



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

#startupindia

Presents



NATIONAL STARTUP AWARDS 2023

पीयूष गोयल
PIYUSH GOYAL



वाणिज्य एवं उद्योग,
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण तथा
वस्त्र मंत्री, भारत सरकार
MINISTER OF COMMERCE & INDUSTRY,
CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION AND
TEXTILES, GOVERNMENT OF INDIA



FOREWORD

The Startup India initiative, launched under the dynamic leadership of the Hon'ble Prime Minister in January 2016, has resulted in the exponential growth of the startup ecosystem. As a result, India has emerged as a global powerhouse for innovation and achieved multiple milestones in 2023. Over 1.15 lakh startups have now been recognized by DPIIT, and over 12 lakh direct jobs have been created by these recognized startups, indicating the overall strength of the system. Startups are now being recognized as an important pillar of the economy, which will help us achieve our goal of an *Aatmanirbhar Bharat*.

The precedent set by the Startup20 engagement group under India's historic G20 Presidency in 2023 is another major achievement for our startup ecosystem. India has successfully advocated for entrepreneurs on the world stage, emerging as a leader for the global startup ecosystem.

The National Startup Awards are an important endeavor to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises. The last three editions of the National Startup Awards have awarded startups that have gone on to create disruptive innovation in segments like space-tech, fintech, health-tech, and logistics among others. These startups have grown exponentially while securing global funding and scaling up their products and services worldwide, showcasing India as an important destination for innovation.

The current edition of the National Startup Awards has witnessed over 2,000 applications from all 36 States and Union Territories, another indicator of the growing appetite of the Indian youth for innovation. The next few years will be defining years for the Startup India initiative, and the efforts being put in by entrepreneurs all over the country are commendable.

I congratulate all the winners and finalists of the National Startup Awards 2023, and hope that they unlock the full potential of their innovations to create sustained global impact.

Piyush Goyal



राज्य मंत्री
वाणिज्य एवं उद्योग मंत्रालय
भारत सरकार
Minister of State
Commerce & Industry
Government of India

सोम प्रकाश, मा.प्र.से. (से.नि.)
SOM PARKASH, I.A.S. (Retd.)
सोम प्रकाश, आई.ए.एस. (रिटा.)

MESSAGE

The momentous step taken in 2016 with the launch of the Startup India initiative by our visionary Hon'ble Prime Minister has led to a revolutionary transformation of India's startup ecosystem. Today, India is home to over 1.15 lakh recognised startups. Entrepreneurship and innovation have become a *Jan Aandolan* across the length and breadth of the country, and we are witnessing an inclusive and diversified growth of startup ecosystem.

The growth of the startup ecosystem has been inclusive, and the Government has ensured that everyone is able to reap the benefits of the prosperity we are witnessing. About 50% of the DPIIT recognized startups in India emerge from tier 2 and tier 3 cities, showcasing the spread of innovation in all areas of the country. Our startups have created over 12 lakh direct jobs, clearly highlighting the magnitude of their contribution to the economy, realising the Hon'ble Prime Minister's vision of turning India to a country of job creators instead of job seekers.

The National Startup Awards is a flagship initiative of Department for Promotion of Industry and Internal Trade (DPIIT) which endeavours to recognize champions of innovation and entrepreneurship across the country and motivate aspiring entrepreneurs to emulate their success. I am pleased to share that the handholding support provided to the National Startup Awards 2022 finalists and winners includes support from over 25 government and ecosystem players, demonstrating collaboration and the dedication of all parts of the startup ecosystem.

Our startups are developing technologies across sectors like space, deep tech, clean tech among others, which showcase the technical prowess of our entrepreneurs. Indian startups are building solutions, which are creating a global impact through technology and innovation. Each year, I am heartened and proud to read about the applicants for the National Startup Awards and the wonderful ventures they are leading in different sectors.

I congratulate all winners and finalists of the National Startup Awards 2023, on this recognition. I wish them the best in this their journey, and encourage them to continue to contribute towards India's efforts to become the global innovation leader.

(SOM PARKASH)



#startupindia

Foreword

Shri Rajesh Kumar Singh

Secretary,
DPIIT, Ministry of Commerce and Industry



The launch of Startup India initiative on 16th January 2016 has been an important catalyst to strengthening the startup culture in India and fostering an inclusive ecosystem for innovation and entrepreneurship in the country. The initiative fosters a conducive startup ecosystem by enabling access to mentors and potential institutional partners, varied sources of financial support, domestic and international markets, in addition to encouraging avenues of rewards and recognition.

The National Startup Awards facilitates an efficient startup network for inter-startups collaboration. Startups recognized through the rigorous framework of the NSA have gone on to secure funding and have emerged as innovation leaders in India and abroad.

The NSA also presents a unique opportunity for startups to exhibit their unique solutions to real-world problem and challenges. Many technologies, such as digital payments, low-cost healthcare devices, waste to wealth initiatives, etc. have been driven in India by promising startups coming out of these awards. Thus, while it provides an opportunity for startups to attract more business, financing, partnerships, and talent, it also presents them with a platform to inspire other entities and citizens to create socio-economic impact.

The National Startup Awards 2023 welcomed 89 startup finalists, out of which, 21 have been chosen as winners by distinguished jury members from the government, industry, academia and the investor community.

As India transitions into an innovation-economy, solutions from startups, both in terms of technology and business model innovations, will go a long way in improving India's competitiveness. I take this opportunity to congratulate all winners, finalists and participants of the National Startup Awards 2023, as they are the architects of India's future leading to Viksit Bharat@ 2047 and the embodiment of our nation's entrepreneurial spirit.



Foreword

Shri Sanjiv

Joint Secretary,
DPIIT, Ministry of Commerce and Industry



We are delighted to present the results of National Startup Awards of India, 2023.

The National Startup Awards have emerged as a prominent platform for acknowledging and supporting a diverse range of startups that are driving sustainable transformation of the Indian economy and making a measurable impact on society.

Innovation is crucial for a Viksit Bharat@2047. National Startup Awards seek to harness the potential of entrepreneurs to contribute to the nation's development. The awards span 20 categories, ranging from sectors such as aerospace and retail innovations, to impact-focused sectors, such as sustainability, rural impact, and financial inclusion. The aim of the NSA is to foster a cohesive and cross-functional startup ecosystem.

Startups in India are playing a significant role in driving inclusive growth by solving local and global challenges and by opening new markets for economic growth. They are not limited to traditional hubs but are also thriving in regional economies. They are disrupting various industries and contributing to society by developing grassroots solutions.

National Startup Awards 2023 builds on the success of its previous editions by recognizing and rewarding startups that excel in their respective sectors and make tangible contributions to society through implementable solutions.

The fourth edition of National Startup Awards has received over 2,000 applications, testifying the increasing acceptance of the initiative among startup ecosystem stakeholders across the board. NSA 2023 has actively engaged across diverse sectors of the economy and showcased a remarkable commitment to inclusivity. A large number of startup applications for NSA 2023 have women in the leadership positions of their enterprises. Additionally, many applications have also nominated themselves as sustainability champions, focused on climate change, sustainability, waste management, renewables, or allied sectors.

The winners and finalists of National Startup Awards shall be handheld across various Startup India initiatives, including providing them with mentorship and guidance through industry experts and leaders, connecting startups with investors, and facilitating access to government procurement and international markets, among others.

I congratulate all participants of the National Startup Awards 2023 for their relentless work in contributing to the growth of the Indian startup ecosystem the growth of the nation. I wish them the best in furthering the economic and social growth in the country.



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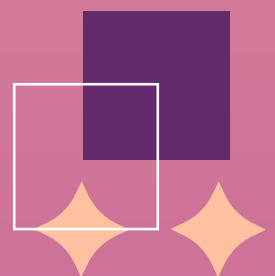
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About Startup India

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and startups in the country. The primary objective of the initiative is to cultivate a robust ecosystem and empower startups to grow through innovation, thereby fostering sustainable economic growth opportunities.

On 16th January 2016, a comprehensive action plan for Startup India was unveiled, encompassing 19 specific action items across key areas, including "Simplification and Handholding," "Funding support and incentives," and "Industry-academia partnership and incubation." Substantial progress has been made, not only on the Action Plan but also through various other initiatives aimed at promoting the overall growth of the startup movement in India.



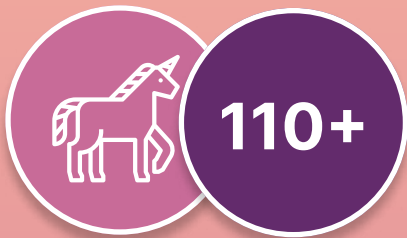
Key Outcomes of India's Startup Story



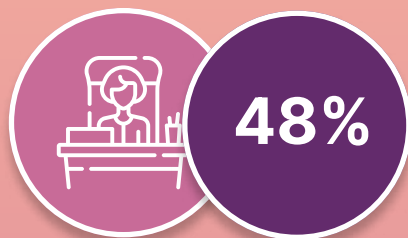
Startups are recognized by Startup India



Tier 2 - Tier 3 cities based Startups



Unicorns in India, as on December 2023



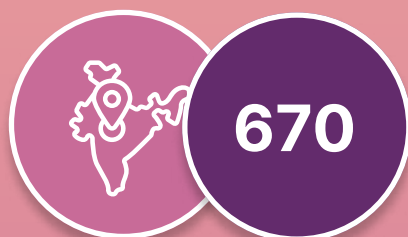
Startups with at least one-Woman Director



INR has been invested by India in startups via Fund of Funds



Jobs created by the recognized startups*



Districts have at-least 1 startup spanning 36 States and Union Territories



Regulations have been simplified for the startup ecosystem in India

Actions taken so far have resulted into a culture of innovation and entrepreneurship take firm roots across the length and breadth of the country. The results are visible across all sectors of economy.

**As self-reported by startups
Note: Data as of 31st December 2023*

National Startup Awards

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In October 2020, the first edition of National Startup Awards (NSA) was inaugurated with the purpose of acknowledging and honoring exceptional startups and ecosystem enablers that are creating innovative products or solutions and scalable enterprises. These initiatives have been working to generate employment and wealth while demonstrating tangible social impact.

NSA 2020 garnered significant interest, with participation of:



The ceremony, a unique virtual event, witnessed 32 startups, 1 incubator, and 1 accelerator getting recognized as winners in their respective categories. The Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal, presided over the event on October 6, 2020, to reward these outstanding contributors to the startup ecosystem.



National Startup Awards

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The second edition of National Startup Awards, NSA 2021, had a philosophy centered around recognizing and rewarding exceptional startups and enablers. These awardees were chosen not only for their financial success but also for their measurable societal impact.

NSA 2021 garnered significant interest, with participation of:



Startups



Sectors



Incubators



Accelerators

NSA 2021 went further by acknowledging startups that played a crucial role in supporting society during the Covid-19 pandemic. Additionally, it recognized those startups that provided services in Indic languages, promoting inclusivity.

In NSA 2021, a total of 46 startups across various sectors and special categories, along with 1 incubator and 1 accelerator, were honored as winners. These awardees have been serving as inspiring role models for other entrepreneurs, encouraging them to prioritize their socio-economic impact responsibly.



National Startup Awards

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National Startup Awards 2022, the third edition of this prestigious recognition program, continued to uphold its mission of honoring outstanding startups and ecosystem enablers in India. With a keen focus on inclusivity across people, geography, and language, NSA 2022 celebrated startups that demonstrated excellence in manufacturing within the government's chosen sectors. It also emphasized the importance of ESG practices, climate change, and sustainability initiatives, including blue and green economies, sustainable tourism, and digitization.

The award recognized:



Startups across sectors
& special categories



Incubators



Accelerators



NSA 2022 Handholding Programme

As part of the NSA 2022 Handholding program, DPIIT has extensively hand held 123 startups (winners and finalists) across **six handholding tracks** - Government Engagements, Investor Engagements, Corporate Engagements, Unicorn Engagements, International Engagements, and Brand Showcase.

Track 1

International Engagements

Reflect Festival 2023

Reflect Festival 2023 was organised from 20th to 21st September in Limassol, Cyprus and Startup India took a delegation comprising of 8 Indian unique startups, 2 of which were awardees of the National Startup Awards 2022. In addition to the two-day festival, the startups were hosted by PwC in Nicosia, Cyprus where startups got an opportunity to pitch and understand the business landscape in Cyprus.



Japan Pitching Series

The sixth session as part of the India-Japan Pitching Series 3.0 was hosted on 31st August 2023 and Mr. Lakhavath Suresh, First Secretary (Commerce & Economic), Embassy of India, Tokyo addressed the gathering. 6 startups in the Fintech Sector presented their solutions and the session saw 50+ participants.

India-Switzerland Innovation Dialogue

The program was co-organized with Swissnex. 5 National Startup Award winners and finalists startups presented to the European stakeholders including investors, incubators, companies etc. for funding and expansion opportunities. Additionally, the Swiss and Indian mentors also gave session on "Finding the right local partners for manufacturing", "R&D market expansion initiatives and strategic collaborations".

HCIM and USA Trade Minister Interaction with Startups

30 Startups from NSA 2022 Cohort were invited to an exclusive engagement chaired by Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution & Textiles, Government of India, Shri Piyush Goyal and the honor of the Unites States Trade Representative, Ambassador Katherine Tai. The engagement revolved around the increasing synergies in entrepreneurship between the two nations and how Indian startups and technology can build a corridor to make this bilateral relationship grow closer.

Elevate Pitching, Dubai

The sixth edition of the second season of 'Elevate- Pitching Series' was held on the 21st of March 2023. 'Elevate' is a series of investor pitching sessions being organized by the Consulate General of India, Dubai to provide a platform for Indian startups to connect with investors and global ecosystem partners. The session was attended by over 40 investors, HNI's and other key UAE startup ecosystem stakeholders. The session saw the participation of six National Startup Awards 2022 winners, who pitched to the invited investors.



VivaTech, France

Viva Technology or VivaTech is Europe's biggest startup and tech event where startups, leaders and ecosystem enablers come together to celebrate innovation. This year India had a beautiful 50,000 sq ft pavillion made where 21 startups (41 founders & co-founders) showcased their products physically. 42 startups represented virtually and had the opportunity to be part of Vivatech virtually from India. 17 speakers from India and France were part of the sessions being run in the India Pavilion sharing insights about the ecosystem.

Bangladesh Startup Summit

10 National Startup Award startups were given an opportunity to participate in the Bangladesh Startup Summit 2023. The participation enabled startups to pitch and network with local and international investors. They were also able to present their innovative products/services to the government stakeholders, including, H.E. High Commissioner and State Minister, ICT Division.



SLUSH, Finland

SLUSH is an annual event held in Helsinki, Finland which brings together entrepreneurs, investors, corporate professionals, policymakers, and venture capital firms on a common platform. SLUSH 2023 was organized from 30th November, 2023 – 1st December, 2023. Around 30 DPIIT recognized startups got an opportunity to participate and showcase at SLUSH.



Finland Startup Connect Program

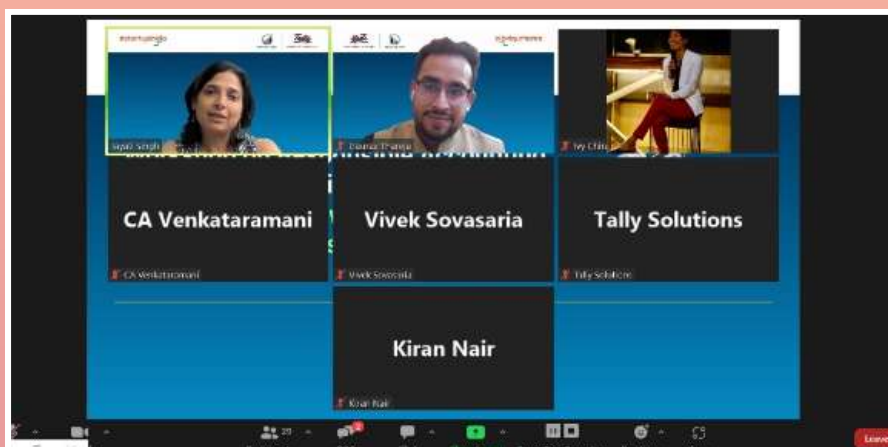
India – Finland Startup connect program was organised on 25th May, 2023 and aimed to highlight the cutting-edge technologies adopted by the startups in both countries. The National Startup Award winners and finalists from the green transition sector were given an opportunity to share their stories surrounding clean energy, circular economy and energy efficiency.

Track 2

2.1 Corporate Engagements

Webinar by Tally

Startup India team in collaboration with Tally organised a webinar on Responsible Accounting and Investor Pitching. Post the session, Tally offered Free 1 Year subscription to Tally Prime for all National Startups Awards 2022 Winners and Finalists.



HSBC Startup Innovation Conclave: The Bangalore Chapter

The Startup Innovation Conclave - North chapter was organised in collaboration with Startup India and the HSBC Commercial Banking on August 4, 2023. The day was focused on handholding National Startup Award Winners and finalists through diverse sessions, panel discussions and networking opportunities with successful founders and leading VCs.





PHDCCI Mentorship Session

Startup India in collaboration with PHD Chambers of Commerce organised an Open House and Knowledge Sharing Workshop on Health and Wellness and Industry 4.0. This is the first workshop in the Knowledge Sharing series focused on Health and Wellness startups.

AgriTech Startups Mentorship Session with HSBC

Startup India organised an Interactive Mentorship Session for Agri Tech Startups, in partnership with HSBC, on 15 May 2023. The session was physical in nature, and a cohort of selected startups - beneficiaries, NSA winners and finalists from the sector joined the HSBC and Startup India team for a close door session.

The session included an overview on Startup India benefits and schemes with a focus on the Agri sector, which was followed by an insightful presentation by HSBC on Beyond Banking proposition: Understand key areas wherein startups would need scalability support for both domestic & global outreach. The overall session gave an opportunity to the startups to interact and discuss their innovative models with the experts and opened avenues for brainstorming and deliberation for the ecosystem enablers and startups present.





CODE - Expand My Business Showcase

NSA Winners and Finalists were given a chance to showcase their products and services to increase market access. They also received an opportunity to network with investors, mentors and startup ecosystem stalwarts.



Dun & Bradstreet India organized the first ever 'LEAP India Startup Summit 2023' on the theme "Unlocking India's True Potential"

Startup India in collaboration with Dun and Bradstreet participated in LEAP India Startup Summit 2023 where 3 NSA 2022 Startups got access to a pool of investors, leaders and international stakeholders. Filmboard movie technologies – NSA 2022 winner- was awarded Trailblazing50 by Dun and Bradstreet by an August jury including top investment firms and mentors, and winner in the media and entertainment category.

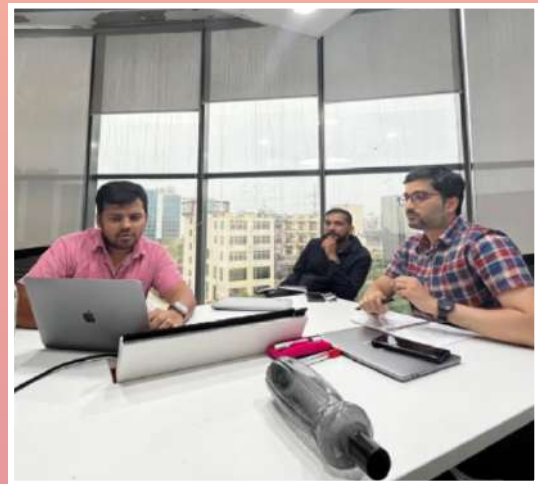


Track 2

2.2 Unicorn Engagements

Shadow a Unicorn with OYO

As part of the National Startup Awards 2022 Handholding program, Startup India collaborated with OYO for the inaugural 'Shadow a Unicorn' program. OYO's team, including key figures like Anuj Tejpal and Anuj Lakhota, provided guidance based on their experience in overcoming growth obstacles.



Shadow a Unicorn with MakeMyTrip

Startup India, in collaboration with Make My Trip, facilitated a one-day interaction meetup for National Startup Awards 2022 Winners and Finalists with C-Level Executives. The session focused on operational efficiency, product development, business strategy, and employee engagement.





Shadow a Unicorn with Open

As part of the National Startup Awards 2022 Handholding program, Startup India collaborated with a neo-banking platform and India's 100th unicorn, for the third Shadow a Unicorn initiative. The sessions, led by Open's leadership team, including Anish Achuthan, Mabel Chacko, Ajeesh Achuthan, Deena Jacob, Priyanka Lekhi, and Devika Girish, covered topics from growth strategies to cash flow management and technology stack.



Shadow a Unicorn with the Good Glamm Group

As part of the handholding effort for Startup India beneficiaries, Startup India in collaboration with the 'Good Glamm Group', a content-to-commerce company, organized the fourth Shadow a Unicorn program, wherein, four startups spent a day at the unicorn's headquarters in Mumbai and interacted with their senior leadership to understand the best practices adopted by the Group across different functions.



Track 3

Brand Showcase

Global FinTech Festival 2023

As part of the Global FinTech Festival 2023, dedicated stalls and exhibition booths were provided to three DPIIT recognised FinTech startups. Four startups were provided with pitching opportunities in front of four investors.

New Delhi Slush D

It was a 2-day event held in New Delhi with Artificial Intelligence as the theme. Slush'D is a community-driven movement that empowers teams across the globe to create events for their local ecosystems. Five DPIIT recognized startups were given pro-bono space for showcase at the event.



Partnership with YourStory and HubSpot

YourStory offered a course on 'Storytelling' free of cost with 31 lessons. Hubspot's offered a stack of CRM & digital marketing credits and tools worth up to \$50K.

Mentorship Sessions

Session on 'Creating a Brand Strategy' by Mr Sanjeev Bhargava, Founding Partner at Brainchild Advisory Services LLP
'Creating Sustainable & Sticky Brands for the Omnichannel Era' by Mr. Aamir Shafiq, Vice President, MarComm at GreenHonchos

Track 4

Government Engagements

GeM Workshop – Virtual and Physical

Two workshops have been conducted for National Startup Award Winners and Finalists on Public Procurement through GeM with a total participation of 70+ Entrepreneurs.



Facilitation in GeM Onboarding and NATIONAL STARTUP AWARD Badge

National Startup Award Badges have been given to National Startup Award Winners and Finalists on GeM to create a preference for them. In this process, 19 National Startup Award Winners and Finalists reached out for facilitation in GeM Onboarding and 6 Winners and Finalists have been onboarded till date.

GeM Resolution Desk

A GeM Resolution Desk is set to be established at three upcoming workshops in collaboration with GeM across India. The primary objective of these desks is to assist National Startup Award Winners and Finalists in resolving any issues they may encounter pertaining to GeM.

World Food India

Chosen National Startup Award (NSA) startups were granted the opportunity to exhibit their innovative solutions at the Department for Promotion of Industry and Internal Trade (DPIIT) Pavilion.



National Technology Day 2023 Showcase

Showcase opportunities were created for 6 startups on National Technology Day 2023 and 2 National Startup Award Winners showcased their product in front of Hon'ble Prime Minister of India, Shri Narendra Modi, during the NTD Celebration.



Ministry of Education Showcase

As part of the showcase, 3 Edtech National Startup Award winners showcased their solutions at the National Education Policy 3-year anniversary celebrations. Their stalls were also visited by the Hon'ble Prime Minister of India, Shri Narendra Modi.



National Rural Livelihood Mission (NRLM) Saras Mela Showcase

This showcase, organised from 26 October to 11 November, 2023, offered National Startup Award Winners and Finalists the opportunity to showcase their work during the Saras Mela organized by the National Rural Livelihood Mission (NRLM).



Track 5

Investor Connect

Workshop on Innovating India: Recognizing Game-Changing Startups with Rajeev Suri (Managing Partner, Orios Ventures), Anisha Singh (Founder, She Capital) and Karan Mohla (Partner, B Capital Group).

The workshop organised on 13 June 2023, saw a participation of 37 startups and strategies for startups to thrive amidst global financial instability were discussed.

IVCA Innovating India: Recognizing Game-Changing Startups with Lavanya Ashok (Partner, Trifecta Capital) and Anjali Sosale (Partner, Waterbridge)

The workshop, organised on 12 July, 2023, aimed at empowering Women-Led Startups, driving Impact and Innovation through Diversity and Inclusion. A total participation of 68 startups was witnessed.

Strategizing for Success: Balancing Burn Rate and Performance with a VC Perspective on Different Stages with Anup Jain (Managing Partner, Orios Venture Partners) and Harsha Mundhada (Principal, Inflexor Ventures)

Startups attended a session from accomplished speakers with a strong background in venture capital. The presentation delved into the intricate task of striking a balance between a startup's expenditure, known as the burn rate, and its growth potential. The event concluded with an engaging Q&A session, allowing participants to further explore this vital topic.

Decoding Financial Modelling for Startups with Mr. Ashwini Bajaj

The event, organised on 9 th August 2023, focused on the importance of financial models in decision-making and forecasting.



Pitching Series with Fundalogical Ventures

As part of NSA 2022 Handholding's Investment Engagement track, a Pitching Series with Fundalogical Ventures has commenced. Twelve startups from NSA 2022 finalists and winners have been selected for 20-minute sessions, including a 10-minute pitch and a subsequent 10-minute Q&A. The series involved participation from five shortlisted startups within the NSA 2022 cohort.



Pitching Sessions in collaboration with SIDBI

The pitching sessions, organised 8th August 2023, 22nd August 2023, and 5th September 2023, showcased the diverse entrepreneurial talent and the promising opportunities within various sectors, including education, agriculture, security, and health.



Testimonials

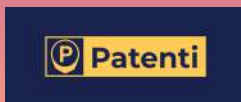
From previous winners and finalists

"National Technology Day, organized by Startup India has been a game-changer for our startup. It's the ideal platform for showcasing innovation, connecting with industry experts, and gaining exposure. The collaborative spirit and support received from Startup India has propelled our journey. This initiative fuels our passion for impactful technological advancements. Grateful for the opportunity!"



**Founder,
Club First Robotics Private Limited**

"Grateful for this opportunity extended by Startup India, DPIIT. The engagement with the corporates was insightful, informative and empathetic to the needs of new startups. Attention to details by organizing team is commendable. Really appreciate the efforts of organizers"



**Founder,
Patenti Technology Solutions(OPC) Private Limited**

"We were able to learn about how Cyprus could facilitate in a startup's growth with taxation and ease of doing business in Cyprus and Europe region. Since many investments are coming to Cyprus in the near future, we got to know that our startup has a higher chances of getting one due to the domains that the investors are keen on investing. Furthermore, the event gave us the confidence to go global. Grateful to Startup India, DPIIT for this learning opportunity."



**Founder,
Saarka Tech(OPC) Private Limited**



Testimonials

“The whole experience at the Unicorn's office was fantastic. We learned a lot of things, and the last session was extremely beneficial. We also discussed the possibility of conducting the pilot at one of OYO's Pune locations in the future. Truly grateful to Startup India, DPIIT for selecting us for this opportunity.”

Hygienity

**Founder,
Hygienity Solutions**

“Thank you Startup India, DPIIT for this wonderful program. A very good initiative and Open team was excellent both in hosting us and the insights provided.”



**Founder,
Micronsure Consultancy Private Limited**

“We have opened office in East Africa and Dubai as a result of connects made at the Global Fin-tech festival. It was a good opportunity. I would like to extend heartiest thanks to the team.”



**Founder,
Hootfoot Technology Solutions Private Limited**

“Special thanks to Startup India, DPIIT for organising a very well managed pitch session and for the support in allotting a stall to us.”



**Founder,
Agrim House Financing**

National Startup Awards

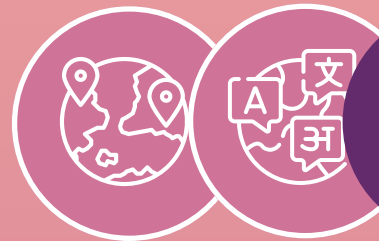
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Startups in India are playing a significant role in driving inclusive growth by challenging established business models and opening up new markets. They are not limited to traditional hubs but are also thriving in regional economies. These startups are disrupting various industries and contributing to the society by developing grassroots solutions.



National Startup Awards 2023 (NSA 2023) aims to build on the success of its previous editions by recognizing and rewarding startups that excel in their respective sectors and make tangible contributions to society through implementable solutions.

This year's focus is on inclusivity across people, geography, and language, as well as excellence in manufacturing aligned with the Indian government's priority sectors.



NSA 2023 is set to be a prominent platform for acknowledging and supporting a diverse range of startups that are driving sustainable transformation in the Indian economy and making a measurable impact on the society. In line with India's vision for 2047, innovation is crucial, and NSA 2023 seeks to harness the potential of these entrepreneurs to contribute to the nation's development. Unlike conventional approaches that primarily measure startup success in terms of financial gains for investors, NSA 2023 will assess startups based on their societal impact, problem-solving abilities, and job creation, ushering in a paradigm shift. The awards will span 20 categories, covering areas from aerospace and retail innovations to impact-focused sectors, fostering a more cohesive and cross-functional startup ecosystem.

NSA 2023 will persist in its mission to shift away from traditional approaches to gauge startup success. Its primary objective will be to spotlight startups that are creating substantial societal impact through inventive solutions. This revamped approach will place a strong emphasis on inclusivity, manufacturing excellence, and regional diversity as fundamental evaluation criteria. Unlike conventional metrics, the NSA 2023 will assess startups based on their contributions to society and job creation across 20 diverse categories. This comprehensive strategy is designed to nurture a startup ecosystem that aligns with India's ambitious long-term vision for 2047.



Benefits Provided

Startups from multiple sectors participated and showcased their innovation and impact

Startups that presented their pitch in front of the respective category specific jury



Finalists

Business Opportunities



Opportunity to present their solutions to relevant public authorities and corporates for potential pilot projects and work orders.



Priority for participation in various national and international startup events sponsored by DPIIT.

Startups across Categories



Winner

Monetary reward



Cash prize of **INR 10 lakhs** to be awarded to winning startups in each of the categories

Business Opportunities



Opportunity to present their solutions to relevant public authorities and corporates for potential pilot projects and work orders.



Priority for participation in various national and international startup events sponsored by DPIIT.

Startup Participation

Categories & Application Received

1		Accessibility Innovation Award	25 Applications
2		Aero Innovate Award	30 Applications
3		Champions of Cultural Heritage	55 Applications
4		Women-Led Innovation	450 Applications
5		Excellence in Local to Global	71 Applications
6		Financial Inclusion Award	41 Applications
7		Genesis Innovator of the year	91 Applications
8		Impact in Rural Areas	186 Applications
9		Independent Trailblazer Award	129 Applications



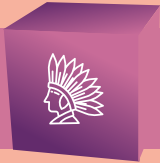
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Social Impact Champion

142 Applications

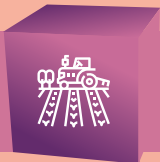
11



Indigenous Ingenuity Champion

107 Applications

12



Innovators for Agriculture and Animal Husbandry

70 Applications

13



Next Gen Innovator

131 Applications

14



Pivot Pro Award

33 Applications

15



Retail Innovator of the year

70 Applications

16



Rising Star Award

261 Applications

17



Sustainability Champion

262 Applications

18



The Next Pioneer Award

108 Applications

19



Women-Led Innovation

450 Applications

The 20th category of the "Best Startup of the Year" category will represent Startup with the aggregate highest score amongst all categories

2324 Total Applications

Key Highlights

Applications received for National Startup Awards 2023

NSA 2023 sets a shining example by not only demonstrating these core principles but also transcending the conventional notion of measuring startup success solely in financial terms. It actively engages across diverse sectors of the economy and showcases a remarkable commitment to inclusivity, where:

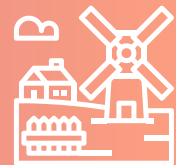
20%

Of startup applications, have nominated themselves with women in the leadership positions of their enterprise



8%

Of startup applications, nominated themselves for having a rural impact



6%

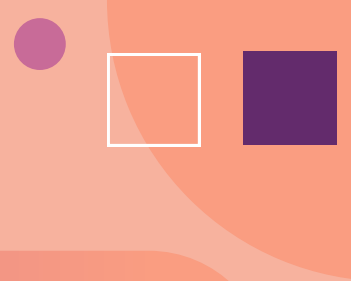
Of startup applications, are dedicated to create social impact in healthcare, Indic language, education, livelihood, or any other allied area



11%

Of startup applications have a key focus area in sustainability, including climate change, waste management, renewables, and/or allied sectors





6%

Of startup applications are from student founders who have built innovative solutions at a young age



4%

Of the startup applications, focus on disruptive technology, including Deep-Tech



3%

Of the startup applications have been received from North-Eastern states



Other Highlights

67%

of startup applications in '**Women Led Innovation**' Category have come from Maharashtra, Karnataka, Tamil Nadu, Uttar Pradesh, Telangana, and Delhi

53%

of startup applications in '**Impact in Rural Areas**' Category have come from Uttar Pradesh, Maharashtra, Karnataka, Rajasthan, Madhya Pradesh, and Tamil Nadu

53%

of startup applications in '**North-Eastern and Hilly states and UT**' Category have come from Assam and Uttarakhand



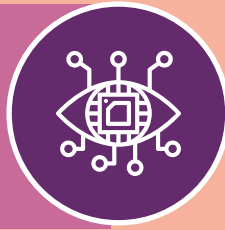
Sectorwise Applications Received for NSA 2023

Amongst all the applications received for the 19 categories, the sectoral spread is extremely encouraging on how these young enterprises are creating an impact across nearly all sectors and areas of the economy.



11

Computer Vision



36

Construction

3

Dating Matrimonial



11

Design

186

Education



33

Enterprise Software

5

Events

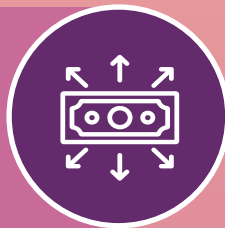


32

Fashion

90

Finance Technology



97

Food and Beverages

107

Green Technology



318

Healthcare and Lifesciences

11

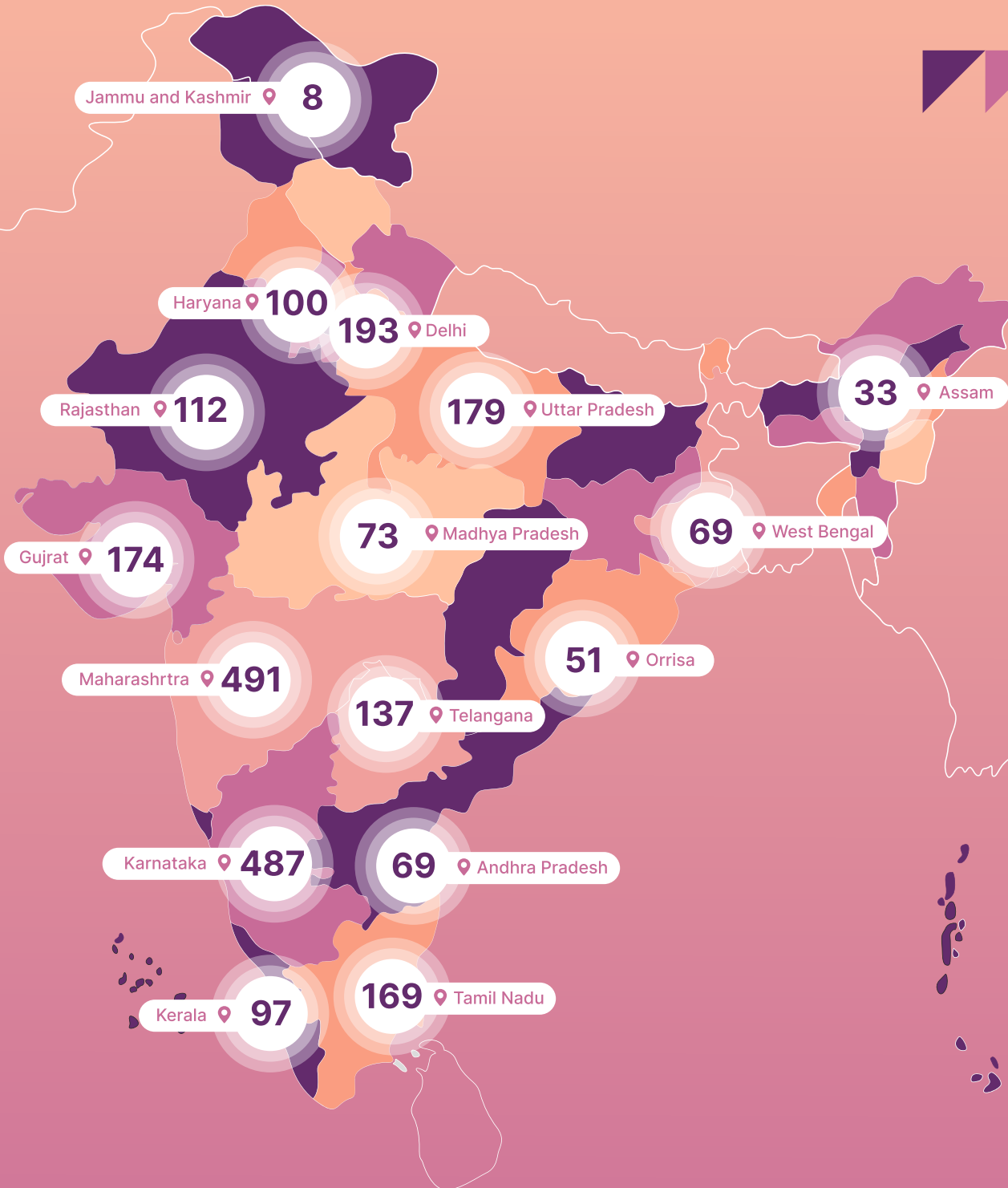
Household Services



18

Human Resources

The geographical spread of the applications received for NSA 2023 is a clear representation that the entrepreneurship movement has reached to all parts of the country with participation from 31 states and union territories.



The below statistics represent the part of startup applications which have not been depicted in the above map. Please refer below table for complete startups application received across country.



Bihar



Chhatisgarh



Goa



Himachal Pradesh



Jharkhand



Manipur



Meghalaya



Nagaland



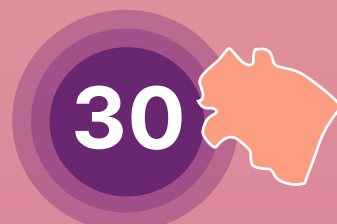
Punjab



Sikkim



Tripura



Uttarakhand



Chandigarh



Dadra and Nagar Haveli
and Daman and Diu



Puducherry

*A total of 4 applications are not classified as per state classification

Jury Members



Mr. Dilip Asbe
MD & CEO, National Payments
Corporation of India (NPCI)



Mr. Uday Chatterjee
Angel Investor & Director, TiE
Dehradun



Ms. Anisha Singh
Founder, She Capital



Mr. Sandro Stephen
Founder, Greentrunk.VC; Angel
Investor



Mr. Bikram Mahajan
Partner, Unicorn India
Ventures



Shri. Abhay Bakre
Director General, Bureau of
Energy Efficiency



Mr. Shailesh Vickram Singh
Founder, Massive Fund



Mr. Vikram Duggal
Investor; Managing Partner,
Ekle Venture



Mr. Hari Balasubramanian
Angel Investor; Member, Indian
Angel Network



Jury Members



Mr. Vijetha Shastry
Associate Director, Standard
Chartered Bank



Mr. Shirish S Garud
Director, Renewable Energy
Technologies, TERI



Mr. Arijit Bhattacharyya
Angel Investor, CEO and
Founder Virtualinfocom



Mr. Sanjeev Bikhchandani
Founder and former CEO
Naukri.com



Mr. Dilnawaz Khan
Angel Investor and Founder
Powerdeck and Codesign Labs



Mr. Sri Prakash
BE Shiro Infra Pvt Ltd, Head TiE
Dehradun, Angel Investor



Ms. Sandhya Vasudevan
Former Managing Director,
Deutsche Bank Group



Ms. Sangeeta Gupta
Senior Vice President,
NASSCOM



Ms. Karamjeet Kaur
Joint Director, DPIIT



Jury Members



Ms. Varsha Joshi
Additional Secretary, CDD/IT,
DAH&D, GoI



Mr. Pradeep Agrawal
Director Projects-I, NRIDA,
Ministry of Rural Development



Mr. Rahul Rai
Partner, Incofin India
Investment Management



Ms. Aaushi Sharma
Senior Investment Associate,
Omnivore VC



Mr. Amit Ghosh
Additional Secretary, Ministry of
Social Justice and Empowerment



Mr. Amitabh Shrivastava
Managing Partner, July
Ventures LLP



Mr. Arjun Rao
Partner, Speciale Invest



Dr. Kajal
Director, DPIIT



Ms. Purna Joshi
Joint Director (DPIIT) & Salt
Commissioner



#startupindia

Aero Innovate

Highlighting emerging innovative technologies
in the Indian Aerospace and Aeronautics
Industry



Overview

This award category assesses an overall system improvement that examines the extent of innovation and technology being employed by firms, it is imperative to understand whether the business model of the startups is easily replicable or not. Innovation also implies the kind of process time products require given the capacity is fully utilized by the firm.

About the Sector

The Aerospace sector primarily comprises of:



Unmanned Aircraft System (UAS)

An UAS is a type of aircraft that can fly without a human pilot present. Unmanned Aerial Systems, or drones, is another common name for them.



Simulators

These are essential to the aviation sector in India since they guarantee pilot safety and efficacious training. In order to give trainees a safe and realistic environment to learn aircraft operation skills, flight simulators are widely employed.



Navigation, Air Traffic System

The Indian Aviation Industry employs a range of navigation and air traffic management systems to ensure safe and efficient movement of aircraft. Some of the key components include Air Traffic Control (ATC). The Indian ATC system is responsible for managing the flow of air traffic in Indian airspace. It ensures a safe takeoff, landing and navigation of aircraft radial systems including primary and secondary surveillance radars which are used to monitor the position and movement of aircraft within the Indian airspace.



Maintenance, Repair, and Overhaul (MRO)

The Indian aerospace industry relies heavily on MRO services to help with the maintenance, repair, and overhaul of aircraft components. The safety and effective functioning of both domestic and foreign airplanes are greatly enhanced by this business.





Axial Aero Private Limited



City and State

Medak,
Telangana



Founder

Bala Praveen Kumar,
Ramesh Krishnan

Overview

Axial Aero is a technology innovation firm that is actively involved in developing cutting-edge aerospace and aviation goods and services. The company's broad range of interests includes cutting-edge fields such as the advanced control systems, propulsion systems, simulation technologies, and hybrid electric aircraft solutions. Offering a wide range of services and products, Axial Aero serves the military as well as the commercial sector.

Product

The Axial Aero simulator surpasses the constraints of conventional platforms with its unmatched 360° of rotational flexibility around the X, Y, and Z axes, because of its sophisticated mechanical design and motion technologies. This simulator, which has 'G-Force' feedback and cutting-edge motion-cueing algorithms, is perfect for modeling aerial combat systems such as fighter planes, attack helicopters, and sophisticated drones.



#startupindia

Agriculture and Animal husbandry

Highlighting the adoption and promotion
of innovative farming



Overview

This award category highlights the adoption and promotion of innovative farming and production practices in the Indian Agriculture and Animal Husbandry sector. India's Agri-tech revolution not only has a massive opportunity but also will influence the lives of over half a billion people. Hence, it is important to assess the kind of startups that are emerging in this industry. The general trend is to keep innovation the predominant factor in molding the business model, simultaneously pertaining to a wide reach helping targeted communities (small scale farmers, urban residents and communities, startups, Agri-entrepreneurs) in improving livelihood and income.

About the Sector

Agriculture



- Agriculture is the primary source of livelihood for **around 55% of the Indian population** which demonstrates the sector's importance in providing employment for a sizable section of the labor force.

- As of December 2023, there are over 6,000 agriculture startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) across over 590 districts. Furthermore, 2,800 DPIIT-recognized Agri-Tech startups located across over 400 districts. Notably, the Gross Domestic Product (GDP) of India is approximately 18 % derived from the agricultural and related sectors.

Animal Husbandry



- In the current scenario of the industry's sub sectors, India is the largest producer of milk, second largest producer of goat meat, third in egg production and eighth in meat production in the world.
- As of December 2023, Animal Husbandry has over 150 startups across over 100 districts.





Winner

Krishigati Private Limited



City and State

Pune,
Maharashtra



Founder

Sonali Weljali,
Tukaram Sonawane

Overview

Krishigati Private Limited is a well-known company in the agritech industry, providing cutting-edge technology innovations for contemporary, precision farming as well as creative solutions for cross-cultural operations. The company's mission is to help marginal farmers simplify their tasks and enhance their quality of life by offering them value-added, sustainable products and services.

Product

Krishigati introduces an innovative solution for small-scale farmers: the "Self Propelled Electric Agricultural Tool Bars," a Climate Resilient Farm Mechanization based on IP for contemporary agricultural uses. This adaptable agricultural tool was created by the Krishigati team to carry out different internal duties in food-grain crops and specific vegetables. The tool bars have the ability to operate in fields with crop heights up to 2.5 feet. They can do numerous inter-cultivation chores, precision seed sowing, weeding, pesticide spraying, and soil hilling/earthing up/ridging operations.



#startupindia

Women-led Innovation

Highlighting the adoption and promotion
of innovative farming



Overview

This award category recognizes startups with women directors. India's social and economic demography has been significantly impacted by its female entrepreneurs. Women's participation in the workforce is important for economic growth and their labor force involvement will also create more employment opportunities. It is essential to evaluate and thereby recognize women led businesses that have the potential to grow.

About the Sector

India currently has 48% startups who have atleast one women director. There are over 67,000 women directors across over 55,000 startups as of December 2023. The growth of the Indian startup ecosystem has been possible of the inclusive support provided to entrepreneurs. There are 7,800 startups with only women directors. This showcases the opportunities available to women entrepreneurs and their resolve in building the growth story of India.

A state's startup policy is vital to supplying startups with the capital, mentorship, and market access support they need to develop into significant employers and sources of income for the state's economy.

Furthermore, it includes provisions aimed at providing incentives to important startup stakeholders, including higher education institutions and incubators, in order to support the overall development of India's startup ecosystem. The Startup India team actively assists States in developing and implementing their startup policies. 'Women for Startups' capacity building workshops were conducted across 22 states and 24 districts, impacting over 1,300 women entrepreneurs. These workshops saw 200 startups pitch to investors and incubators.



Winner

Autocracy Machinery Private Limited



City and State

Hyderabad,
Telangana



Founder

Santoshi Buddhiraju, Laxman Vallakati,
Brahma N Reddy Vanga

Overview

Autocracy Machinery Private Limited is the top producer of specialized gear and attachments for agriculture and construction in India. A variety of trenchers, pole diggers, ditchers, and multi-utility power packs with an extensive range of attachments are among our distinctive goods.

Founded by IIT alumni, Autocracy Machinery Private Limited is an ISO 9001 certified firm situated in Hyderabad, Telangana. They are a top producer of specialized machinery and attachments for agriculture and construction.

Product

Trenchers with a variety of attachments, pole diggers, and ditchers are some of its distinctive products. Their machinery is designed and built with materials that are ideal for Indian circumstances, utilizing a complete 'Made in India' supply chain. Manufacturing, designing and technology are done domestically. Their products are priced reasonably to make it easier for contractors and farmers to adopt technology and increase efficiency.



#startupindia

Sustainable Champion

Highlighting startups inclined towards a sustainable approach



Overview

This award category encompasses startups dedicated to addressing climate change, sustainability, waste management, renewables, and related sectors. These companies are committed to enhancing community well-being through environmental-friendly solutions, drawing inspiration from global best practices, and applying them to local contexts. They offer comprehensive solutions for energy efficiency, such as a specialization in electric vehicle manufacturing, biotechnological processing of crop stubble into biodegradable packaging material, and Artificial Intelligence (AI) based mobile apps for monitoring farming activities. Additionally, they contribute to sustainability through products like water treatment systems, atmospheric water generators, and eco-friendly alternatives to plastic packaging.

About the Sector



- The Sustainable Development Goals (SDGs), commonly referred to as the Global Goals, were universally embraced by every United Nations Member State in the year 2015. These goals serve as a worldwide initiative to eradicate poverty, safeguard the environment, and guarantee that everyone can experience peace and prosperity by the year 2030.

- As of December 2023, there are over 6,600 startups in the cleantech sector (Green Technology, Renewable Energy and Waste Management). They are spread across over 450 districts in 34 states and union territories
- India is actively working to sustain and boost its economic growth through the introduction and implementation of various policies and measures that focus on sustainable development, addressing climate change, enhancing resource efficiency, and reducing air pollution.
- The Startup20 engagement convened for the first time under India's G20 presidency in 2023. had a taskforce on 'Inclusion and Sustainability' showcasing India's commitment towards using innovation to tackle climate change.



Winner

Eeki Automation Private Limited



City and State

Kota,
Rajasthan



Founder

Abhay Singh,
Amit Kumar

Overview

Understanding that vacant land can be used to produce more food, Eeki provides a special farm setup service to people who want to make the most of their underutilized land. Eeki oversees the day-to-day management of the farm, making sure that it is kept clean and maintained regularly and that crops grow healthily.

Strategic collaborations with wholesale distributors allow the generated pesticide-free veggies to be sold, giving them year-round access and profitable margins that further enhance the partnership's value.

Product

Vegetable sales and farm setup services are the two main sources of income for Eeki. Eeki runs a farm setup service that involves forming strategic alliances with landowners who are prepared to make financial investments to build a high-yield farm.



🏆 Winner 🏆

Breathe Applied Sciences Pvt. Ltd.



City and State

Bengaluru Urban,
Karnataka



Founder

Sebastian C. Peter, Umesh V.
Waghmare, Rakshith Raghavan Belur

Overview

BreatheApplied Sciences provides an effective technological solution for the integrated transformation of CO₂ into purified methanol and other high-energy-density chemicals. This process can be expanded to encompass additional chemicals, thereby contributing to the production of various common products. [MORE INFO?](#)

Product

Breathe is the innovator of a process that transforms the greenhouse gas CO₂ into useful chemicals and fuels on an industrial scale with economically feasible efficiencies. Breathe's approach tackles pollution concerns while producing compounds with additional value, such as methanol, in response to the global increase in CO₂ levels that is causing environmental issues. Their system uses four integrated sub-technologies for carbon capture, hydrogen production, catalytic CO₂ reduction, and product purification. It runs at a moderate temperature and pressure.





Greenviro Global Private Limited



City and State
Coimbatore,
Tamil Nadu



Founder
Muruganandam VN

Overview

GreenViro was formed with the mission to 'Preserve the Earth' through various initiatives such as reducing deforestation and utilizing agricultural waste for production. To put it simply, a significant amount of agricultural waste, particularly from coconut farms, is incinerated daily. Simultaneously, trees are felled for fuel, including cooking and barbecues.

GreenViro began as a small idea motivated by a desire to return some of our planet's favor. Through their project, tons of agricultural waste from large-scale coconut farms in southern India are recycled and turned into valuable charcoal.

Product

The industry of wood charcoal briquettes has generated more than USD 28 bn in sales annually worldwide. It's easy to ignore the enormous number of trees that are annually sacrificed to produce charcoal, among such startling statistics.



#startupindia

Retail Innovator of the Year

Highlighting financial inclusion and literacy in the startup world



Overview

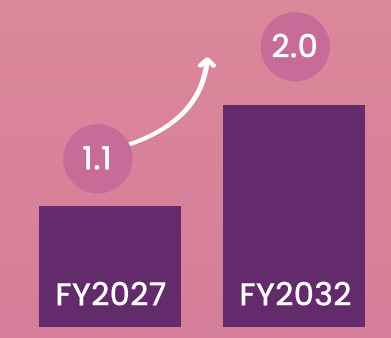
This award category encompasses a diverse range of startups involved in retail technologies and food processing, with a focus on establishing large-scale agricultural plantations while emphasizing efficient land use and conservation. Additionally, this award category also caters to inclusivity, body positivity, and catering to individuals of all ages as the central themes. Moreover, there's a strong commitment to health and wellness, exemplified by some companies offering 100% natural, pure, and hygienic edible, and essential oils. Other important features in this category are online home delivery services spanning various products, Sales Port for supply chain automation, integrated pharmacies with MedTech services, on-demand custom tailoring, and blockchain-based custom-fit clothing solutions.

About the Sector

With the introduction of several new competitors, the Indian retail market has grown rapidly and has become very active. India has the third highest number of e-retail shoppers, which is supported by the burgeoning Indian digital economy, that is projected to reach USD 800bn by 2030. It contributes over 10% of India's GDP and employs over 8% of the labor force, or more than 35 mn people, making it a noteworthy contributor to the country's economic environment.

India has over 2,600 startups in the retail industry as of December 2023. This is spread across 29 states and union territories, recognized across 340 districts. The advent of ONDC and other such government initiatives is further going to provide the Indian retail startup space the support it requires in its growth journey.

The demand for organized retail space has led to a capacity of approximately 120 mn square feet across major Indian cities, with Delhi (23.7 mn square feet) and Mumbai (16.7 mn square feet) being prominent. The market projection shows that by FY 2032, the Indian retail sector will grow by a whopping 82%.



Winner

Canectar Foods Pvt Ltd



City and State

Pune,
Maharashtra



Founder

Kirty Datar,
Milind Datar

Overview

Canectar foods is a technology startup that aims to solve several issues facing the beverage sector, especially those related to sugarcane juice production and consumption.

The company's journey began with the creation of a chain of semi-automatic sugarcane juice kiosks in corporate cafeterias, where they sold over 28 lakh glasses of fresh sugarcane juice. During the pandemic, all their corporate kiosks got closed, prompting them to pivot and develop a fully automated solution that is more scalable and sustainable.

Product

The company offers an innovative beverage industry invention, CaneBOT which is a fresh sugarcane juice smart robotic vending machine. This cutting-edge technology provides the cleanest possible conditions for premium sugarcane juice. The company has already developed a minimal viable product (MVP) and has been granted a patent for its innovative concept



#startupindia

Rising Star

Highlighting the significance of early-stage startups with growth potential in the economy.



Overview

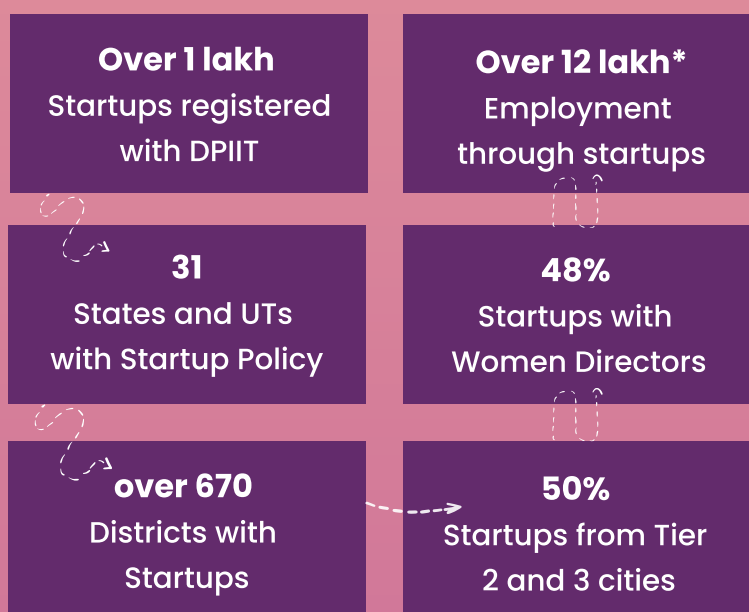
This award category highlights the significance of early-stage startups with growth potential in the economy. Businesses that are in the ideation or development stage of their product or service are referred to as early-stage startups. They are frequently started by entrepreneurs with innovative ideas to build unique solutions to problems faced by them or the people around them. These startups typically have limited resources in terms of funding, team size, and technical expertise. Hence, these startups begin their journey by catering to an industry with low to moderate number of clients.

About the Sector

The Indian Startup landscape has showcased immense growth over the past decade and has become the third-largest startup ecosystem in the world. This burgeoning growth can be attributed to the Startup India Action Plan, that was launched in January 2016 by the Hon'ble Prime Minister. The vision of the action plan was to build a strong startup ecosystem that nurtures innovation, drives sustainable economic growth, and generates large-scale employment opportunities.

The DPIIT which is the nodal department for startups in India, regularly engages with stakeholders to invite consultations on regulatory issues raised by startups, investors, and others in the ecosystem. These efforts are essential in easing and strengthening the regulatory environment in which startups set up and operate.

Key statistics are given below:



**As self-reported by startups*

Note: Data as of 31st December 2023



Winner

Vividminds Technologies Private Limited



City and State

Telangana,
Hyderabad



Founder

Mr. Gautam Nimmagadda

Overview

Vividminds Technologies Private Limited is an application development IT services company. It is a robotics and automation company, that provides a user-friendly digital transformation platform, Quixy, that enables business users to create an infinite number of enterprise-grade applications using a straightforward drag-and-drop design.

The platform features include a visual application builder, enterprise-grade security, regulatory compliance, scalable global infrastructure, and an integrated cloud database.

Product

Businesses may utilise Quixy, a No-Code digital transformation platform, to automate workflows and processes and create sophisticated enterprise-grade applications that meet their specific needs without having to write any code.



Winner

VVP Healthcare Evolution Private Limited



City and State

Mumbai,
Maharashtra



Founder

Pankaj Sindhu,
Pankaj Agrawa

Overview

VVP Healthcare Evolution Private Limited is an innovative health-tech start-up. The WONDRx Smart Rx Kit is designed and implemented with the goal of bringing disparate healthcare ecosystems in India and other developing nations together. Three items that make up WONDRx for healthcare are:

- i) a patient app
- ii) a healthcare providers app and
- iii) a smart prescription kit for physicians.

Product

VVP Healthcare Evolution Private Limited is a healthcare technology company that provides AI powered e-prescription software enabling the digitalization of handwritten prescription data using WONDRx SMART Rx paper and connecting the patient's complete journey with pharmacy, pathology, radiology, etc. until it is fulfilled. providing data insights that were previously invisible throughout the entire chain



#startupindia

Impact in Rural Areas

Highlighting initiatives and businesses focused on creating positive change in rural areas.



Overview

This award category encompasses a wide range of initiatives and businesses focused on creating positive change in rural areas and beyond. These startups are dedicated to generating wealth, improving livelihoods, and enhancing the quality of life in rural communities through innovation. They offer consulting services, particularly for government projects, with a focus on establishing an ecosystem that combines Information and Communication Technology (ICT) infrastructure and rural development goals, providing clients with innovative technical services. They also facilitate financial inclusion and micro-credit services, employ satellite technology to manage underground water resources, offer business consultation, branding, and project development services to assist businesses and individuals in achieving their goals.

About the Sector

India's rural development has focused on inclusive growth and technical innovation. The main pillars of progress include increasing productivity, socioeconomic equality, modern technology integration, and sustainable development. The Indian government has enacted many programs in the fields of education, financial literacy, AgriTech, and skill development to meet the requirements of the country's 900mn rural inhabitants. The outstanding collaboration between the central and state governments is evident in their shared aim for the betterment of rural India. Connectivity and digital literacy have strengthened the labor market and given rise to opportunities for education and financial independence. Innovative solutions have significantly boosted the growth prospects of rural areas, with policymakers endorsing reforms that extend beyond subsidies and sector-specific approaches.

To fully capitalize on the benefits of the fourth industrial revolution, technology must be used to close the skills gap in the labor force. The use of technology to increase productivity in agriculture and allied industries must be given top priority in future public policy initiatives.

In a country where the vast majority lives in rural areas, the story of rural development is inextricably linked to the country's overall growth trajectory. Although the development of our rural landscapes has always been a top priority, the emergence of digitization has given this process new life. The emphasis on inclusivity and sustainability concept in India sets it apart from the rest of the world.



Winner

Aumsat Technologies LLP



City and State

Mumbai,
Maharashtra



Founder

Riddhish Soni

Overview

By providing users and stakeholders with accurate and timely information, Aumsat plays a critical role in driving research and innovation. Innovation in the development of cutting-edge research and development is facilitated by Aumsat's operational precision-driven analytics, which also opens up new avenues for value-added application and service creation.

The company's involvement in the Chandrayaan 2 Lunar Mission of India demonstrates their aptitude for identifying problems and developing solutions.

Product

Aumsat uses satellite technology and artificial intelligence to provide cutting-edge hydronalytics solutions. In contrast to conventional methods like physical surveys and SCADA-based systems, Aumsat's hydronalytics services allow public utilities and irrigation departments to precisely detect, analyze, and forecast water leakages, ruptures, and spills in water transmission networks without the need for physical presence in the field.





Winner



SNL Innovations Private Limited



City and State

Jaipur,
Rajasthan



Founder

Sudhanshu Gupta,
Dr. Liza Mittal

Overview

InnoFarms is transforming the landscape of the food processing industry through its mobile processing unit, bringing on-farm aseptic processing of naturally ripened fruits and vegetables. Pioneering the world's first aseptic processing unit housed within a container, this innovation effectively minimizes fruit waste while converting fruits and vegetables into aseptic pulp. The resulting pulp, free from added preservatives, boasts an impressive shelf life of 18 months at ambient room temperature. InnoFarms is dedicated to delivering secure and sustainable solutions that benefit both farmers and consumers alike

Product

Acknowledging the pervasive problem of farm fruit waste, lower farmer income, and increased greenhouse gas emissions, SNL Innovations Pvt. Ltd.'s InnoFarms has developed a ground-breaking solution. A fruit-agnostic Mini Aseptic Fruit Processing facility has been introduced, which can be easily set up at the farm gate or in a transportable container. With the use of this creative method, growers may turn ripened fruits—which are usually discarded—into pulp for use in new product development.



#startupindia

Champions of Cultural Heritage

Highlighting initiatives and businesses focused on creating positive change in rural areas.



Overview

This award category focuses on companies who are committed to the preservation and promotion of art, travel, and textiles. Besides providing a wide range of kitchenware, bath ware, tableware, and other home items that are derived from various parts of India, these firms also actively support the preservation of ancient sites, antiquities, and cultural heritage. These startups are making great progress in preserving and advancing India's rich cultural heritage through the creation of innovative products including reusable parts, 3D containers, User Interface (UI) elements, AR/VR /MR technology, computer vision and language engines.

About the Sector

India has a wide variety of sculptures and antiques that display the vibrant fabric of the nation, each infused with the distinct spirit of its traditional artistry. The combination of material and immaterial traditional sculptures and artifacts bears witness to the beauty that has been skillfully passed down through India's cultural past and generations. Many forms of art are emerging from each state, which has helped India gain international recognition for the preservation and curation of a wide range of sculptures and antiques.

The constructed heritage of the country is a complex tapestry that includes relics, archeological sites, and historical and ancient structures. These sites, monuments, and artifacts are moving representations of India's unique culture and rich past, deserving of preservation as well as appreciation.

Furthermore, modern technologies like photogrammetry, laser scanning, and artificial intelligence (AI) are essential to the accurate documentation, digitalization, and restoration of material heritage. In addition to creating new channels for historical research, digital preservation also improves chances for public education and cultural revival.



🏆 Winner 🏆

Country Clay (OPC) Private Limited



City and State

North-East Delhi,
Delhi



Founder

Rashi Akar,
Siddhant Agarwal

Overview

Country Clay is aims to be most sustainable luxury brand in India. Their target customers are both D2C and B2B. In addition to cookery, dinnerware, bathware, and living and home products, the company sells clay home decor items. The items come from different Indian states.

Product

This company produces eco-friendly products under categories like bathware, kitchenware, tableware, home and living.

The business intends to import ceramic arts from several Indian states, including Terracotta, Black Clay, and Jaipur Blue Pottery. Certain distinctive qualities of the products are not present in the competitors' offerings. They also provide personalized merchandise. The organization offered delivery to all countries and had very low prices.



COUNTRY CLAY

#startupindia

India's Social Impact Champion

Focusing on improving social impact and committed to changing the world in several areas.



Overview

This category includes startups that are focused on improving social impact and committed to changing the world in several areas, including as education, healthcare, improving livelihoods, and the promotion of the Indian language. The goal of the startups in this category is to solve important societal problems and difficulties, frequently by utilizing cutting-edge technologies and business strategies to bring about significant and long-lasting change. This category comprises medical-grade goods made to ensure the safe conveyance of vaccines, create jobs, and offer education and training, particularly to marginalized communities.

About the Sector

Social development pertains to societal transformations, emphasizing the well-being of people rather than solely economic shifts. The social sector in India includes many important elements, such as social welfare, environmental protection, education, healthcare, access to clean water and sanitation, food and nutrition security, women's and children's development, and training for skills and livelihoods. These elements are necessary to promote national development.

Recent social development in India encompasses changes in population structure, the evolving workforce, and increased adult literacy. One of the key social development indicators is the Social Progress Index (SPI) which serves as a comprehensive tool designed to evaluate a country's social progress nationally and sub-nationally. It examines states and districts based on three dimensions:

- Basic Human Needs that assesses Nutrition and Basic Medical Care, Water and Sanitation, Personal Safety, and Shelter
- Foundations of Wellbeing that assesses the country's progress in Access to Basic Knowledge, Access to Information and Communication, Health and Wellness, and Environmental Quality
- Opportunity focuses on Personal Rights, Personal Freedom and Choice, Inclusiveness, and Access to Advanced Education.



🏆 Winner 🏆

Atypical Platform Private Limited



City and State

Jamshedpur,
Jharkhand



Founder

Vineet Saraiwala, Asmita Agrawal,
Priyambada Nath, Shradha Kundra

Overview

This business provides end-to-end technology platforms that help corporates in their efforts to become inclusive and create employment possibilities for people with disabilities (PWDs). Through various disability sensitization programs, the company also hopes to assist businesses in recognizing the special skills and abilities of people with disabilities (PwDs) and integrating them into their operations, resulting in a more varied and inclusive workforce.

Product

The startup has goal to create one million or more jobs during the next ten years, and even if they concentrate on 500 businesses that can employ 500 people, this total seems doable over time. With an average salary of Rs 20,000 per hire for one million PWDs, the recruitment fees industry has massive potential to generate revenues of about INR 2000 cr.



#startupindia

Next Gen Innovator

Highlighting startups with student founders who have built innovative solutions at a young age.



Overview

This award category encompasses the startups with student founders who have built innovative solutions at a young age. For these startups, the business's ability to scale along with market potential are important factors because it assesses the target market for the innovation as well as the company's market outreach out of the Total Addressable Market. Next gen innovators should focus on the replicability factor since building innovative solutions is an important factor for the idea to stand out (be unique) from its rivals or at least have the potential to be innovative in the near future.

About the Sector

The Government of India has made significant efforts in recent years to improve the Ease of Doing Business (EoDB) which has completely changed the Indian entrepreneurship landscape. Reducing obstacles, releasing the entrepreneurial spirit, and empowering young people to launch and successfully manage their businesses have all been made possible by such programs. There have been significant steps taken to reduce the number of licenses and permissions that are required, improve the business climate, and removing bureaucratic roadblocks.

Young entrepreneurs are becoming more prevalent in India, and many are well-known domestically and internationally. Previous winners of the National Startup Awards who have been awarded for campus-based startups, have gone on to build businesses positively impacting the country.





Winner

Avinya Infinity Solutions Private Limited



City and State

Palakkad,
Kerala



Founder

Arijit Majumdar,
Brajgopal Chakraborty

Overview

Avinya Infinity Solutions is dedicated to revolutionizing the disinfection and sanitization sector. Its path of innovation began when we realized that hand disinfection procedures were not up to par.

The company is committed to finding solutions for the problems that exist in healthcare, especially in clinics and hospitals. Their goal is to provide comprehensive and cutting-edge solutions in healthcare hygiene, starting with concept and continuing through technology development, client involvement, and datadriven improvement

Product

The company has built products to cater to disinfection and sanitization needs. It offers two models for disinfection:

- a) Robot model: The model employs UV light and ultrasonic misting, a kind of disinfection solution that ensures thorough sanitization. Impact/ Testimonials
- b) Wall Mounting Model: Featuring adjustable reflectors for customizable UV coverage and ultrasonic misting for uniform distribution.



#startupindia

Genesis Innovators of the year

Focusing on startups that are dedicated to
scientific & technological advancements.



Overview

This award category focuses on startups that are dedicated to groundbreaking scientific and technological advancements. These businesses set themselves apart from their competitors by drawing from areas like artificial intelligence, quantum computing, biotechnology, and material science. They allocate substantial resources to research and development, often collaborating closely with educational institutions and research centers to make the most of the latest advancements in their specific fields.

About the sector:

The country's industries are consistently enhancing their digital capabilities through the adoption of cutting-edge deep tech technologies and the implementation of emerging tech solutions like AI, cybersecurity, and Internet of Things (IoT). Deep technology is an advanced form of technology that has the capacity to disrupt traditional markets and create new markets.

The Indian ecosystem is striving to scale deep-tech startups by offering multiple incubation facilities to nurture them. The Indian government has been taking up various initiatives to propel the growth of deep tech in India. The National Deep Tech Startup Policy (NDTSP) aims to foster economic growth, innovation, and society development. The main goal of this policy is to support deep tech businesses, which will strengthen India's economy and accelerate the country's shift to a knowledge-based economy, which will increase productivity in general.

The deep tech market in India has three major advantages:



Innovation catalyst:

The integration of AI, IoT, and ML leverages core industries like healthcare, manufacturing, finance to develop impactful products and services consumers need in the evolving times. Deep tech innovation empowers Indian businesses in the global landscape helping to meet with global technology trends.



Winner

Atsuya Technologies Private Limited



City and State

Chennai,
Tamil Nadu



Founder

Rahul Ganapathy,
Sridar Swamy

Overview

The company was founded with the intention of providing cutting-edge technology to businesses so they may accomplish sustainability goals while continuing to expand and be profitable. Their conviction is based on the idea that business can advance while the environment benefits.

Their committed team comprises knowledgeable hardware and software engineers who have experience in developing and executing cutting-edge engineering solutions for some of the biggest companies in the world. The solution leverages cutting-edge technologies such as AI, Deep Tech, and IoT, and the team brings a plethora of industry and technology knowledge.

Product

The company developed an innovative device, "AOneSmart trolley," that can be easily connected to LPG cylinders. Through a smartphone application, this technology provides clients with real-time information about any leaks and the gas level within the cylinder.



#startupindia

Excellence in Local to Global

Focusing on startups having a strong global presence through their products or services.



Overview

This award category recognizes startups demonstrating exceptional innovation and success, catering to an international consumer base, and showcasing a strong global presence through their products or services. Companies with an international consumer base face unique challenges especially in terms of scalability due to the diverse markets, regulations, and customer preferences they need to address. Hence, these kinds of startups should keep their focus primarily on expanding the product outreach to different countries which will be a significant step that can lead to business growth and global success.

About the Sector

The nature and dynamics of Indian companies' commitment to foreign markets have changed over the last few decades. The number of start-ups in the country has increased because of structural and technological advancements, putting them in competition with foreign businesses. The availability of skilled labor at affordable prices has enabled Indian companies to achieve global success. The following significant developments contribute to the global expansion of Indian businesses:

- Globalization has increased the competitiveness of Indian companies and their interactions with international businesses.
- The emergence of fresh industries because of the changing business landscape due to the dynamic information and communication technology.

Indian businesses are making major strides in the international markets. Many businesses have recently established themselves as regional and worldwide leaders in a variety of industries. The perspective of looking at the transition from a local to global market is common from the exports perspective because export is a fundamental way for businesses to expand beyond their domestic boundaries.



The Make in India initiative became a fundamental stepping-stone in shaping India as an efficient, equitable, and resilient manufacturing hub. Exports in the manufacturing sector has increased in the recent past and it is expected that by 2030 the Indian middle class will have the second-largest share in global consumption at 17%



Winner

Black Frog Technologies Private Limited



City and State

Udupi,
Karnataka



Founder

Mayur Shetty,
Donson D Souza

Overview

Blackfrog Tech is committed to using immersive, context-driven research to develop a deep understanding of societal concerns. They take a scientific and technological approach to finding workable answers.

The team is driven by a pragmatic perspective that channels their creative energies toward solving everyday challenges. They are an obsessive creationist team, and their main goal is to increase the safety of life in India through encouraging innovation and supporting domestic industry.

Product

The company has developed a portable device called Envólio which presents a unique fast cooling method intended for safe last-mile delivery of controlled medical supplies, including insulin, blood serums, vaccinations, and other biologicals. This creative solution is designed to reduce freeze-thaw cycles, therefore maintaining these biologicals' efficacy.



#startupindia

Indigenous Ingenuity Champion

Focusing on startups engaged in producing goods
or products within the borders of India.



Overview

This award category focuses on startups that are engaged in producing goods or products within the borders of India. India's flourishing startup scene has seen the emergence of numerous companies focused on manufacturing, reflecting the nation's growing emphasis on 'Make in India.' Startups in this category have been actively involved in manufacturing across diverse sectors, such as electronics, automotive, textiles, pharmaceuticals, food processing, and more. They often bring innovation and efficiency to traditional manufacturing processes.

About the Sector

In India, an export-driven economy heavily relies on a robust manufacturing sector to thrive. This need is accentuated by the substantial workforce available in the country and the imperative to achieve self-reliance across various domains, thereby mitigating trade imbalances.

Manufacturing plays a pivotal role by providing livelihood opportunities beyond agriculture for a significant portion of the population. Furthermore, it not only fuels its own growth but also enhances the productivity of associated industries through an efficient supply chain that delivers improved products.

Acknowledging the critical significance of a robust manufacturing sector, the Indian government launched the 'Make in India' campaign as a critical national endeavor. This program was crafted to protect intellectual property, develop skills, stimulate innovation, draw in investments, and create a world-class industrial infrastructure in the country.

Strengthening India's industrial landscape and attracting international investments are among its main goals. As such, this program is vital to India's economic growth since it makes use of the country's current labor pool, generates new job opportunities, and supports secondary and tertiary sectors.





Winner

Saif Automation Services LLP



City and State

Visakhapatnam,
Andhra Pradesh



Founder

Ahmed Shaikh Abdeally, Taher
Calcuttawala, Aliasgar Calcuttawala

Overview

Saif Automation Services LLP is a robotics and automation company that specializes in marine space to develop products that are globally competent and locally relevant. The startup pursues and develops pioneering marine solutions aimed at empowering and saving lives. The company is entirely bootstrapped with in-house design and manufacturing processes.

Product

Saif Automations Services LLP is a robotics and automation company that develops a life-saving buoy with remote control for beach safety.

The company's products are 100% automated and easy to use, it does not require any training, and are hassle-free with low maintenance cost.



#startupindia

Pivot Pro

Pioneering companies with remarkable resilience
and adaptability in the face of adversity.



Overview

Startups in this award category are pioneering companies that have displayed remarkable resilience and adaptability in the face of adversity. These innovative ventures have not only weathered challenging circumstances but have also harnessed these difficulties as opportunities to reimagine and transform their core business models. Whether confronted with market shifts, technological disruptions, or economic downturns, these startups exhibit a remarkable ability to pivot strategically, revamping their operations and redefining their value propositions. Their success lies in their proactive approach to change, often guided by visionary leadership, creative problem-solving, and a commitment to continuous innovation.

Overcoming Adversities:

Companies in India adopt various strategies and practices to overcome the common challenges they face. Some of the most common opportunities for these startups:

Infrastructure Opportunities

- Diversify supply chain and logistics networks to mitigate infrastructure deficiencies.
- Invest in alternative energy sources and backup solutions to ensure uninterrupted operations
- Collaborate with local governments to improve infrastructure in specific areas.

Market competition

- Focus on innovation and product differentiation to stand out in a crowded market.
- Invest in marketing and branding to create a strong market presence.
- Form strategic partnerships and alliances to gain a competitive edge.

Talent acquisition and retention

- Offer competitive compensation packages, including bonuses and benefits.
- Invest in employee training and development to bridge skills gaps.
- Implement flexible work arrangements and create a positive work culture to attract and retain talent.

Winner

Jiva Business Ventures Private Limited



City and State

Hyderabad,
Telangana



Founder

Nandagopal Pothula, Abhijit Pothula,
Kiranreddy Kumar Dhanireddy

Overview

This startup creates a flexible system that breaks through the boundaries of product, business line, and consumer segment. Diverse insurance categories, including life, motor, health, personal, and commercial lines, are easily handled by their single platform, which accommodates both individual and group sectors without the need for different systems.

This platform is leading the way in new-age systems and is distinguished by its quick expansion, low capital needs, and significant influence on improving user experiences in general.

Product

Upsure is an integrated InsureTech platform. It provides businesses in the global life, health, or general insurance sectors with a quick and flexible deployment method. The platform offers affordable clientspecific customization by acting as a dynamic product configurator for any insurance policy. It gives real-time signals to increase sales and save operating expenses for insurance businesses.



#startupindia

Independent Trailblazer

Highlighting startups that are self-funded without any any external investment or venture capital.



Overview

This award category includes those startups that have been bootstrapped or self-funded from their inception and their entrepreneurial ventures have relied solely on their founders' resources, and the revenue generated from the business. They do not seek any external investment or venture capital. Owners can bootstrap by cutting costs, personally financing operations, cutting back operations, or looking for other creative short-term financing solutions. Bootstrapping requires the entrepreneurial spirit to find creative ways to fund the business while maintaining control and ownership of the company. In many cases, bootstrapping forces entrepreneurs to be more resourceful, innovative, and focused on profitability, which can lead to greater long-term success.

About the Sector:

With an upsurge in entrepreneurial initiatives, India's startup ecosystem has experienced a spectacular upswing. Bootstrapping has been a common method among founders to turn their creative ideas into profitable companies in current environment. India's growing number of bootstrapped businesses is indicative of the nation's changing entrepreneurial culture. It demonstrates a change in the way that entrepreneurs think, as they are more likely to use their own assets, imagination, and willpower to realize their ideas. This trend denotes a shift away from the customary dependence on outside finance sources and toward a more independent strategy for starting and expanding businesses.

The emergence of new bootstrapped firms in India highlights a paradigm change among entrepreneurs who are more often depending on their own resources to realize their ideas. These firms are driven by a desire to confront real societal problems, question established practices, and create long-lasting businesses without the aid of outside funding. They also act as role models for aspiring business owners, demonstrating that successful companies may be created without the need for outside capital. These initiatives foster an environment of confidence and an entrepreneurial spirit in participants by encouraging creativity, flexibility, and perseverance.



🏆 Winner 🏆

Aum Paper Products Private Limited



City and State

Bengaluru,
Karnataka



Founder

Ms. Ekta Chandan

Overview

AAUM Paper Products is an Indian firm situated in Bangalore that specializes in producing paper packaging solutions for the retail, FMCG and e-commerce industries. It is an ISO 9001 Certified Company.

The firm serves medium-sized and large businesses, and the production facility can produce more than three million bags every week. In a single week, the printing press can produce 1.5 million meters of paper.

Product

The Indian Patent Office has awarded Aum Paper Products a patent for a paper-based corrugated envelope concept. This innovation serves as a sustainable and eco-friendly bubble mailer substitute. The concepts of Reduce, Reuse, Recycle, and Recover inform its design.



Winner

Nanosafe Solutions Private Limited



City and State
Central Delhi,
Delhi



Founder
Dr. Anasuya Roy,
Prof. Mangala Joshi

Overview

Nanosafe Solutions Private Limited is a biotechnology company that provides business-to-business innovations concentrated on offering antimicrobial solutions to the electronics, paint, polymer, textile, automotive, and cosmetics industries.

The company develops antiviral high filtration reusable masks (Brand name: NSafe), unique antimicrobial water bottles (Brand name: AqCure), and a newly FDA authorised zero alcohol sanitizer (Brand name RubSafe).

Product

Nanosafe Solutions Private Limited is a biotechnology company that develops active copper technology (ACT) with antibacterial properties that works with polymers and textiles. ACT is a 4-in-1 patented technology that has been shown to be >99.99% efficient against bacteria, viruses, fungi, and algae. It is derived from old science of copper.



Best Startup of the Year

Saif Automation Services LLP



City and State
Visakhapatnam,
Andhra Pradesh



Founder
Ahmed Shaikh Abdeally, Taher
Calcuttawala, Aliasgar Calcuttawala

Overview

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The company's products are 100% automated and easy to use, it does not require any training, and are hassle-free with low maintenance cost.



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Ministry of Commerce and Industry
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