



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

#startupindia

→ STATES' STARTUP RANKING 2022 ←  
EMERGING ECOSYSTEMS

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MIZORAM

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# States' Startup Ranking Results 2022

Mizoram participated in 20 Action Points of the Ranking Framework 2022.

Mizoram 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 Mizoram 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.

Mizoram 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.



# MIZORAM'S STARTUP ECOSYSTEM

Mizoram is a state located in Northeast India, which has the second lowest population in the country and is composed of 11 districts. The state's economy is predominantly based on agriculture, which constitutes the backbone of its economic structure and contributes significantly to its Gross State Value Added (GSVA). The state has been focusing on diversifying its economy by developing service sector industries such as retail, hospitality, IT, and financial services, among others. The state is experiencing the rise of a young, business-minded population marked by a keen entrepreneurial spirit and a strong drive for success.

Entrepreneurship Development Centre (EDC), Planning & Programme Implementation Department, Government of Mizoram as its nodal department have been taking several initiatives to promote Startup ecosystem in the state. EDC has been organising various training programmes, lecture series and knowledge sharing sessions to equip Startups to excel in their ventures.

The Entrepreneurship Development Scheme (EDS) is the policy vehicle responsible for implementing the Mizoram Entrepreneurship and Startup Policy. To further support State Startups, the State government is under the process of setting up a Startup Hub in Aizawl so that entrepreneurs can be provided with ideal conditions to flourish and accelerate the growth of their ventures.

## Delhi Startup Policies and Incentives

The Mizoram Entrepreneurship & Startup Policy of 2019 aims to establish an improved environment conducive to innovation and commercialization of creative enterprises, thereby enabling startups and businesses to prosper, create jobs, and generate wealth. The objective of the initiative is to encourage entrepreneurship among the general public, particularly among young people and students.

Under the policy, the State intends to microfinance the eligible Startups by selecting them through Micro Startup Capital competitions, Business Plan Contests and Acceleration programs being organized at regular intervals.

<sup>1</sup>Based on RBI Statistics

Incentives to women-led startups in the form of challenges and competitions. These programs include Mizoram Rahbi, a micro startup capital competition, and Mizoram Kailawn, a business plan competition. Startups receive financial support ranging from INR 5-12 Lakh through these competitions. These programs are open to all startups with more than 35 women-led startups emerging as leaders in these competitions and events.

## Highlights of Mizoram's Startup Ecosystem

- 70+** Startups registered
- 10+** Events undertaken to Support startups
- 90+** Startups receiving Incubation support
- 20+** Startups receiving Acceleration support
- 10+** Startups provided Access to market and Showcase opportunities
- 03** Startups receiving funding Through state-supported Mechanisms
- 40+** Startups receiving Mentorship
- 04+** Programs in HEIs to promote Entrepreneurial spirit and Support student entrepreneurs.

<sup>2</sup>Based on SRF 2022 submission



## Key Initiatives Driving Growth

- **Entrepreneurship Awareness Programmes:** These programmes involve propagation of knowledge related to startup through an outreach and entrepreneurial awareness campaign, which is implemented in successive phases at the block and village levels after a first phase of implementation in all District headquarters. Additionally, NGOs and other organizations also run awareness campaigns through the Scheme. The awareness program or campaign includes at least one entrepreneurship-related discussion and one experience sharing or testimony from an actual entrepreneur. A minimum of one resource must be a Master Trainer with EDS training.
- **Mizoram Outstanding Entrepreneurs Award:** The Mizoram Outstanding Entrepreneurs Award has been created to support local indigenous business owners, improve their commercial standing, and highlight successful businesspeople as role models for young people interested in starting their businesses. All industries are represented in the award categories, and those who win get a citation, a trophy, and a monetary prize.
- **Startup Centre:** To provide business owners with an optimal environment for growth and to accelerate the expansion of their companies, the Government of Mizoram is establishing a Startup Hub in Aizawl as part of its startup ecosystem. This includes establishing an incubation center under EDC that would offer the startups the mentoring, technical support, infrastructure, networking, and other resources that are crucial for a successful business model. The ecosystem partners such as IIM Calcutta Innovation Park, MZU Incubation Centre, Entrepreneurship Development Institute of India, and others are already working with the State Government and are instrumental in the development of the Startup ecosystem of the State.
- An entrepreneurship manual in the native Mizo language is available to ensure sufficient training and proper awareness can be provided to the State Startup ecosystem and startups. This is an important step in ensuring that all state citizens receive the same level of advice and instruction. A master trainer program is also available, and it is anticipated that graduates will be subject-matter experts.
- Significant research support to individuals working in industries with high development potential. Grand challenges and other entrepreneurial events are planned to identify societal issues.
- The Mizoram Entrepreneurship Development and Monitoring Committee, or MEDMOC, was established by the government of Mizoram to oversee the startup mission. It is composed of diverse experts and government representatives. Numerous awareness-raising and outreach events are planned as part of the policy.

Entrepreneurship Development Centre, Planning & Programme Implementation Department  
Government of Mizoram

<https://edc.mizoram.gov.in/>



## SRF 2022: Performance Assessment

# Institutional Support

## Introduction

Institutional Support focuses on the execution and facilitation of the State's startup policy through a comprehensive portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on access to information for startups on State-supported initiatives. It analyses whether a particular State 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 in making information accessible and inclusive through the functionality of local languages. A special focus has been drawn towards women-led startups with specially tailored incentives and schemes to ensure equitable implementation. The Reform Area also emphasizes institutionalized support provided to the startups from various State Government departments.

## State's Performance

EDC (<https://edc.mizoram.gov.in/>) is the official website of Mizoram. It provides the relevant information relating to the startup ecosystem in the State. The portal provides Latest News, Events, Press Releases of Government of Mizoram. The portal is well developed and provides relevant information on the State's efforts to promote the startup ecosystem.

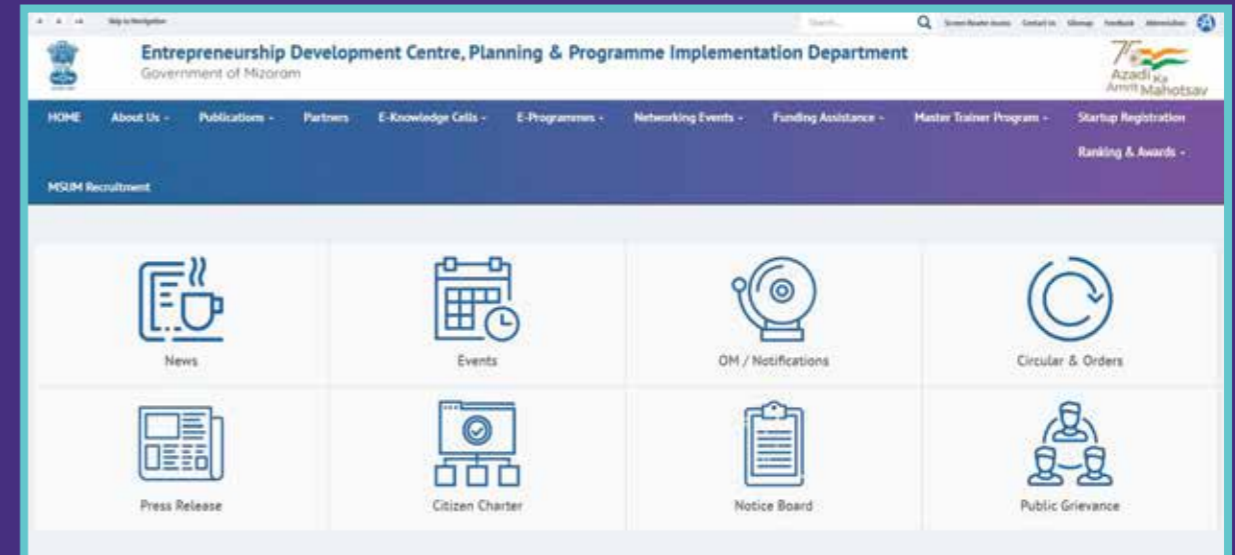


Figure B: Homepage of EDC Mizoram Portal

Mizoram has an Public Grievance option to capture user's queries. It redirects them to the Department of Administrative Reforms & Public Grievances page . Users can select Mizoram in the State option and them add their queries.

## Recommendations

- State may develop a dedicated portal for Startups in Mizoram. Option to register as a Startup in Mizoram or Login as DPIIT Recognised startups can be provided in such portal.
- State may organize skill development programs and workshops to enhance the entrepreneurial and technical skills of startup founders and their teams.
- State may organize trade fairs and exhibitions to showcase startups and connect them with potential customers and partners.
- State may create an online platform or community where startups can connect, collaborate, and share experiences.
- State may host regular networking events, pitch sessions, and demo days to bring together startups, investors, mentors, and other stakeholders.
- State may use feedback from startups to continuously improve and adapt support initiatives based on their evolving needs.

# Fostering Innovation & Entrepreneurship

## Introduction

Fostering Innovation and Entrepreneurship seeks to encourage the spirit of innovation among aspiring students and rural entrepreneurs. It focuses not only on the assessment of the total number of registered startups in each State, which is a direct result of the State support but also on the regulatory reforms undertaken to support startups in disruptive 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 through disruption and promotes State-supported technological disruption to help drive innovation.

## State's Performance

EDC (<https://edc.mizoram.gov.in/>) is the official website of Mizoram. It provides the relevant information relating to the startup ecosystem in the State. The portal provides Latest News, Events, Press Releases of Government of Mizoram. The portal is well developed and provides relevant information on the State's efforts to promote the startup ecosystem.

**165+**

Registered startups

**12+**

Entrepreneurial workshops and bootcamps at Schools

**10+**

Entrepreneurial workshops and Bootcamps at HEIs

EDC has helped in conducting Entrepreneurship Awareness Programs, Entrepreneurship Development Programs, Business Idea competitions around various schools of Mizoram. These workshops are targeted at developing an entrepreneurial mindset among students at a young age.

**EDC has also provided support in Sponsoring and Organising events at the following HEIs**

- Entrepreneurship Awareness & Skill Development Program with Entrepreneurship Knowledge Cell, Govt. Serchhip College
- Two days training on Entrepreneurship with Pachhung University EK Cell
- Entrepreneurship Awareness Program with Khawzawl District
- Business Idea competition with Pachhunga University College
- One-day Workshop on Entrepreneurship Development with Sociology Department, Mizoram University

## Recommendations

- State may establish innovation hubs that provide a collaborative space for entrepreneurs, researchers, and professionals to work together on innovative projects.
- State may develop and expand startup incubation programs that offer comprehensive support, including mentorship, training, and access to resources.
- State may organize regular startup challenges and competitions to encourage entrepreneurs to solve specific problems relevant to Mizoram.
- State may foster collaboration between universities, research institutions, and industries to promote knowledge transfer and research-driven entrepreneurship.
- State may integrate entrepreneurship education into school and college curricula to instill an entrepreneurial mindset from an early age.
- State may foster collaboration between the government, private sector, and non-profit organizations to create a supportive environment for startups.
- State may build a strong community of entrepreneurs through meetups, forums, and online platforms where they can share ideas, collaborate, and seek advice.

# Access to Market

## Introduction

This Reform Area seeks to encourage the State Government to ease participation in the public procurement process for startups and become an enabler in connecting startups with private stakeholders. The States are evaluated based on the support provided by them to startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in rules 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's Performance

The state has organised the following event which helped provide such access to market opportunities to Startups.

- **Exhibition on Alternate Products to Single Use Plastic**

Government of Mizoram, Commerce & Industries Department in collaboration with Planning & Program Implementation Department had organized a one-day awareness event. The theme of the event was on Alternative Products to Single Use Plastic Exhibition at the Mizoram New Capital Complex (MINECO). There were 12 local entrepreneurs exhibiting their products that can substitute daily plastic requirement and reduce usage of single use plastic. The event provided a platform to local entrepreneurs of Mizoram to showcase their innovative products.

## Recommendations

- State may introduce policies that reserve a percentage of public procurement contracts for startups. This can provide them with a fair chance to participate in government projects and initiatives.
- State may streamline and simplify the procurement processes, making it more accessible for startups to participate. This includes reducing bureaucratic hurdles and paperwork.
- State may develop criteria that give preference to innovative solutions and technologies in the procurement process. This encourages startups to focus on creating cutting-edge products and services.
- State may establish a feedback mechanism that allows startups to receive constructive feedback on their bids, enabling them to improve and better align with procurement requirements.
- State may create online platforms or databases where startups can showcase their products and services. This serves as a centralized resource for government agencies to discover and engage with startups.
- State may host innovation challenges where startups can present solutions to specific problems faced by government agencies. This encourages problem-solving and engagement with startups on real-world issues.
- State may establish awards and recognition programs for startups that excel in providing innovative solutions through public procurement. This not only incentivizes startups but also showcases success stories.



# Incubation and Mentorship Support

## Introduction

Incubation support is provided in the form of financial and infrastructural support to startups and State-supported incubators. The State Governments have been supporting incubators to set up or upgrade existing facilities through funds and incentives to enhance the incubation infrastructure. This Reform Area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators. The support provided by the State to the incubators through programs and incentives will in turn help startups scale up and thereby, contribute to the growth of the State startup ecosystem

## State's Performance

**04+** Functioning Incubators | **13+** Registered Mentors

The State Nodal Department supports a few incubators across Mizoram. These incubation Centers are:

- **Mizoram University Incubation Centre**
- **Mizoram University BioNest Incubator**
- **Raftaar Agri-business Incubation Centre**

The support provided is the form of research funding, funding for startup competitions, training and conducting awareness programmes. Various events were conducted in these incubation centres during the period of consideration.

- Sponsoring and Conducting a 1-minute Pheichham Business Idea Pitching Competition with Mizoram University Incubation Centre.
- Sponsoring and conducting Game Based Entrepreneurship Development Program with Mizoram University Incubation Centre.
- Organising 'Ponto Pheichham' competition (Business Idea pitch for startups) with Mizoram University Incubation Centre.
- Sponsoring and organising Bio Innovation Challenge with MZU Bionest Incubator.
- Organising Mizoram Kailawn Accelerator program with IIM Innovation Park

## Recommendations

- State may set up incubation centers in key locations across Mizoram, providing startups with physical spaces, shared resources, and a collaborative environment.
- State may build a network of experienced mentors, including successful entrepreneurs, industry experts, and professionals, who can provide guidance and support to startups.
- State may implement structured mentorship programs within incubation centers, where startups are matched with mentors based on their industry, needs, and goals.
- State may host networking events within incubation centers to foster connections between startups, mentors, investors, and industry professionals.
- State may develop virtual incubation programs to support startups in remote areas, enabling them to access resources and mentorship regardless of their location.
- State may encourage established corporations to participate in mentorship programs, sharing industry insights and helping startups navigate challenges specific to their sectors.

# Funding Support

## Introduction

All startups require timely availability of funding for their growth. This Reform Area encourages various State Governments to establish either Seed or Venture funds or Fund of Funds for startups. It also focuses on the access to these funds established by the State Government. A special focus has been given to initiatives and programs undertaken for connecting startups with private investors through workshops, networking events, pitching sessions, and investor networking events.

## State's Performance

### Mizoram Rahbi 4.0: Micro Startup Capital Competition 2022.

The initiative sought to provide a stepping stone for emerging and early-stage entrepreneurs through grant of micro capital. The assistance was administered through a fair contest wherein business startup plan proposals were judged. The Micro Startup Capital Competition was open to all residents of Mizoram.

One of the major objectives of the Competition was to spread awareness of entrepreneurship. Multiple workshops, boot camps, interviews, video-shoots, award ceremonies etc. were conducted through the duration of the Competition.

More than **12 Startups** were sanctioned a **cumulative sum of INR 73+ Lakhs as** Micro Startup Grant.



Figure B: Homepage of EDC Mizoram Portal

# Recommendations

- State may create a dedicated fund specifically for startups in Mizoram, managed by a government body or in collaboration with private investors. This fund can provide seed capital, grants, and low-interest loans to early-stage startups.
- State may facilitate the establishment of a venture capital (VC) ecosystem in Mizoram by attracting VC firms or creating a state-backed VC fund.
- State may introduce government grants and subsidies for startups in Mizoram, focusing on innovation, technology, and sectors vital to the state's economic development.
- State may design funding programs that cater to specific industries thriving in Mizoram, such as agriculture, tourism, or traditional crafts.
- State may establish a robust system for monitoring and evaluating the impact of funding initiatives to ensure they align with the evolving needs of startups and contribute effectively to the startup ecosystem in Mizoram.

# 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 sensitization 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's Performance

**05+**

Sensitisation workshops / programs  
Conducted for Government officials

### Some of the sensitisation workshops / programs are summarised below:

- Knowledge Sharing and Brainstorming for Development of Entrepreneurship in Mizoram: The session saw a participation of 12 different Departments of Government of Meghalaya. These department gave a presentation on planning and execution of initiatives taken for developing entrepreneurship ecosystem in Meghalaya.
- Alimentaria Barcelona 2022: It was conducted on 4th to 7th April, 2022 by Alimentaria Exhibitions S.A at the Fira De Barcelona Convention Centre. The event was attended by officials from different department of Government of Mizoram. The products by the Mizoram Startups with export potentials were displayed at the exhibition and business networking was attended during the four days.

## Recommendations

1. State may develop and implement regular training programs and workshops covering essential entrepreneurial skills, business development, and industry-specific knowledge to enhance the capabilities of startups in Mizoram.
2. State may facilitate access to research and development facilities for startups, encouraging innovation and experimentation in product and service development.
3. State may create opportunities for startups to participate in international conferences, trade fairs, and exchange programs. Exposure to global markets and trends can broaden their perspectives and enhance their capacity.
4. State may collaborate with industry associations to provide startups with insights into market trends, industry standards, and opportunities for collaboration, strengthening their understanding of the business landscape.
5. State may implement a system for continuous monitoring and evaluation of capacity-building programs to ensure their effectiveness.

# Roadmap to Sustainable Startups

## Introduction

Roadmap to a Sustainable Future seeks to encourage the spirit of innovation in rural startups, focused on sectors like renewable energy, sustainability, and climate change. Special focus is given to startups working on Circular Economy.

The aim is to steadily increase the number of rural and future sectors in sustainability by established players in their respective sectors and cater to circular economy.

## State's Performance

The Mizoram Government has been supportive to Startups focused on working towards sustainability. A renewable energy startup who makes charcoal briquettes using bamboo waste as raw material was supported during the period of consideration of SRF 2022. A grant of 7+Lakh was provided to the startup.

## Recommendations

1. State may encourage startups to adopt sustainable and environmentally friendly practices. This not only aligns with global trends but can also enhance the market appeal of Mizoram's products and services.
2. State may preserve and promote traditional industries in Mizoram by integrating technology and modern business practices.
3. State may foster a sense of community among startups through regular meetups, knowledge-sharing sessions, and collaborative projects.
4. State may explore opportunities for global integration and partnerships. Engaging with international markets, investors, and collaborators can open new avenues for growth and sustainability.
5. State may promote startups focusing on renewable energy solutions for rural areas, such as solar power systems or innovative methods for harnessing local energy resources.

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