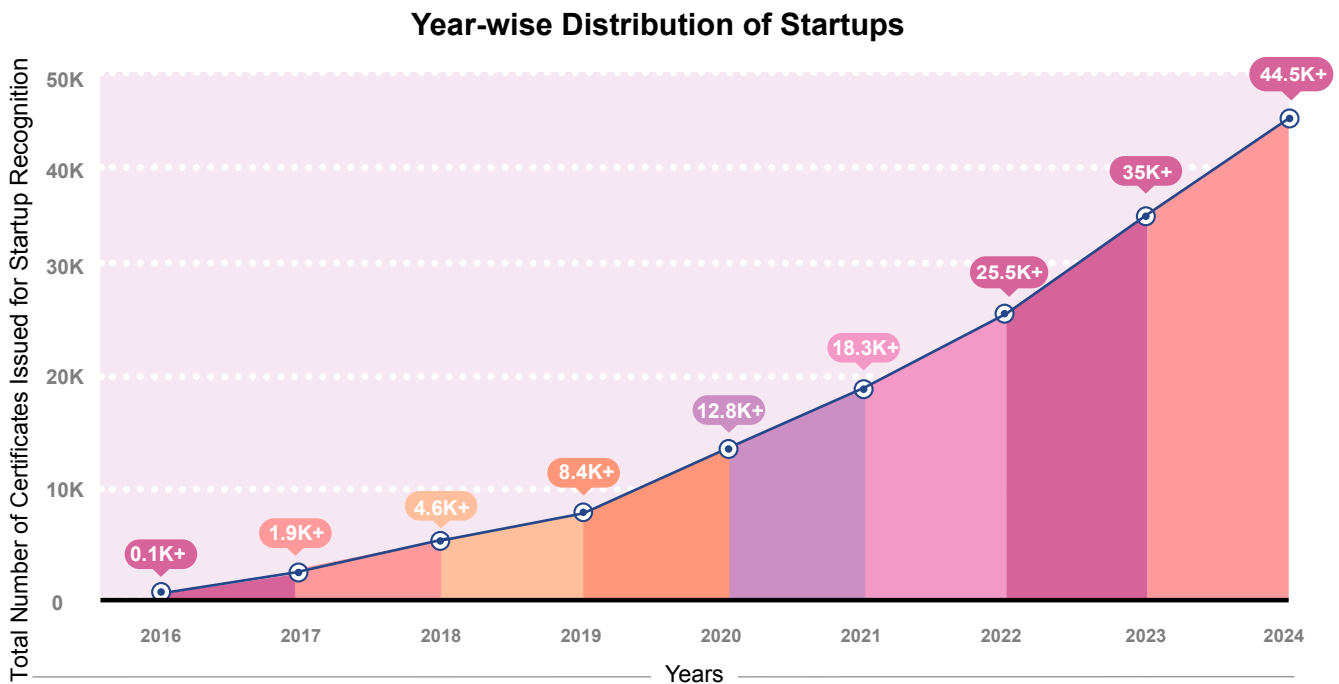
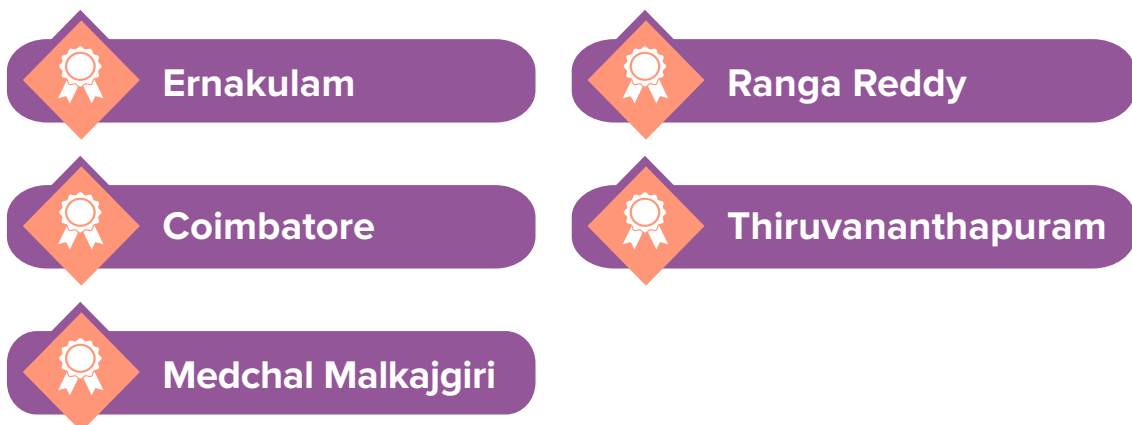


Figure 10: Year-wise startups with total certificates issued in the South Region

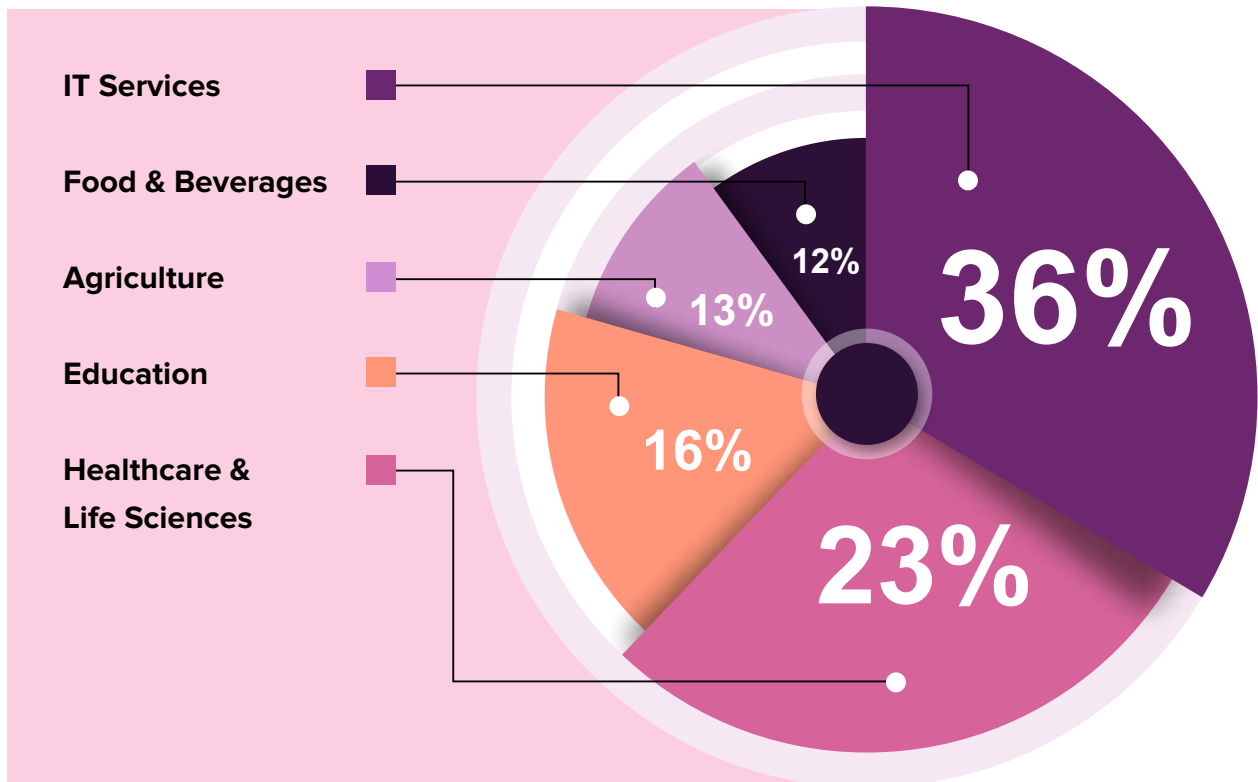
The startups in the Southern region have shown **an average year-on-year growth of 28%**, where **average growth of 48%** was noticed for the years 2017-2019.

## Top Performing Districts in Tier 2/3 Cities:

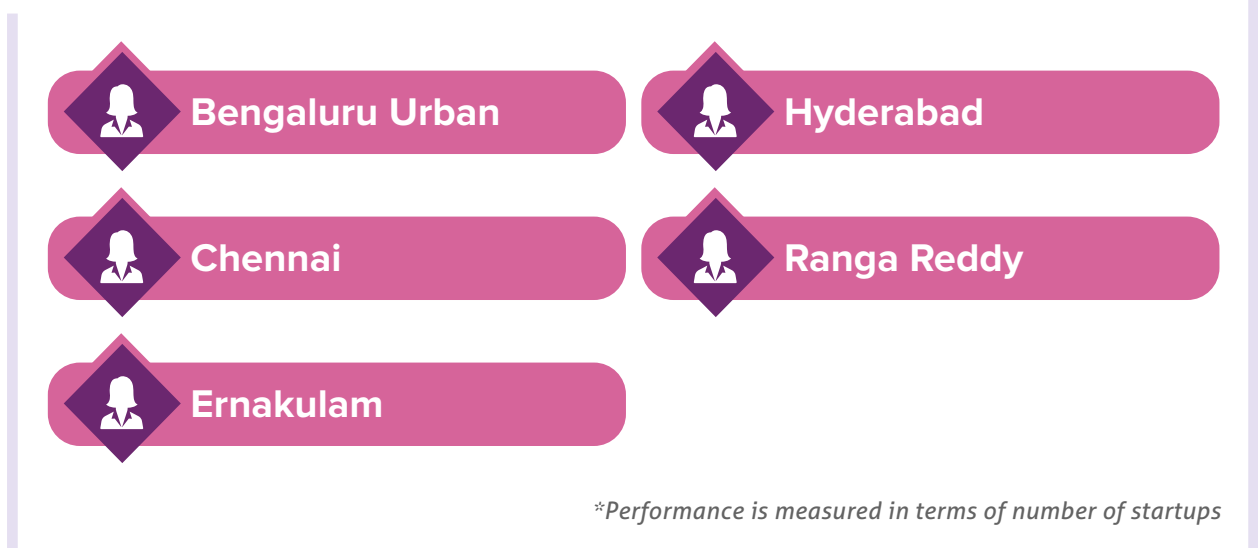


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:



# Employment Numbers :

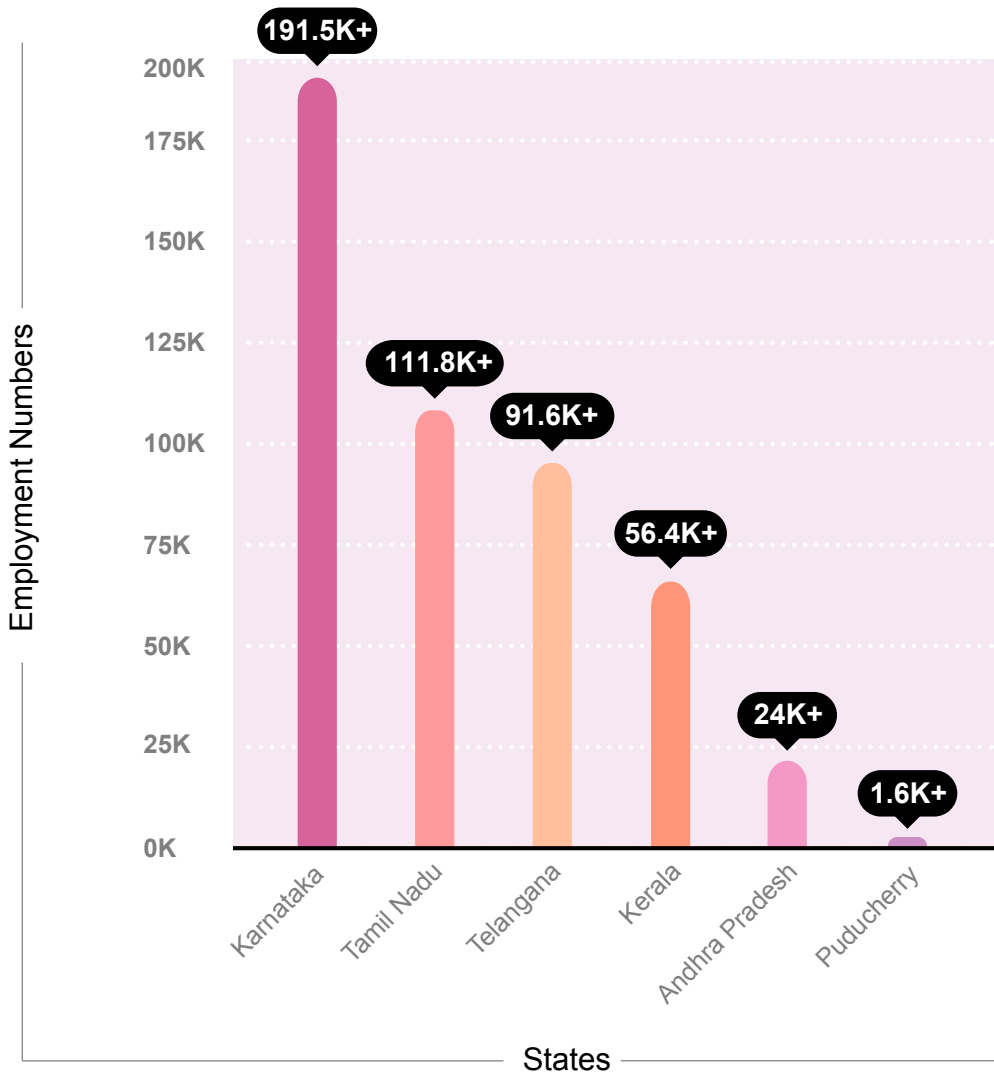


Figure 11: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Bengaluru Urban district alone accounts for 13,448 startups by 2024, which is over 80% of Karnataka's total startups, solidifying its reputation as India's "Silicon Valley."
- Kozhikode recorded impressive growth, rising from 73 startups in 2019 to 611 by 2024, growing at an average rate of 54.53% per year, marking it as a hotspot beyond Thiruvananthapuram.
- Telangana's Medak district witnessed a 142% growth in startups between 2020 and 2021, reaching 115 startups by 2024.
- Tamil Nadu's Chengalpattu district experienced exceptional growth, with 872 startups by 2024, achieving an average annual growth rate of 43.78%, making it a key entrepreneurial center.
- Karnataka & Telangana have the highest startup density (Number of certificates issued per 1 lakh of population) among the Southern states.
- Telangana's Ranga Reddy district reached 1,988 startups by 2024, growing at an average annual rate of 31.78%, showcasing consistent innovation.

# Northeast Region

## States included

Arunachal Pradesh

Assam

Manipur

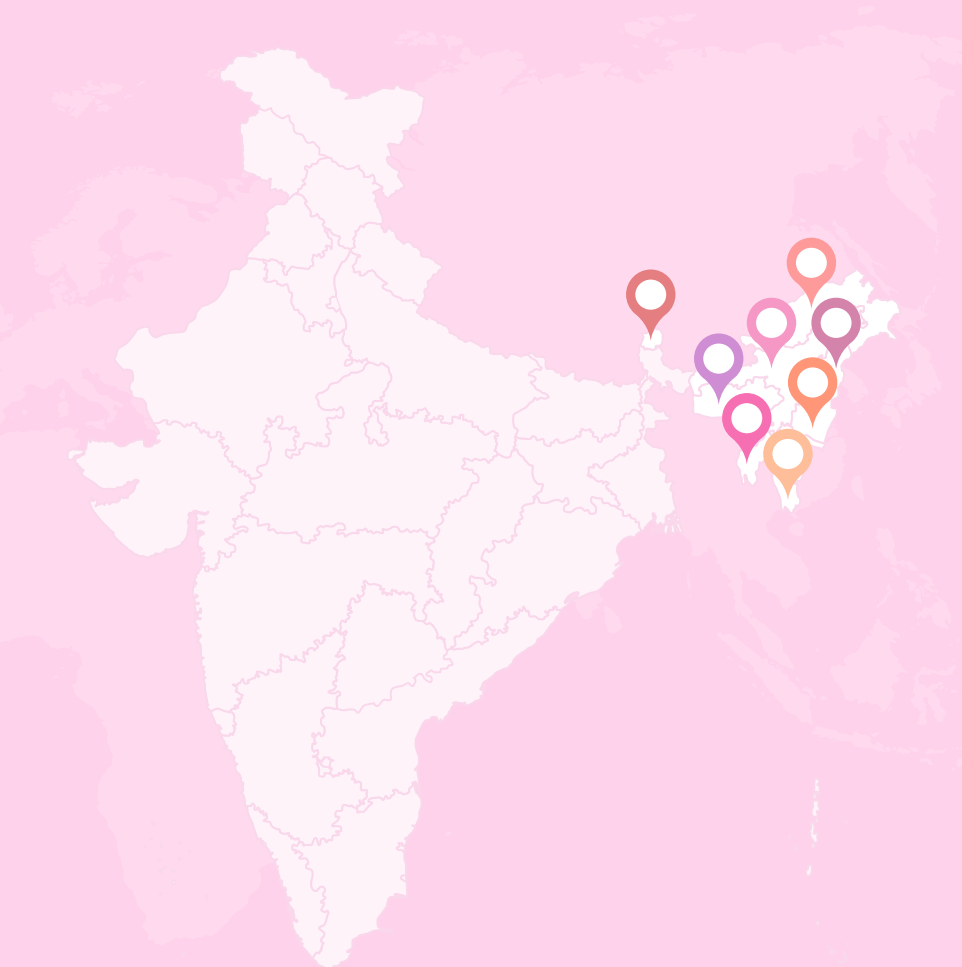
Meghalaya

Mizoram

Nagaland

Sikkim

Tripura



**1.3%**

total certificates issued in the region

**2K+**

total certificates issued in the region

**900+**

women-led startups

**2K+**

startups from Tier 2/3 cities

**22.8K+**

employment generated

**11**

average employment per startup

# Year-wise Increase in the Number of Startups:

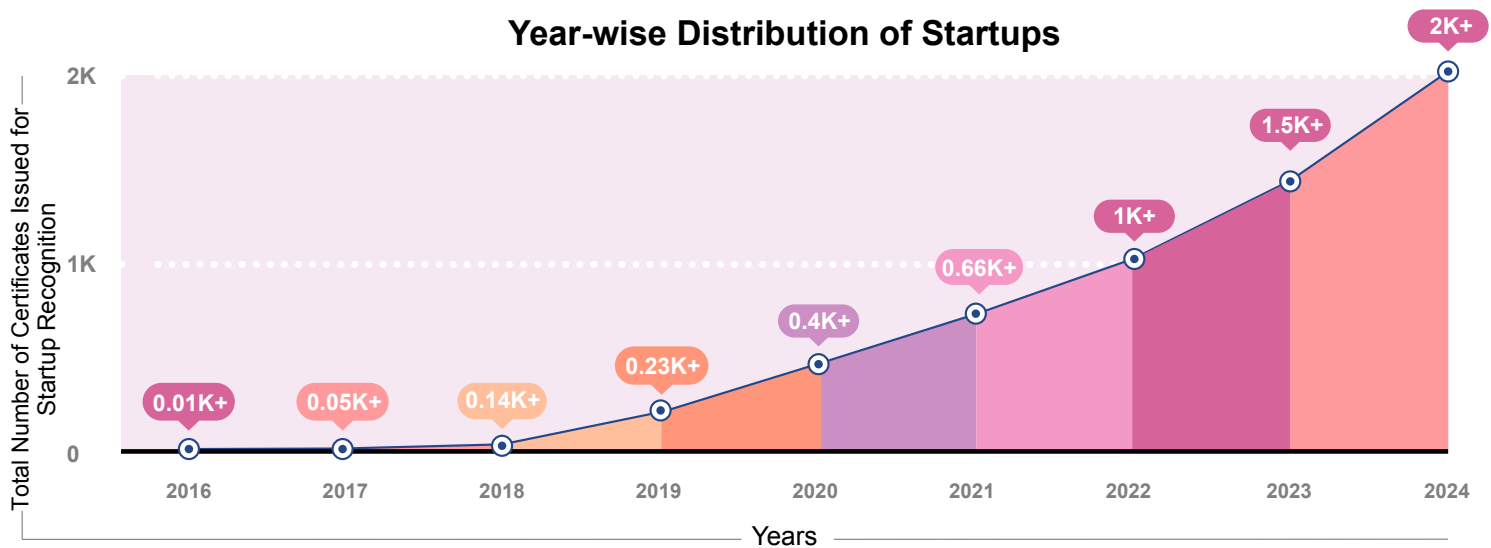
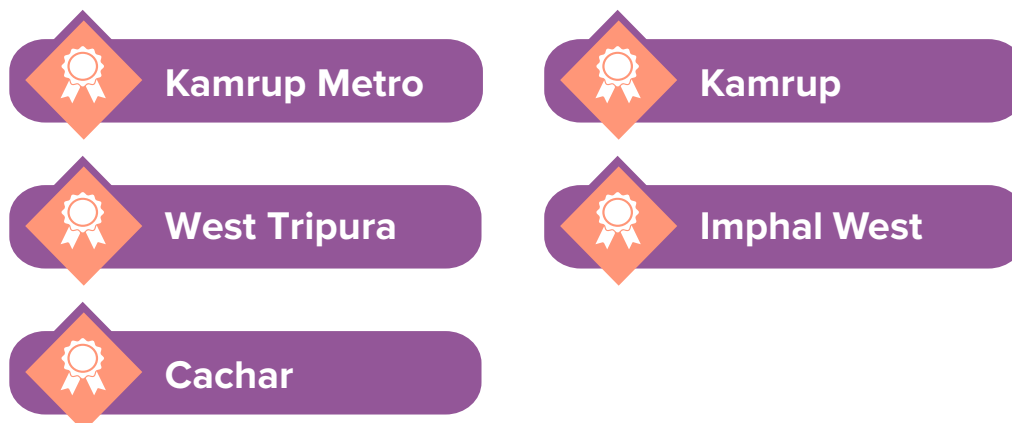


Figure 12 State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

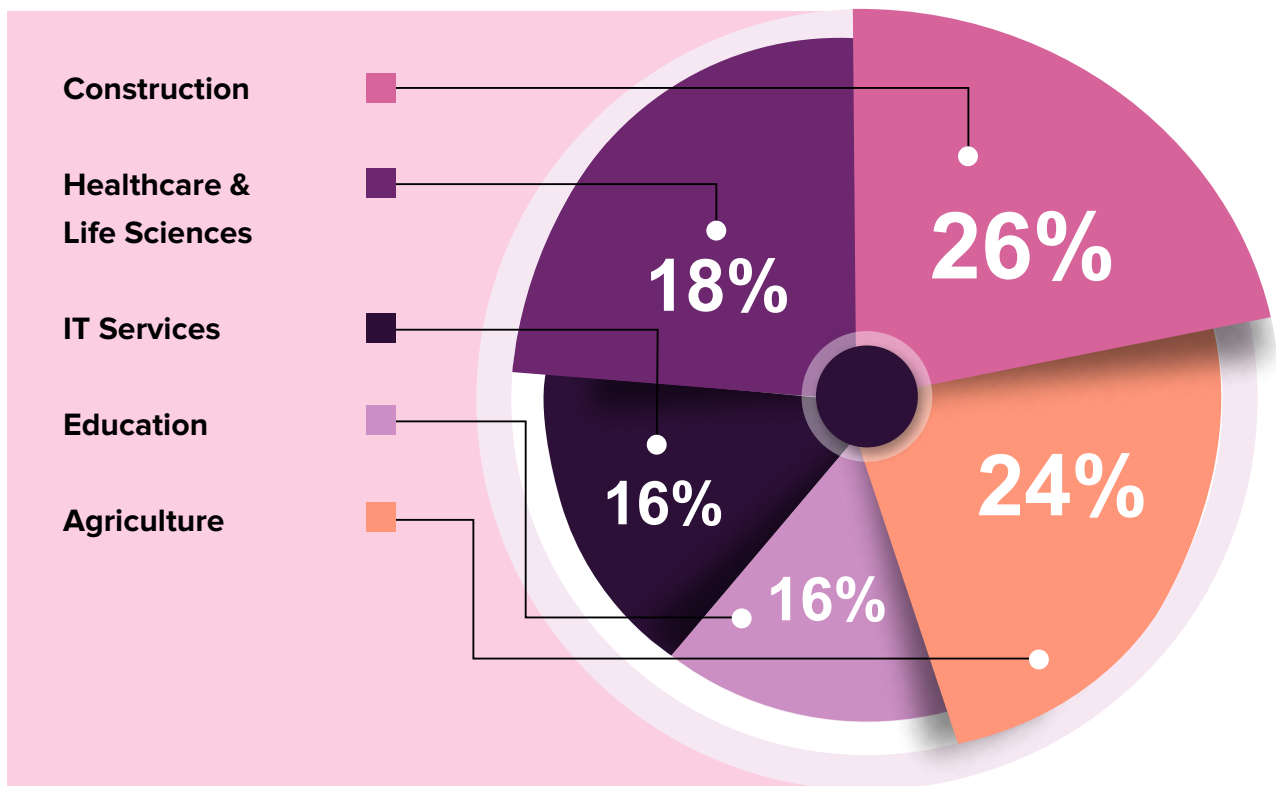
The startups in the North East region have shown an **average year-on-year growth of 46%**, where **60% average growth was noticed for the years 2017-2021**.

## Top Performing Districts in Tier 2/3 Cities:

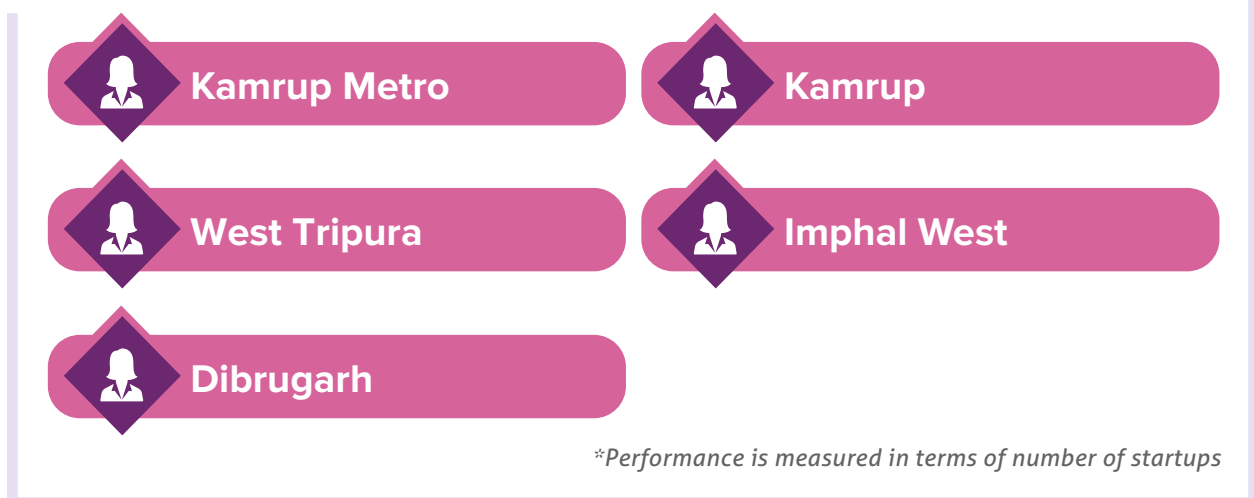


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:



# Employment Numbers:

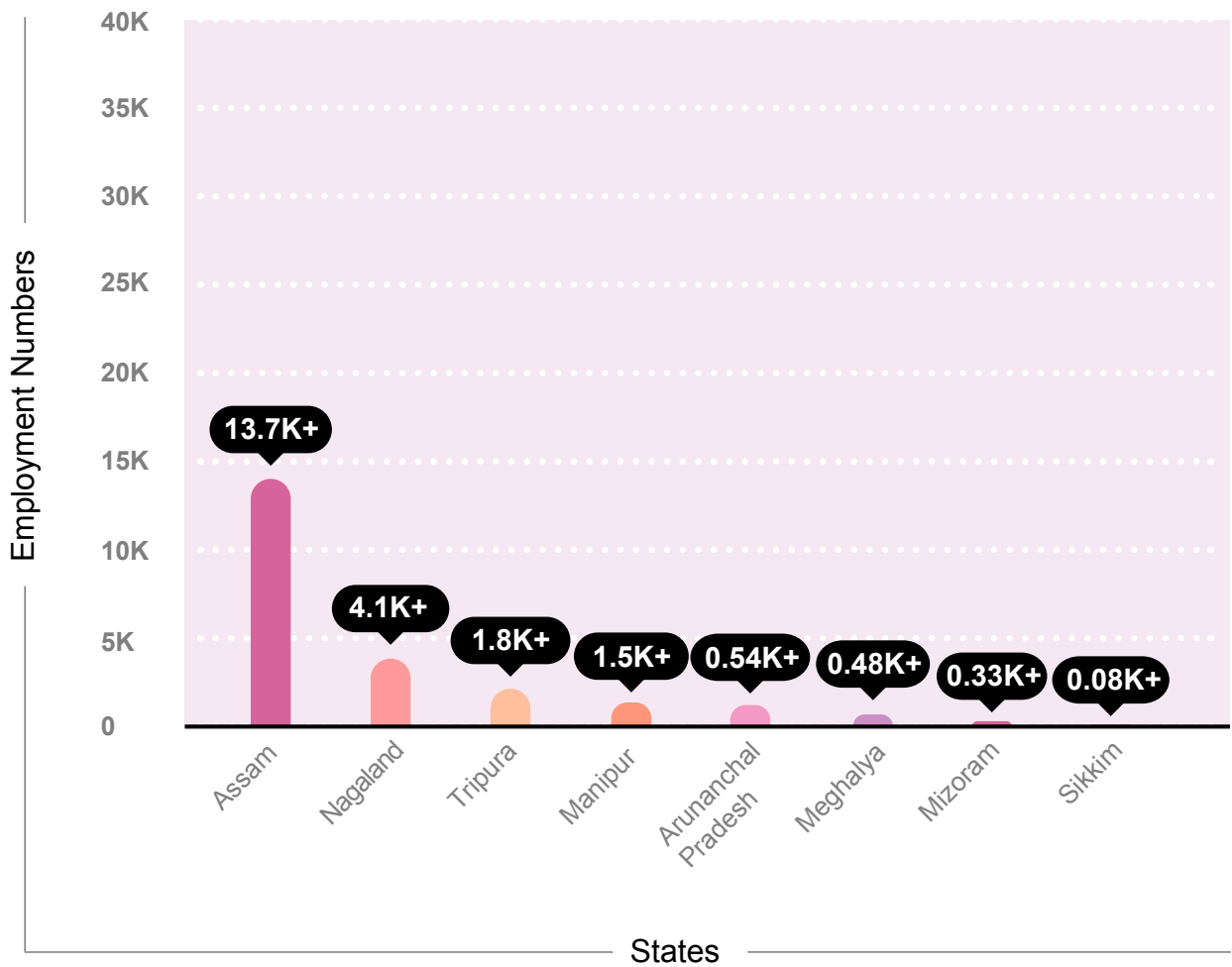


Figure 13: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Arunachal Pradesh experienced a 125% growth in startups in 2021, highlighting its evolving startup ecosystem.
- Manipur has steadily increased its startup recognitions, reaching 179 by 2024, with a notable 184.62% growth in 2020-21.
- Over the past five years, Tripura has maintained an impressive average growth rate of 66% in startup recognitions, solidifying its position.
- Nagaland witnessed a remarkable 214.29% growth in 2023, with Dimapur leading the way as the state's startup hub.

# West Region

## States included

Dadra and Nagar Haveli  
and Daman and Diu

Goa

Gujarat

Maharashtra

**26.40%**

total certificates issued  
in the region

**41.6K+**

total certificates issued in  
the region

**20K+**

women-led startups

**15K+**

certificates issued from  
Tier 2/3 Cities

**4.7L+**

employment generated

**11**

average employment  
per startup

# Year-wise Increase in the Number of Startups:

## Year-wise Distribution of Startups

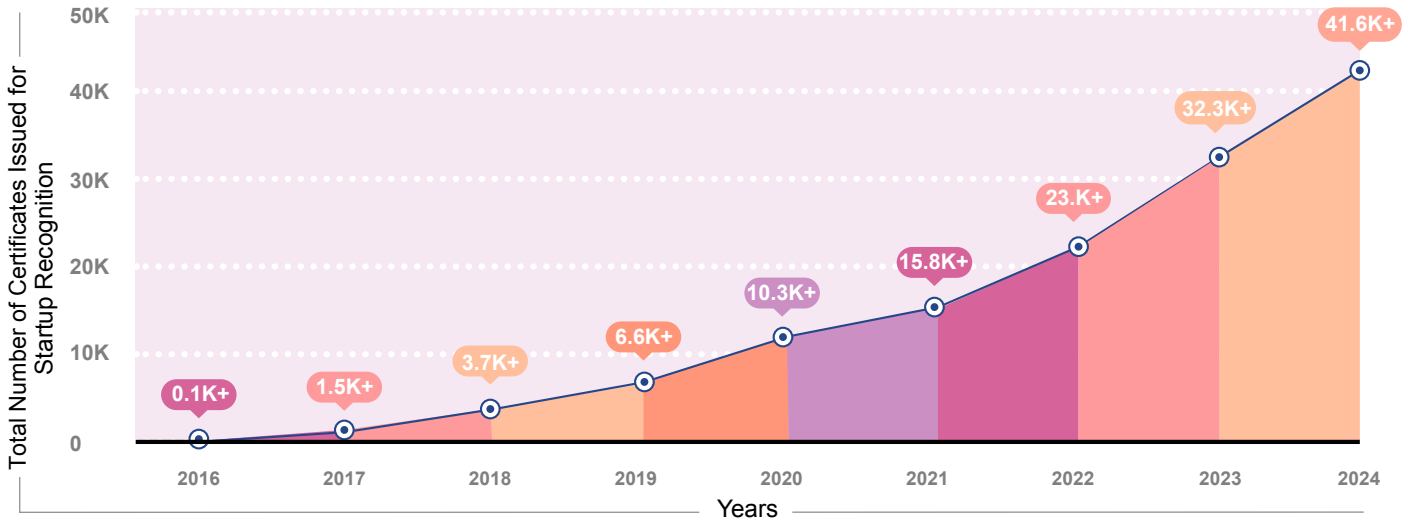
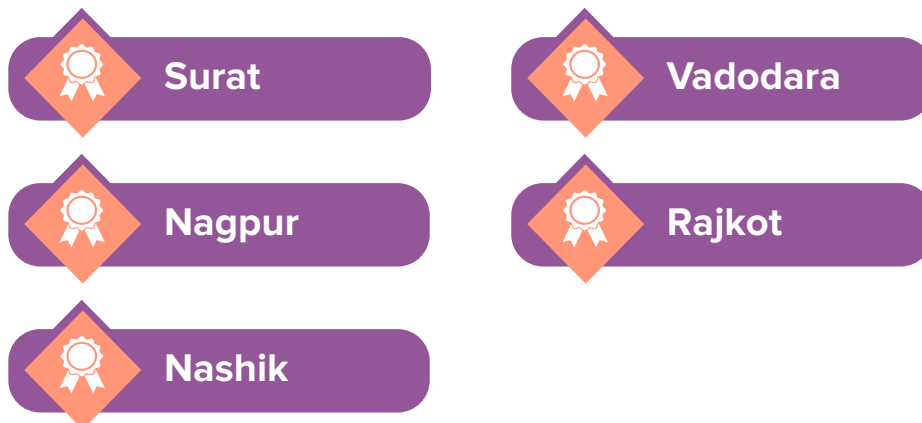


Figure 14: Year-wise startups with total certificates issued in the West Region

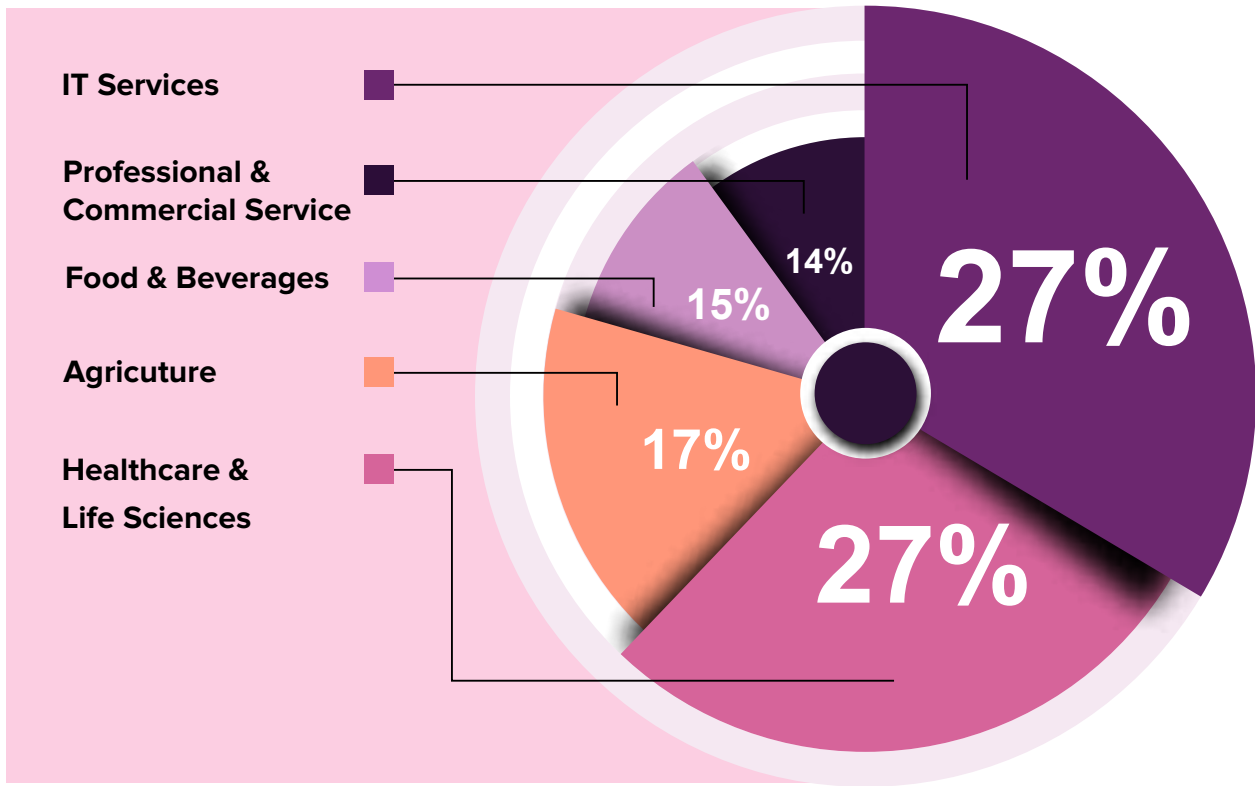
The startups in the West Region have shown an **average year-on-year growth of 32%**, where **41% average growth was noticed for the years 2017-2021**.

## Top Performing Districts in Tier 2/3 Cities:

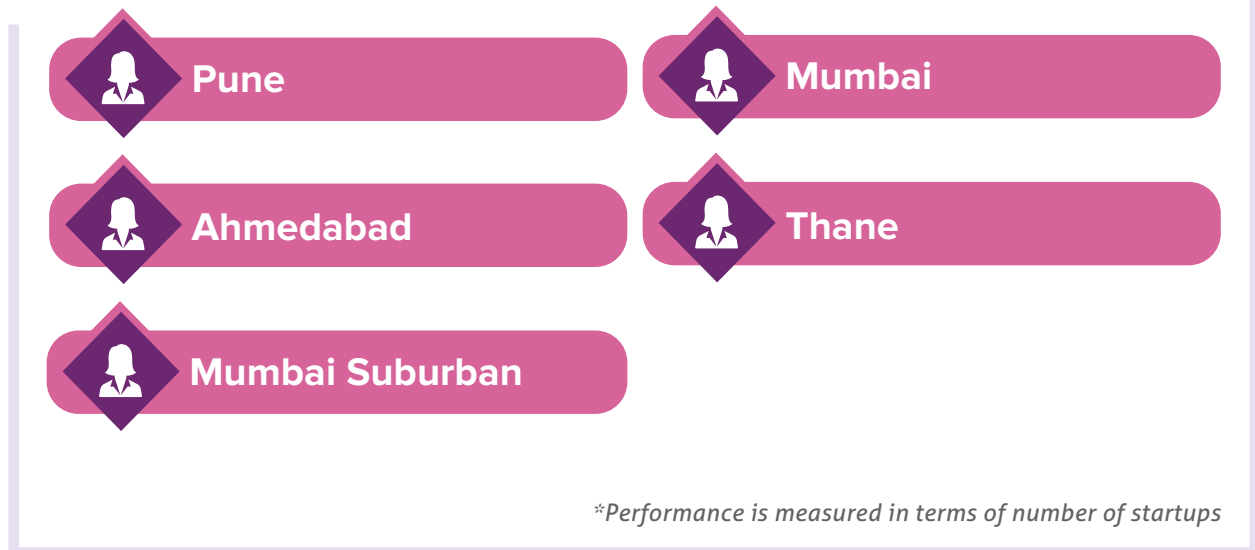


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts in Terms of the Highest Number of Women-led Startups:



# Employment Numbers:

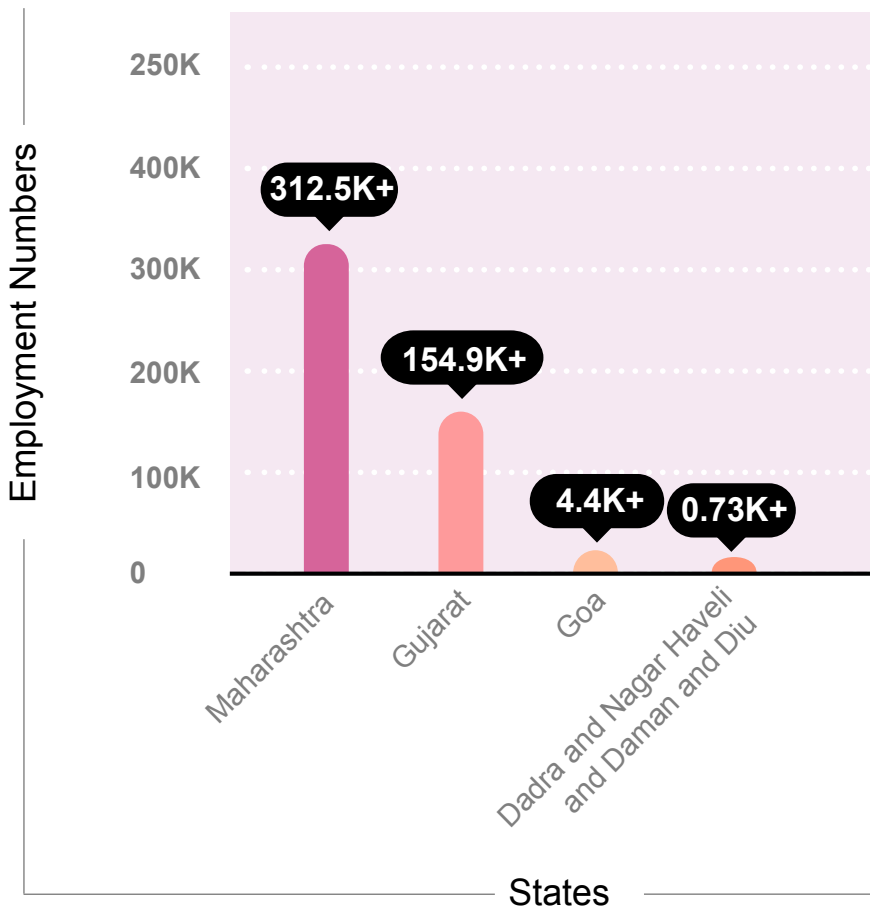


Figure 15: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Navsari in Gujarat recorded a 6X growth in startups between 2018 and 2023, highlighting its emerging role as a startup-friendly district.
- Rajkot saw its startup recognitions rise significantly by 182% between the years 2021-2024, marking a remarkable growth.
- Goa's startups grew by an impressive 120% from 2017 to 2018, with North Goa consistently outpacing South Goa in contributions.
- Washim in Maharashtra recorded a 7X growth in startups between 2019 and 2024, showcasing its surprising potential in fostering entrepreneurship.
- Jamnagar in Gujarat experienced a dramatic increase in startup recognitions by 126%, between 2020-2024.
- Goa has the highest startup density (Number of certificates issued per 1 lakh of population) among the Western states.

# East Region

## States included

Bihar

Jharkhand

Odisha

West Bengal

**7.99%**

total certificates issued from the East region

**12.6K+**

total certificates issued in the region

**6.2K+**

women-led startups

**10K+**

startups from Tier 2/3 cities

**1.2L+**

employment generated

**10**

average employment per startup



# Year-wise Increase in the Number of Startups:

## Year-wise Distribution of Startups

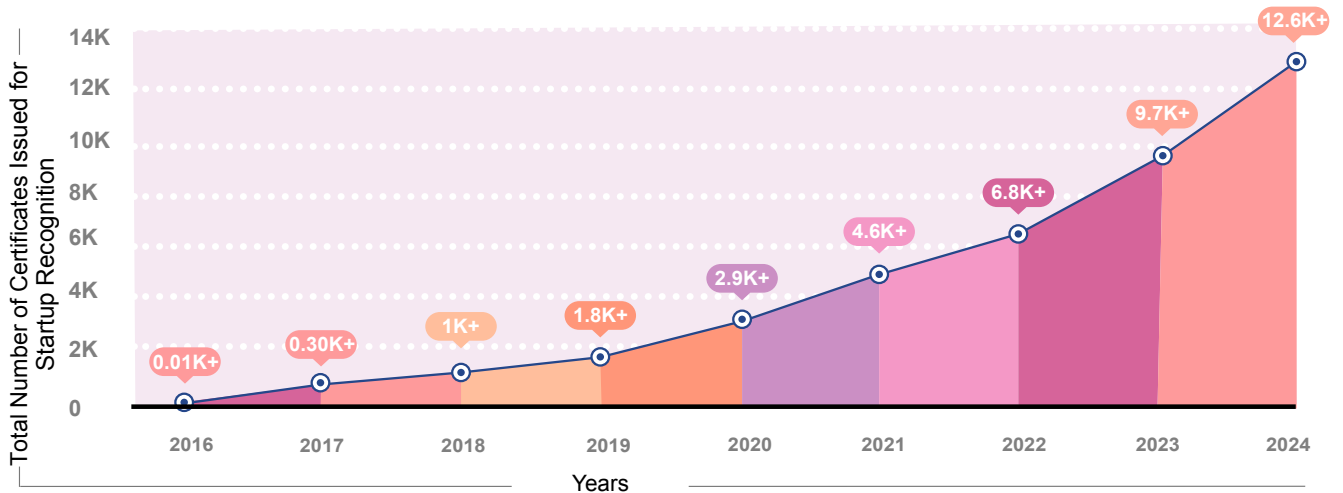


Figure 16: Year-wise startups with total certificates issued in the East Region

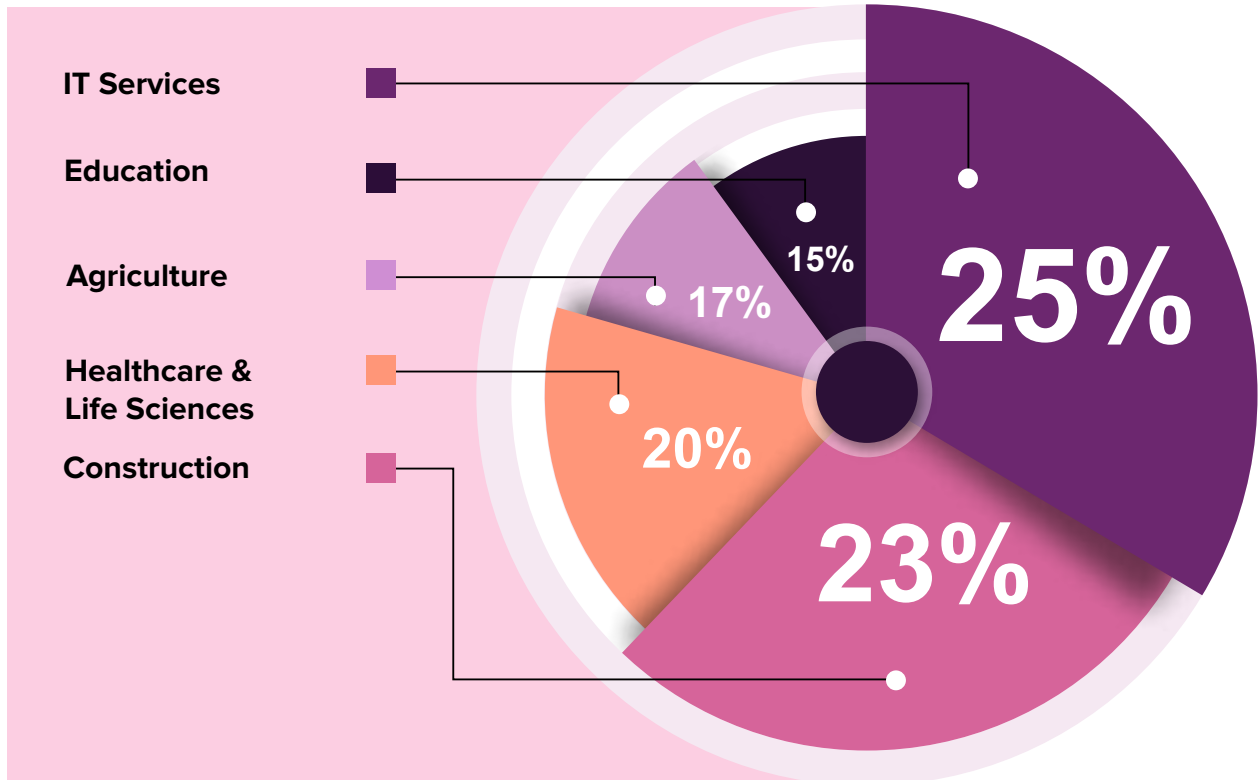
The startups in the East region have shown an **average year-on-year growth of 36%**, where an **average growth of 46%** was noticed for the years **2018-2020**.

## Top Performing Districts in Tier 2/3 Cities:

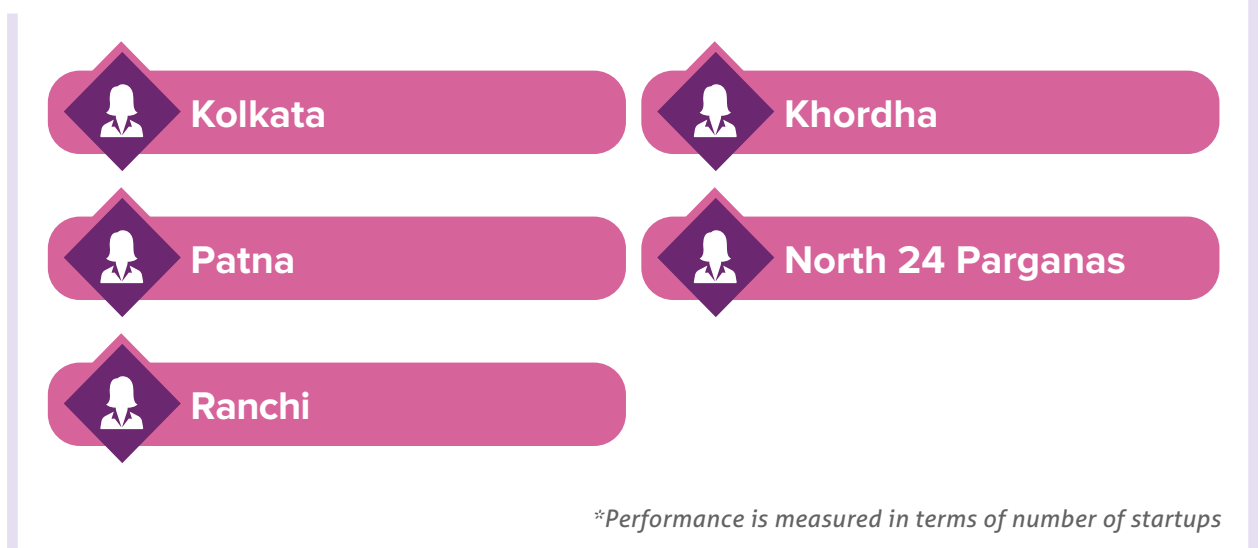


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:



# Employment Numbers:

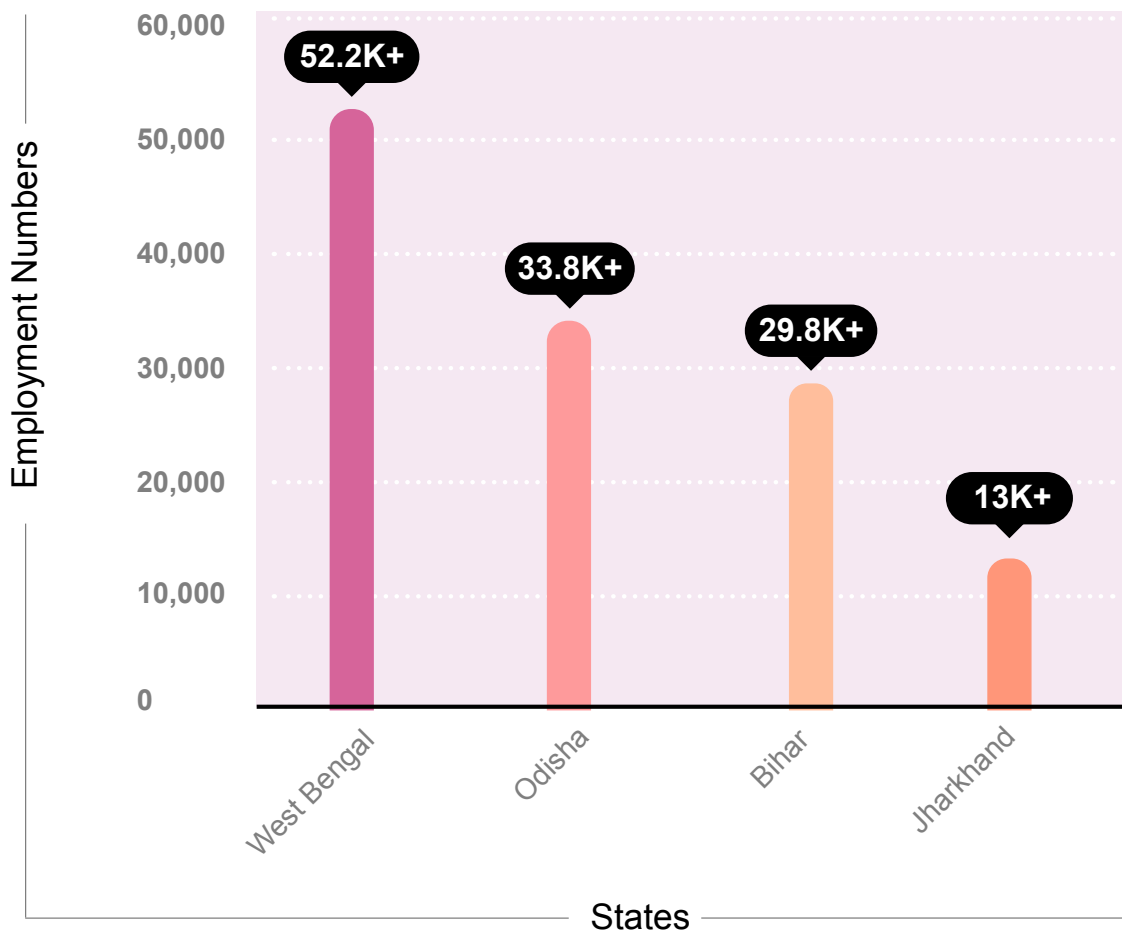


Figure 17: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Sitamarhi, Bihar has shown a 20X increase in startup recognition between the years 2016-2024, showcasing the growing startup ecosystem in the district
- Odisha has a balanced spread across its districts, but Khordha stands out with 1,500+ startups, making it the heart of the state's startup activity.
- Despite the challenges of 2020, most states like Jharkhand and Odisha sustained double-digit growth in recognised startups between 2021 and 2024, reflecting resilience in the startup ecosystem.
- Sitamarhi, Bihar has shown a 20X increase in startup recognition between the years 2016-2024, showcasing the growing startup ecosystem in the district
- Bokaro recorded a 115% growth in startups from 2022 to 2023, setting a solid benchmark for its startup ecosystem.

# Central Region

## States included

Madhya Pradesh

Chattisgarh

**4.33%**

total certificates issued  
in the region

**6.8K+**

total certificates issued  
in the region

**3.1K+**

women-led startups

**6.8K+**

startups from Tier 2/3 cities

**68.9K+**

employment generated

**10**

average employment  
per startup

# Year-wise Increase in the Number of Startups:

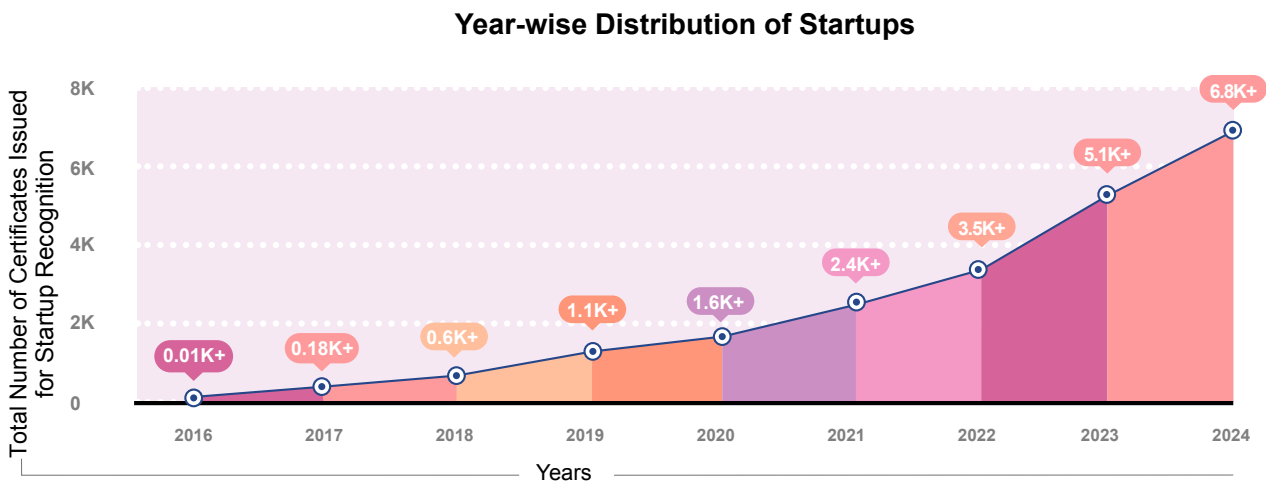
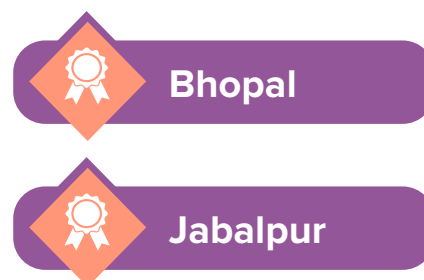
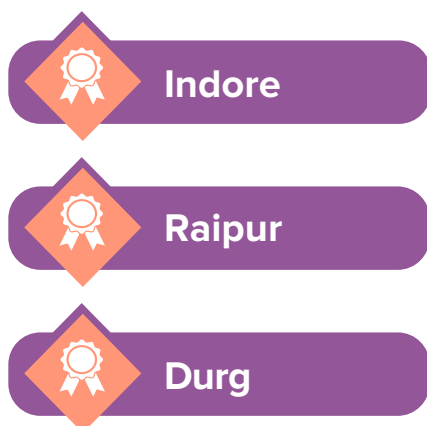


Figure 18: Year-wise startups with total certificates issued in the Central Region

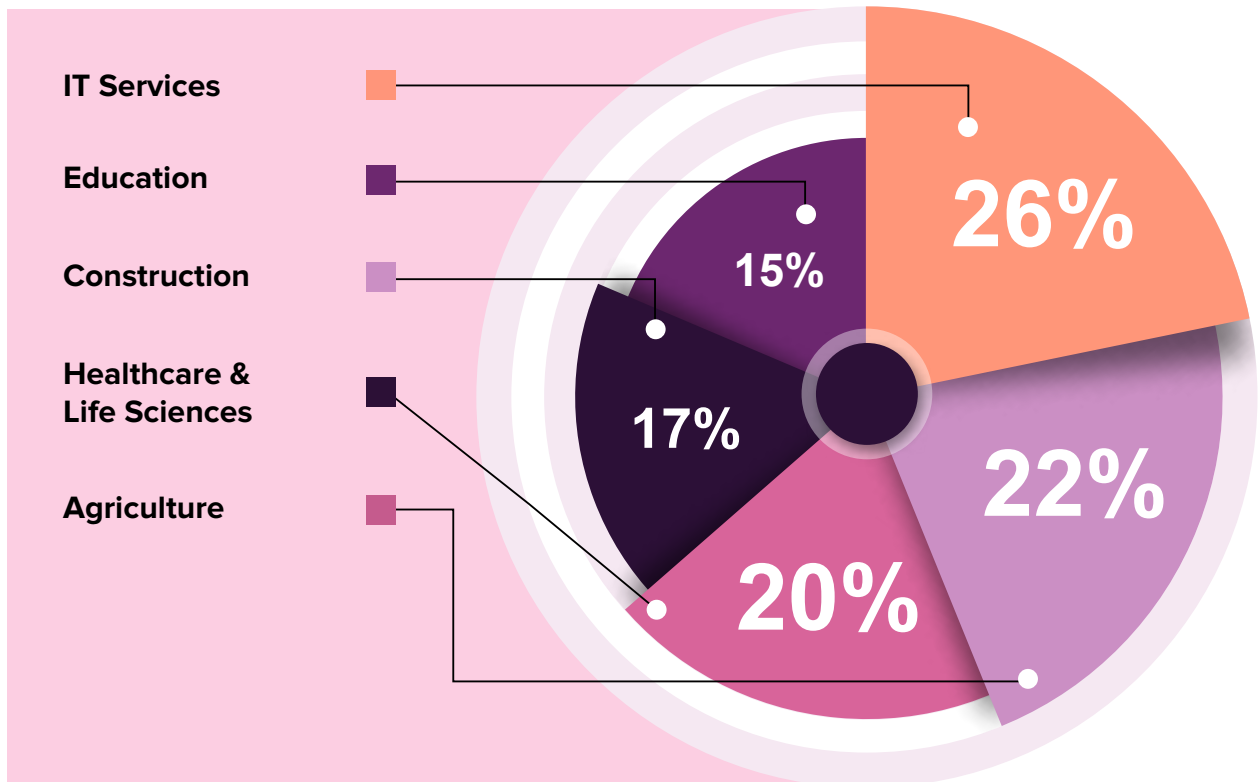
The startups in the Central Region have shown an **average year-on-year growth of 45%**, where **87% average growth was noticed for the years 2018-19.**

## Top Performing Districts in Tier 2/3 Cities:

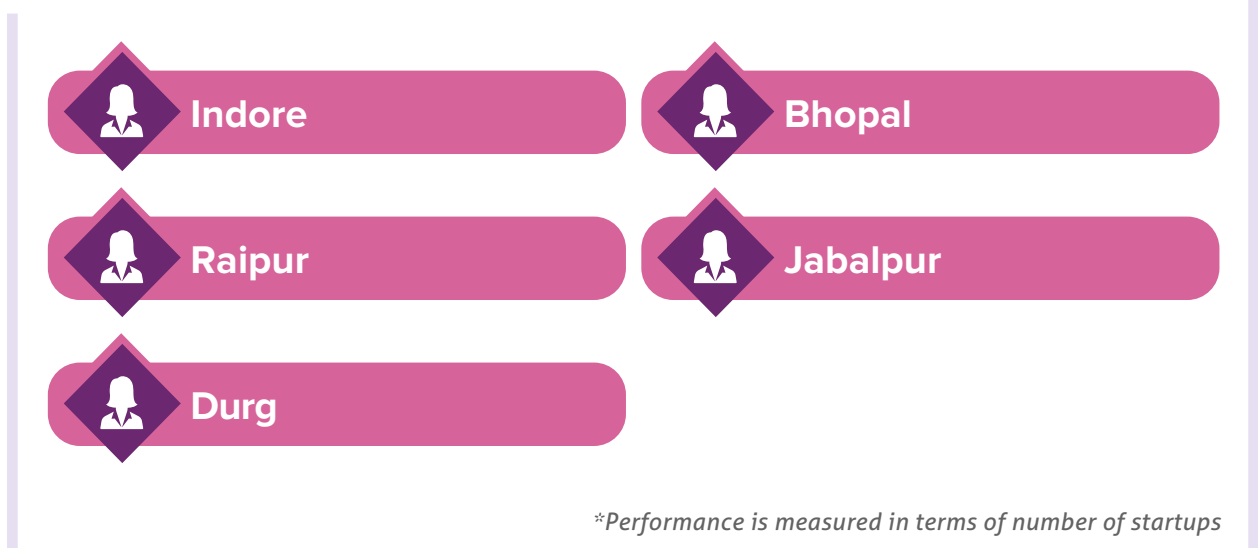


\*Performance is measured in terms of number of startups

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:



## Employment Numbers:

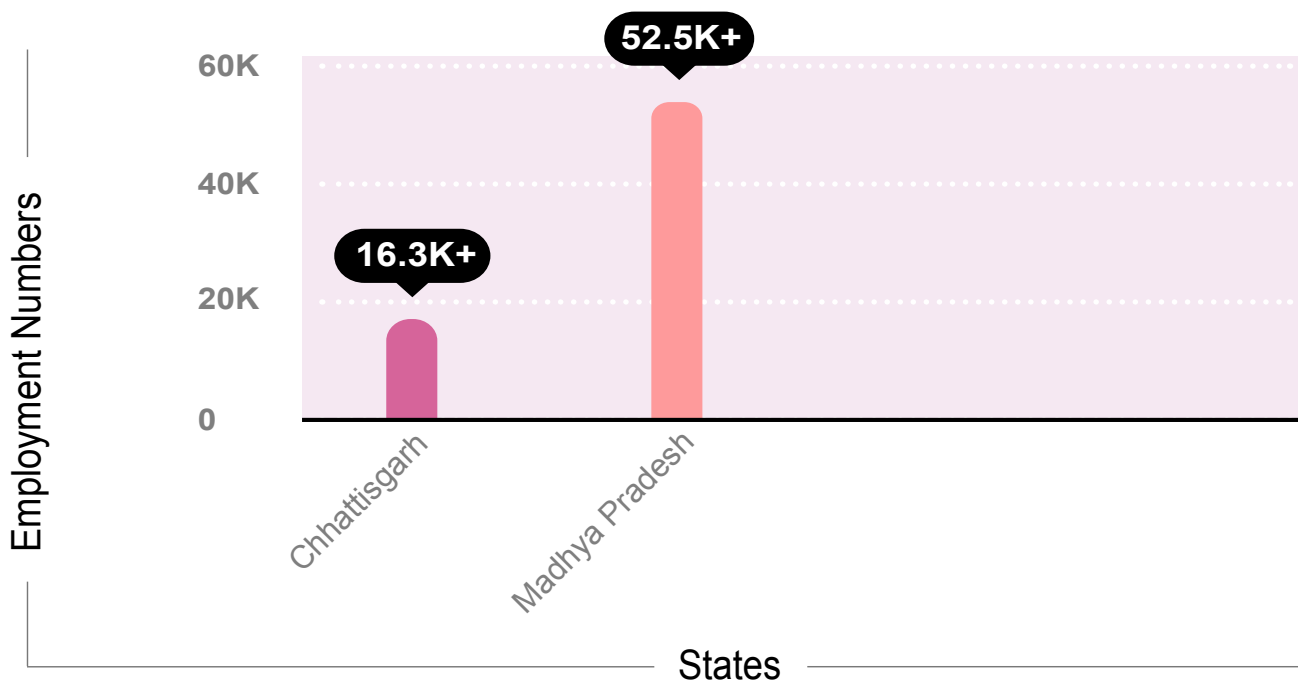


Figure 19: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

### Did You Know?



- Bilaspur in Chhattisgarh saw an impressive jump in startup recognitions, growing nearly 5X between 2020 and 2024.
- Gwalior experienced a significant leap in startup activity, with a 122% growth in the last 5 years, marking a new chapter in its entrepreneurial journey.
- Smaller districts like Durg in Chhattisgarh recorded substantial growth, with a 145% increase in startups during 2017-18 growth period.
- Witnessing an impressive 86% rise in startup recognitions between 2018 and 2020, Guna, Madhya Pradesh, has emerged as a rapidly growing entrepreneurial hub in the central region.

# Islands

## UT included

Andaman and Nicobar Islands

Lakshadweep

**0.05%**

total certificates issued  
in the region

**74**

total certificates issued  
in the region

**31**

women-led startups

**74**

startups from Tier 2/3 cities

**523**

employment generated

**7**

average employment  
per startup

# Year-wise Increase in the Number of Startups:

## Year-wise Distribution of Startups

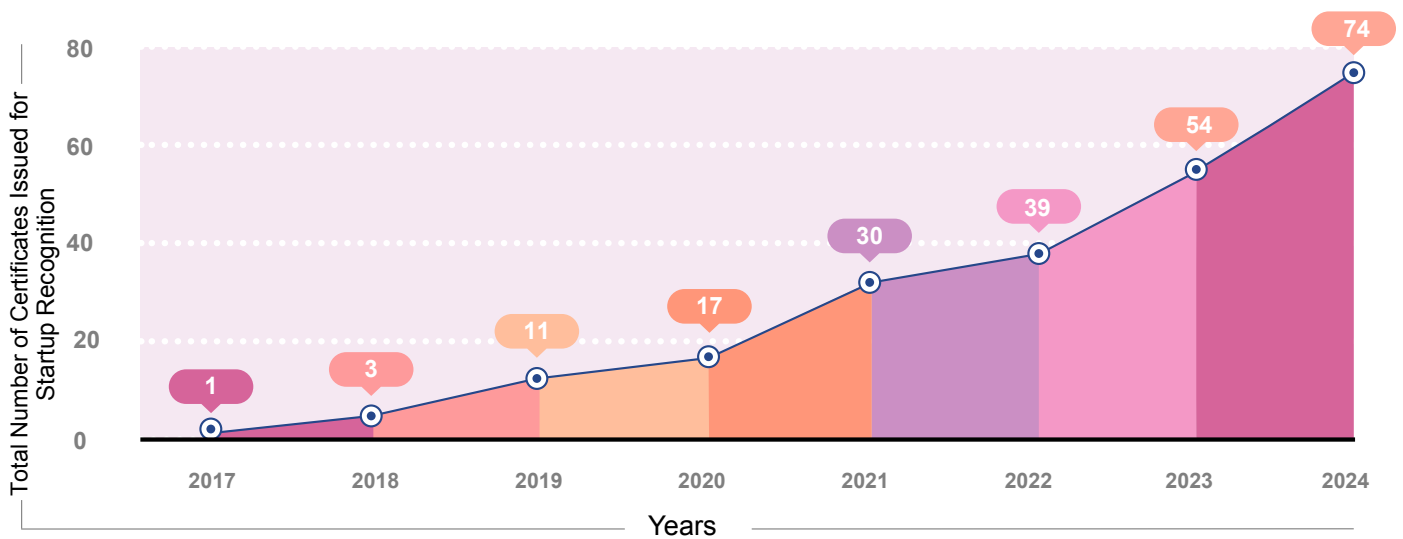


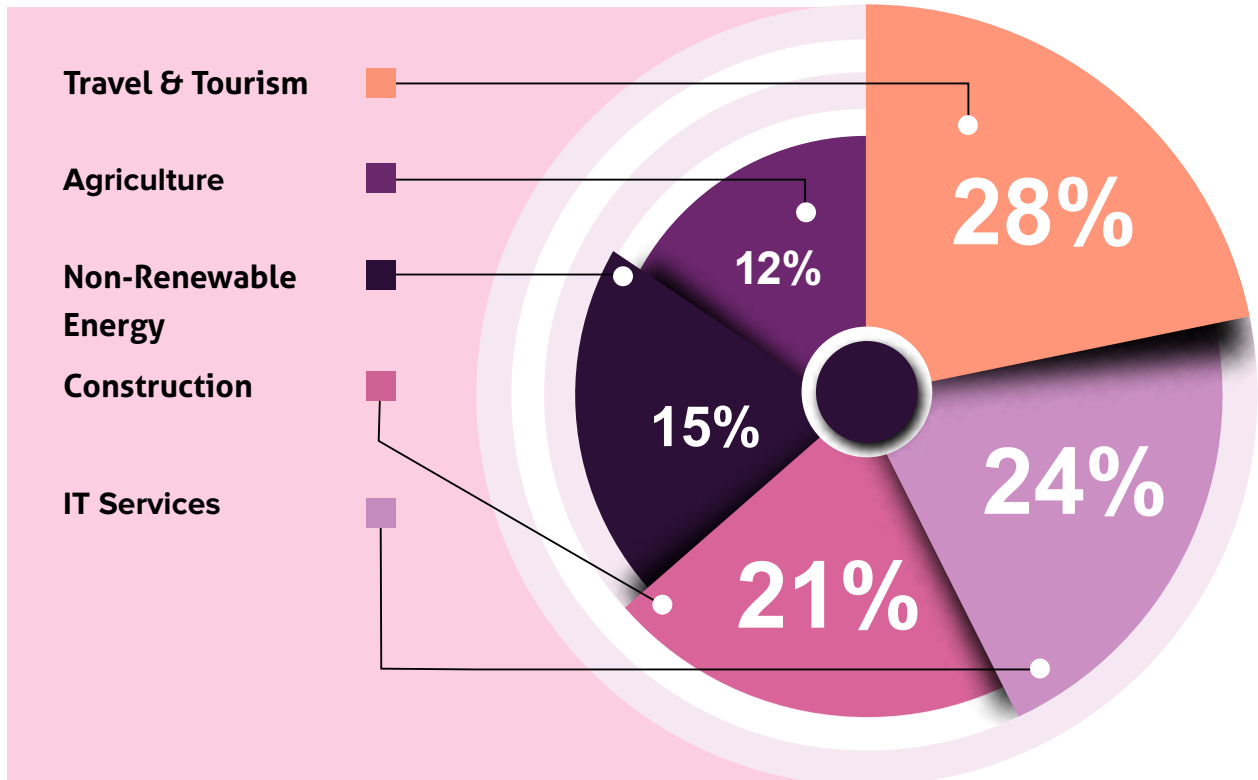
Figure 20: Year-wise startups with total certificates issued in the Islands

## Top Performing Districts in Tier 2/3 Cities:

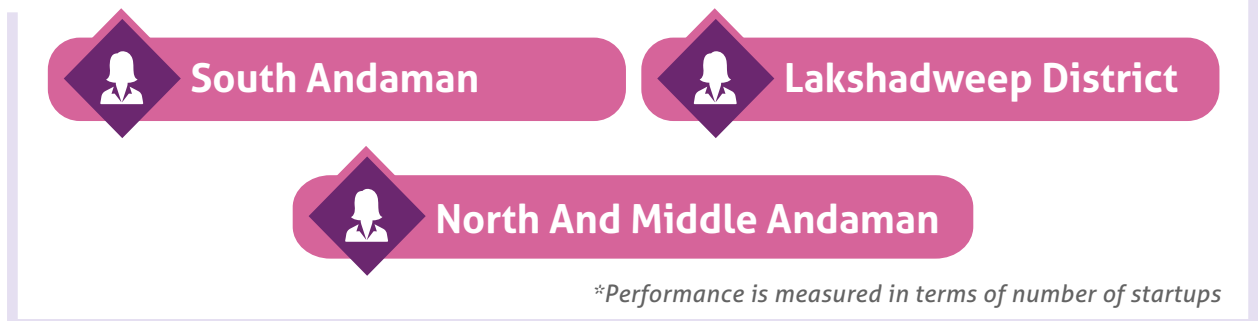
- South Andaman
- North & Middle Andaman
- Lakshadweep District
- Nicobar

*\*Performance is measured in terms of number of startups*

## Top Performing Industries:



## Top Performing Districts with the Highest Number of Women-led Startups:





# Employment Numbers:

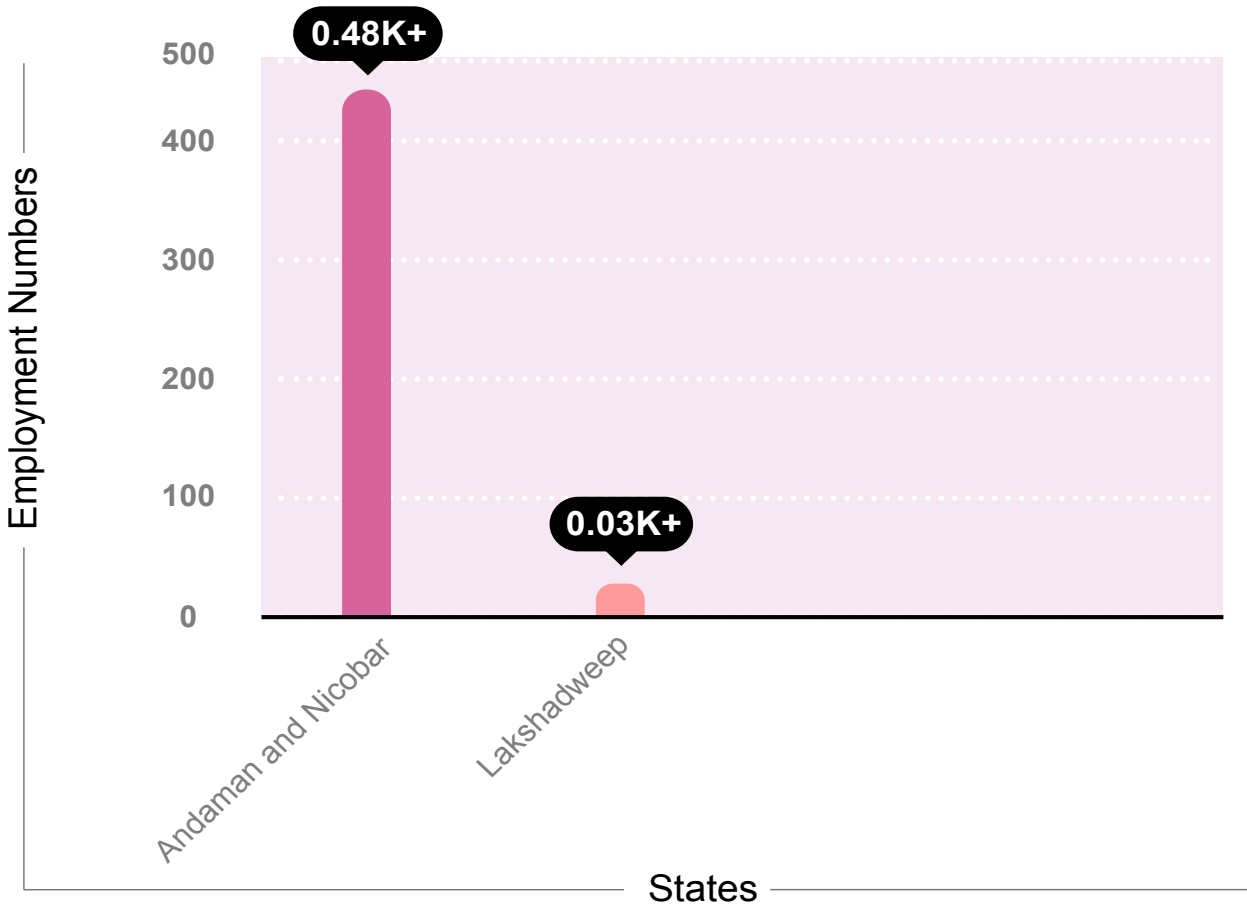


Figure 21: State-wise employment generated by startups (as self-reported by startups) within the time period 2016-2024

## Did You Know?



- Among India's islands, the Andaman and Nicobar Islands have the highest number of startups, contributing 96% startups across the islands.
- The number of startups in South Andamans surged from 9 in 2022 to 20 in 2024, showcasing a strong recovery and growth post-pandemic.
- The most significant growth was observed in 2018, with the total number of startups growing by 300%, primarily driven by South Andamans.

# Acknowledgement



## Key officials



**Shri Amardeep Singh Bhatia,**  
Secretary, DPIIT



**Shri Sanjiv,**  
Joint Secretary, DPIIT



**Shri Sumeet Kumar Jarangal,**  
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