

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

#startupindia

STATES' STARTUP RANKING 2022 * TOP PERFORMER

MAHARASHTRA

TABLE OF CONTENTS

States' Startup Ranking Results 2022. State Startup Ecosystem..... State Startup Policies and Incentives... Highlights of State Startup Ecosystem. Key Initiatives Driving Growth..... Institutional Support..... Introduction..... State Performance..... Way Forward..... **Fostering Innovation and Entrepreneu** Introduction..... State Performance..... Way Forward..... Access to Market..... Introduction..... State Performance..... Way Forward..... Incubation and Mentorship Support.... Introduction..... State Performance..... Way Forward..... Funding Support..... Introduction..... State Performance..... Way Forward..... Capacity Building of Enablers..... Introduction..... State Performance..... Way Forward..... Roadmap to a Sustainable Future...... Introduction..... State Performance..... Way Forward..... Annexure..... List of Figures..... Abbreviations.....

•••••••••••••••••••••••••••••••••••••••	2
	2
	2
	5
	5
•••••••••••••••••••••••••••••••••••••••	8
	8
	8
	10
rship	13
-	13
	13
	17
	19
	19
	19
	20
•••••••••••••••••••••••••••••••••••••••	
•••••••••••••••••••••••••••••••••••••••	

States' Startup Ranking Results 2022

Maharashtra participated in 25 Action Points of the Ranking Framework 2022. Maharashtra performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Maharashtra has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Maharashtra has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.





STATE STARTUP ECOSYSTEM

Maharashtra is the third largest state of India, with a population over **11 Cr** (census 2011). During the FY 2021-2022, Maharashtra contributed to over **13**%¹ of India's Gross Domestic Product (GDP). It is an agricultural and industrial hub which has the largest number of special export promotion zones.

The Startup ecosystem in Maharashtra, has experienced steep growth in recent years, with a mix of upcoming tech and non-tech Startups supported by government initiatives, investors, and a pool of talented individuals. Maharashtra is home to cities like Mumbai, Pune, and Nashik, which have become major hubs for Startups and innovation.

The State hosts various incubators and accelerators that support Startups in their early stages. Organisations like TiE Mumbai, NASSCOM **10000 startups**, and Zone Startups are actively involved in mentoring and providing resources to Startups.

The Maharashtra State Innovation Society (MSInS) and the Maharashtra Industrial Development Corporation (MIDC) are also actively involved in fostering innovation and entrepreneurship.

State Startup Policies and Incentives

The Skill Development and Entrepreneurship Department (SDED) of the Government of Maharashtra (GoM) has crafted the Maharashtra State Innovative Startup Policy 2018, which aims to catalyse an innovation-driven entrepreneurial ecosystem and facilitate inclusive socio-economic development to transform the State.

1. The policy is based on the following broad pillars:

a. To provide a platform and nurture the entrepreneurial aspirations amongst the citizens of Maharashtra.

b. To empower Startups to contribute significantly to Maharashtra's economic growth and create employment opportunities for all sections of society.

c. To develop robust infrastructure and ease the regulatory framework to spur the development of the Startup ecosystem.

2. Targets of the policy include:

Over a period of five years i.e., 2018 to 2023, the Maharashtra State Innovative Startup Policy 2018 (the "Policy") had set out to achieve the following milestones:

- Attract angel and seed stage investment of INR 5,000 Cr.
- Develop at least 15 incubators in collaboration with industry and academia.
- Facilitate incorporation of at least 10,000 Startups.
- Create 5,00,000 direct and indirect employment opportunities.

Based on RBI Data

To achieve its objective, the policy has helped Maharashtra leapfrog into a premier Startup destination. The MSInS has served as the nodal agency at the State level for carrying out, overseeing, and assessing this policy and has outlined some major highlights of the policy:

• Lighten Regulatory Compliance: Support is provided to Startups across stages i.e., early/ idea/seed stage, growth stage, and mature stage.

• **E-connect the Ecosystem:** The Maharashtra State Innovation Society (MSInS) has launched an online portal and a mobile app to open a two-way communication channel with the Startup ecosystem and assist Startups through their lifecycle.

• **Funding Startups:** Startups that would qualify for the eligibility conditions in Maharashtra and that are registered at the portal are entitled to receive grants and financial assistance. The State envisages developing a self-sustaining financial model for the Startups in Maharashtra.

• Organise Competitions and Events: Various events and competitions are organised in the State to provide national and international exposure to the Startup ecosystem. 10+ events have been organised by the State for Startups during the period of evaluation, including the Wadhwani Lift off Program, TiEcon Mumbai Fest, and Rotary Jalna Expo-2022.

• **Infrastructure Fund:** The State has set up an Infrastructure Fund to assist academic incubators, Centres of Excellence (CoEs), and tinkering labs to cover capital and operational expenditures in the establishment and/or expansion of facilities.

Highlights of State Startup Ecosystem²

Maharashtra is making great progress in promoting the development of its Startup culture and ecosystem. The following is a glimpse of some milestones during the SRF 2022:

6000+ Startups Recognised

200+ Startups provided Access to market **250↓** Women-led startups Supported

230+ Startups with rural

Startups with rural Impact supported



1100+

Programs conducted in Educational institutions (Including HEIs)

20+

Startups supported With government purchase Orders

~5

Incubators trained Under capacity building

Key Initiatives Driving Growth

The Government of Maharashtra has put in place several important laws and initiatives to support its Startup ecosystem and make it a thriving centre for emerging businesses.

1. Financial and Industrial Hub: Mumbai's robust financial sector and business-friendly environment have driven economic growth.

2. Manufacturing and Industry: Maharashtra has a diverse industrial base, including manufacturing, automotive, chemicals, pharmaceuticals, and textiles. Cities like Pune, Nashik, and Aurangabad are prominent industrial hubs with a focus on manufacturing and industrial development.

3. Ports and Trade: Maharashtra has several major ports, including the Mumbai Port and Jawaharlal Nehru Port (Nhava Sheva).

4. Tourism: Maharashtra attracts both domestic and international tourists with its historical, cultural, and natural attractions. Tourism, including beach destinations, hill stations in the Western Ghats, and UNESCO World Heritage Sites, contributes to the state's economy.

10 Programs conducted to Sensitise potential investors

70+ Incubators functioning In the state

150+ Startups provided Incubation support

Some notable policy initiatives include:

1. Easing Norms for Procurement: To promote Startups in Maharashtra, the government exempted Startups (in the manufacturing sector) from the criteria of "prior experience/turnover" without any relaxation in quality standards or technical parameters.

2. World Class Incubators through Collaboration: The Maharashtra Virtual Incubator has been established to offer value-added services to Startups throughout Maharashtra, including legal, financial, IP, cloud, and mentorship.

3. Infrastructure Fund: To help academic incubators, CoEs, and tinkering labs with capital and operational costs associated with the establishment and/or expansion of facilities, the State had established an infrastructure fund. Various service providers may make special infrastructure, such as the cloud and the internet, available.

4. Business Plan Competitions: Competitions at the city, district, and state levels are held, inviting high school and college students to submit creative business concepts to address problems faced by nearby communities and society at large. The best concepts are honoured.



Maharashtra State Innovation Society

(www.msins.in)



Figure A: Maharashtra Startup Mission Portal URL

Institutional Support

Introduction

Institutional Support focuses on the facilitation and execution of the State/UT's Startup Policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving way for easy access of information to Startups and ecosystem stakeholders.

It analyses whether a particular State/UT has a functional Startup portal offering single-window solutions for all Startup ecosystem stakeholders. A holistic Startup portal offers services ranging from Startup registration to an efficient grievance redressal mechanism having guick 30 days of guery resolution. The Reform Area also emphasizes institutionalized support provided to the Startups from various State/UT Government departments including that of government policies that are currently active for support to Startups.

State Performance

180+

Startups were provided Institutional support by ~5 departments

Out of 12-point evaluation on State Startup Portal, all 12 points have been complied by the State. State has also provided the screenshot of the portal and the URL for the grievance redressal portal and it has the functionality to submit grievances related to incubation, funding and procurement support. State has also provided the number of queries received having the resolution timeframe below 30 days.

The MSInS (https://msins.in/) is the official website for all information relating to Startups in the state. The Maharashtra Department of Skill Development, Employment, and Entrepreneurship is the nodal department for Startups.



Active state policies Supporting startups

Figure B: Homepage of Maharashtra State Innovation Society (MSInS) portal

The Maharashtra State Innovative Startup Policy 2018 presents a comprehensive approach to promoting entrepreneurship through a culture of innovation across sectors which include both fiscal and non-fiscal incentives.

MSInS includes information such as:

- 1. State Startup Policy
- 2. Information on nodal department and team
- 3. Dedicated helpline for Startups
- 4. Startup registration with API integration with Startup India Hub
- 5. List of incubators and procedures to connect
- 6. List of mentors and procedures to connect with mentors
- 7. Detailed support on public procurement, funding, new/ amended rules/ regulations
- 8. Details on departments providing institutional support to Startups

The portal also provisions a grievance redressal mechanism for Startups to raise queries on several options such as incubation support, funding support, public procurement grievances, regulatory issues, any other query or grievance. User can also provide suggestions and feedback on the portal that they may have. The website is available in English and Marathi.

Write to Us	
Grievance	Suggestion
FullName	
Entris Neme	
Email address	
Entri-simal	
Type of Feedback Mobile	
Select a type w in type	NE
Your Subject	
Enter Subject.	
Description	
Turnaround Time (TAT) for any Grievances, Feedbacks and Suggestions is 25 Working day	

Figure C: Contact Page for MSInS Portal

Apart from the Maharashtra Startup Policy 2018, the Government of Maharashtra has also launched the following policies:

- Maharashtra Electric Vehicle Policy by Environment and Climate Change Department
- Maharashtra Industrial Policy by Industries Department
- Relief in labour laws to Startups by Labour Department
- Maharashtra Fintech Policy by Department of Industries

Way Forward

- The State may provide informative virtual tour, walk through or video manuals on home page specific to Startup portal for proper information dissemination.
- · State may provide maximum functionality for accessibility to PWD on portal and multiple language support for easy understanding of local people."
- · The functionality of Chatbot for Query/ Grievance resolution could be included on Grievance portal for quick resolution on basic queries or Grievances.
- · The functionality of Chatbot for Query/ Grievance resolution could be included on Grievance portal for quick resolution on basic queries or Grievances further reducing TAT of resolution.
- More number of State government departments (excluding nodal department) may be added for providing institutional support to Startups. Other avenues such as periodically capacity building support, mentorship or public procurement support may be provided to further strengthening the Startup ecosystem.
- · Specific departments of the State may come up with Startup or incubator related incentives and relaxations to support the Startup ecosystem.

Fostering Innovation & Entrepreneurship

Introduction

Fostering Innovation and Entrepreneurship, as the name of reform area suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs.

It focuses not only on the assessment of the total number of registered Startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

State Performance

18,000+ **Registered Startups**



Women-led Startups received special incentives

1500+ events to support student entrepreneurs at HFIs and schools

Through its policies and programmes, Maharashtra has tried to educate and promote entrepreneurship among its students. It has conducted more than 1100 programs in HEIs.

Maha-Agrivision 2022

Maha Agrivision was the 3rd Zonal Convention on 'Natural & Organic Farming: Global Perspective & Agripreneurship' held at the College of Agriculture, Pune. The Convention was organised by Agrivision in association with Mahatma Phule Krishi Vidyapeeth and Vidyarthi Nidhi Trust and saw a participation of 400+ students in present and 350+ students virtually.





Figure D: Event Poster and Pictures for Maha Agrivision 2022

Need for Startup Incubation

The event was a sensitisation workshop to find out potential Startups among students and researchers at Shri Guru Gobind Singhji Institute of Engineering and Technology. The Centre for Agro-Bio Innovation and Incubation Foundation (CABIIF) CEO gave the presentation on topics like the definition of a business incubator, its necessity and facilities provided, the process of innovation and the incubation process, steps to prepare a successful business plan, and the current scenario of business incubation in India.



Figure E: Event Pictures from Sensitisation Workshop on Need of Startup Incubation

Women Entrepreneurship Cell

For the upliftment of women entrepreneurs, the Maharashtra State Innovation Society set up a Women Entrepreneurship Cell (WEC) with a clear one-point focus on planning and undertaking initiatives for spurring women entrepreneurship in the State of Maharashtra.

WEC worked in collaboration with public as well as private sector organisations and bring them on a single platform by listing their existing women-focused entrepreneurship schemes, initiatives, and programs. It will also enable sharing of best practices amongst women entrepreneurs and partner organisations and promote evidence-based policy making for women entrepreneurship.



Figure F: Event Pictures from Sensitisation Workshop on Need of Startup Incubation

Women entrepreneurs are also eligible to take the following benefits of existing and future initiatives of MSInS:

- The Startup week where 24 Startups are eligible for work orders.
- Innovation society-supported incubators being set up across the State.
- Patent Support: Grants for domestic patents and for international patents.
- Quality Testing & Certification: Grants of for quality testing & certification.

Way Forward

- The State may consider analysis of its database of Startups to evaluate the Startups registered for five years and more.
- The Startups and the students from HEIs may be included in workshops with case studies on the latest rules and regulations to support the Startups in disruptive sectors and the effect of these rules on the ecosystem. Government departments could also be part of these workshops for effective knowledge dissemination.
- The State may give mandate to each State Departments and State PSUs to compulsorily procure a certain percentage of required goods or services from registered startups.
- The State may undertake more programs to connect Startups to Government departments as well to present case-wise solutions to the departments and promote procurement activities by them. These programs could be GeM workshops, Demo Days, Grand Challenges, Hackathons, Innovation Zones, Buyer-Seller meets, and corporate innovation programs. The informational programs conducted could be streamed on the Startup portal and online streaming platforms for wider reach.

Access to Market

Introduction

This Reform Area seeks to encourage the State/UT Government to increase participation in the public procurement process for Startups and become an enabler in providing the opportunities to Startups in the domestic and international market. The States/UTs are evaluated based on their support to Startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders.

The aim is to steadily increase the number of work orders awarded to Startups by helping them be at par with the established players in their respective sectors.

State Performance

Startups received Work orders for public Procurement

The State has conducted 10+ programs and workshops to encourage the participation of Startups in public procurement activities. One of these programs is DELL Designathon Challenge.

The Innovation Society partnered with Dell Technologies for its fourth edition of Dell Designathon, one-of-a-kind design-led innovation challenge, at the annual Dell Tech Forum in Mumbai on 24 and 25 August 2022. The theme was "Design for Change", wherein they scouted 10 Startups from India, to offer them an opportunity to build products or applications that will help solve problem areas for one of these SDGs:

Accessibility - Better Health and/or Education for All Inclusion - Championing Diversity, Equity & Inclusion (DE&I) to empower future workforce.

Sustainability - Building a sustainable future through Circular Economy and Climate Action.



Figure G: Event Picture from DELL Designathon Challenge

INR 3.5 Cr+ Worth work order given To startups

Way Forward

- The State may provide the relaxations in a separate circular enlisting the relaxations for the category of Startups who can receive it.
- · The State also specifically specify the percentage of each relaxation they are providing in the State.
- · In addition to events organised by the State for creating market access for the Startups, the State Government may organize additional events or programs with a focus on international markets and opportunities.

Incubation and **Mentorship Support**

Introduction

Incubation and Mentorship Support is provided to States/UTs in the form of financial and infrastructural support to Startups and State-supported incubators. The State/UT Governments are initiating setting up of new incubators or in upgrading existing incubator facilities through various fiscal and non-fiscal incentives including conduction of acceleration programs across State/UTs. This Reform Area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators.

The support provided by the State/UT to the incubators through programs and incentives will in turn help Startups in scaling up and thereby, contribute to the growth of the State/UT Startup ecosystem. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to Startups. This has been assessed by the number of Startups benefitting from the State's/UT's network of mentors.

State Performance

40+

Existing incubators Supported

150 +

Startups received Incubation support

90+

Startups connected with mentors by State supported incubators

The Government of Maharashtra has supported the setting-up and upgrading of incubators in the State to provide the necessary boost to the Startup ecosystem.

On the MSInS Portal, the "Incubators"³ section has a dedicated Sectoral incubators page detailing the name, sector, contact details, website and address of 15+ incubators, making it readily accessible to Startups.



Figure H: Incubators Supported Page for MSInS Porta

³https://www.msins.in/Incubator ⁴https://www.msins.in/Mentor



Newly established Incubators supported



Startups enrolled in Acceleration programs

The State provides mentorship support to Startups using "The Meet to Mentors"⁴ section of the MSInS website, where one can find a comprehensive list of mentors with their company details, sector, location, contact information (including LinkedIn profiles). Additionally, the website provides an overview of the mentorship process, offering a detailed guide to help users navigate and maximise the benefits of the mentorship program.



Figure I: Meet the Mentors Page for MSInS Portall

³https://www.msins.in/Incubator ⁴https://www.msins.in/Mentor

Way Forward

- Going forward, the State may continue in this direction by increasing the reach of the existing programs, as per its Startup Policy which highlights regional diversity.
- The State may develop its State Startup Portal in a way such that Startups can connect with incubators through a dedicated incubator dashboard.
- The State may further expand the mentorship network to include experts from the relevant sectors, including industry experts, corporates with experience in the required field, people from the financial sector with funding experience, and successful entrepreneurs.
- The State may further look to engage and connect with mentors at the national and international levels. The option for virtual mentorship through video calls could be explored.
- The State may increase the reach of the acceleration programs. The State can leverage the virtual format for holding seminars and discussions. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the country.

Funding Support

Introduction

All Startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either new Seed or Venture funds or Fund of Funds for Startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State/UT Government.

A special emphasis has been given to State-supported initiatives and programs to mobilize the private investments into Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

State Performance

Maharashtra has undertaken several initiatives to provide financial assistance to Startups.



Programs undertaken to connect Startups with private funds or investors

State has provided details of a Venture fund called Maharashtra Innovation & Technological Development Fund.

The following is a newly established fund to help startups in Maharashtra:

Maharashtra Innovation and Technological Development Fund

The primary objective of the fund is to invest in early-stage Maharashtra incorporated Startup companies which are having innovative and scalable business model, and which work towards development or improvement of a product, process, or service and/or have scalable business model with high potential for creation of wealth and employment.

The fund will invest at an early stage in promising, innovative, and high impact Startups.



Figure J: Webpage containing details on Maharashtra Innovation and Technological Development Fund on MSInS Portal

Way Forward

- The State may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.
- The State may collaborate with financial institutions, venture capitalists and angel investors to create additional funding options at regular intervals.
- The State may organise events, conferences dedicated to funding with discussions on funding opportunities and processes.

Capacity Building of Enablers

Introduction

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire Startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable Startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.

State Performance

The Government of Maharashtra, with support from MSInS, has conducted sensitisation workshops for the officials of various State Government departments, potential investors, and incubators. The workshops conducted encompassed themes such as:

- Training and encouraging of Startups
- Role of incubation centres to boost the Startup ecosystem in India
- Role of Startups and innovation ٠
- Role of Startups in bringing innovation in governance •
- Role of Incubators in boosting the Startup ecosystem
- Best practices in the industry and ecosystem



130+ Government officials sensitised

05 Programs conducted to sensitise potential investors

50+ State-sponsored incubator representatives have been trained through multiple capacity development workshops, which include:

State Incubators Capacity Building Workshop on Incubator Management

As part of regular capacity building practice for its incubators organised by MSInS, a capacity building workshop was held at Centre for Incubation and Business Acceleration (CIBA) Incubation Centre, Navi Mumbai on 21 October 2021.

MSInS invited incubators to understand the functioning and management of a successful incubation centre. The expert sessions were held by the CEO of CIBA along with other dignitaries. The workshop also gave an insight into the day-to-day operations of the incubation centre and how to create support systems for the Startups.



Figure K: State Incubators Capacity Building Workshop on Incubator Management



Figure L: State Incubators Capacity Building Workshop on Incubator Management

State Incubators Capacity Building Workshop & One-to-One Mentoring/Investment Session with Lizzie Chapman

As part of regular capacity building practice for its incubators organised by MSInS, another capacity building workshop was held at SPPU RPF, Pune (from 9-10 May 2022. For the first time, all Maharashtra Incubators (53) were invited, rather than only MSInS-supported ones to be part of this two-day long event. Incubators were also given a tour of State-of-the-art Industry 4.0 lab withing the SPPU technical park.

As a partnership with Startup India, Startups were also given the opportunity to get one-to-one mentorship from Lizzie Chapman, Co-Founder of the fintech Startup Zest Money. For incubators, Startup India's detailed session was done on the Startup India Seed Fund Scheme (SSISFS) by various experts from ISBA.

State Performance

200+Startups with rural impact supported

Active policies on

circular Economy

N+

Startups working on sectors focused on renewable energy, sustainability and climate change

The State has adopted the Maharashtra Electric Vehicle Policy, which includes fiscal and non-fiscal provisions for the adoption of electric vehicles in the State and for increasing the production capacity.

The new Electric Vehicle Policy has set a target of:

- Having 10% of new vehicle registered to be electric by 2025
- · Electrification of 25% of public transport (in six urban centres namely, Mumbai, Nagpur, Pune, Amravati, Aurangabad and Nashik) and last mile delivery by 2025
- Converting 15% of the State transport corporation's fleet to electric
- Government vehicles going electric from April 2022
- E-commerce and logistics companies to transition 25% of their fleet to electric by 2025



Figure 0: Cover Image of Maharashtra Electric Vehicle Policy

Way Forward

- The State may develop specific incentives for the Startups working in the field of sustainability, renewable energy, climate change and circular economy and consider amending any existing policy or incentive for Startups in the State to support these Startups.
- · The State may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.
- The State may look at developing a separate parameter for "Social Impact", under related to sustainable practices, renewable energy, circular economy and climate change.

which a Startup promotes a product or service that is based in a rural area as well as

Annexure List of Figures

Figure A: Maharashtra State Startup Portal URL Figure B: Homepage of Maharashtra State Innovation Society (MSInS) Portal Figure C: Contact Page for MSInS Portal Figure D: Event Poster and Pictures for Maha Agrivision 2022 Figure E: Event Pictures from Sensitisation Workshop on Need of Startup Incubation Figure F: Event pictures from Sensitisation Workshop on Need of Startup Incubation Figure G: Event Picture from DELL Designation Challenge Figure H: Incubators Supported Page for MSInS Portal Figure I: Meet the Mentors Page for MSInS Portal Figure J: Webpage containing details on Maharashtra Innovation and Technological Development Fund on MSInS Portal Figure K: State Incubators Capacity Building Workshop on Incubator Management Figure L: State Incubators Capacity Building Workshop on Incubator Management Figure M: State Incubators Capacity Building Workshop & 1-1 Mentoring/Investment Session Figure N: State Incubators Capacity Building Workshop & 1-1 Mentoring Session

Figure 0: Cover Image of Maharashtra Electric Vehicle Policy

Abbreviations

GDP - Gross Domestic Product NASSCOM - National Association of Software and Service Companies MSInS - Maharashtra State Innovation Society MIDC - Maharashtra Industrial Development Corporation SDED - Skill Development and Entrepreneurship Department GoM - Government of Maharashtra CoE - Centre of Excellence SRF - Startup Ranking Framework HEI - Higher Education Institutes UNESCO - United Nations Educational, Scientific and Cultural Organisation API - Application Programming Interface TAT - Turnaround Time CABIIF - Centre for Agro-Bio Innovation and Incubation Foundation WEC - Women Entrepreneurship Cell SDG - Sustainable Development Group DE&I - Diversity, Equity & Inclusion CIBA - Centre for Incubation and Business Acceleration SPPU RPF - Savitribai Phule Pune University Research Park Foundation ISBA - Indian Step & Business Incubator



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