



सत्यमेव जयते

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

#startupindia

➤ STATES' STARTUP RANKING 2022 ➤
TOP PERFORMER

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ODISHA



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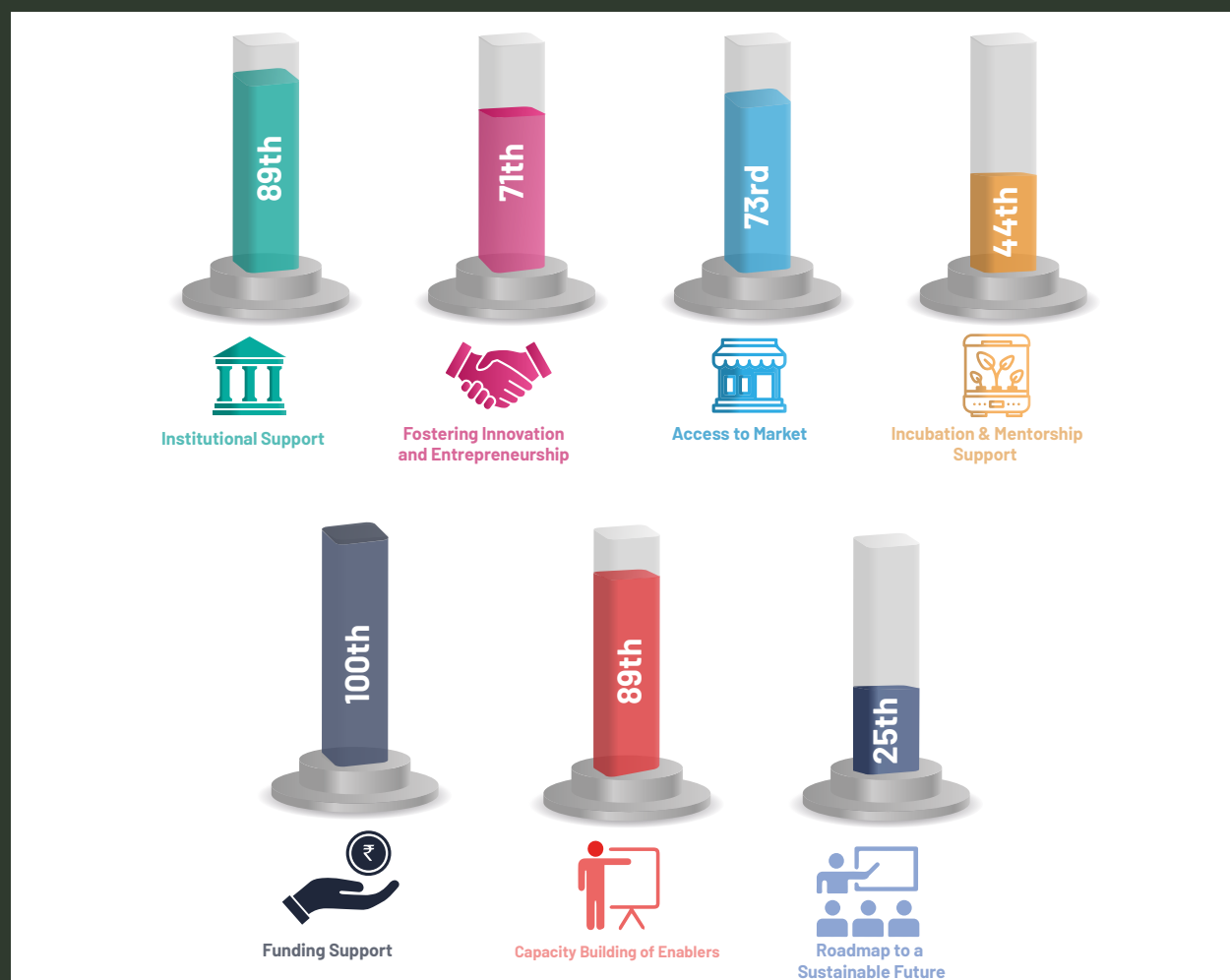
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States' Startup Ranking 2022 Results

Odisha participated in 25 Action Points of the Ranking Framework 2022. Odisha 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 Odisha 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.

Odisha 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

Odisha is the eight largest State in terms of area and 11th largest State in terms of population. It has 25% of India's iron reserves and contributes close to three percent to India's Gross Domestic Product (GDP). Odisha has 10% of India's production capacity in steel. Odisha stands as the leading State in India for aluminium production.

With a coastline of 480 km, Odisha is located on the east coast of India along the Bay of Bengal. The State is served by two ports Paradip and Dhamra. The State has 10,000 km of highway road network and 2,500 km of railway network.

Startup Odisha under the MSME Department, Government of Odisha works as the Nodal agency for building the Startup and innovation ecosystem in the State. It came into existence in 2016 with Odisha Startup Policy 2016.

Startup Odisha is home to the entrepreneurial minds and has already supported and facilitated 1500+ Startups. Odisha, home to 8+ incubators in 2018, currently has 25+ incubators. It intends to create a system that facilitates at 5,000+ Startups by 2025.

State Startup Policies and Incentives

Odisha developed the State Startup Policy in 2016¹ and established Startup Odisha under the MSME department. The vision of the policy is to emerge amongst the top three "Startup Hubs" in India by 2025. It also aims to encourage women entrepreneurship by ensuring at least 33 percent women Startup founders in the State.

Odisha Startup Policy is a comprehensive framework designed to bolster the State Startup ecosystem by providing a range of incentives and support mechanisms.

1. Infrastructure Development:

Creation of world class physical infrastructure to support Startups and promoting the culture of innovation through Academic Interventions.

2. Training Programs:

Institutionalising the culture of entrepreneurship by providing training for the requisite Skills.

3. Incubation Centres and Centre of Excellences (CoEs):

The State will encourage incubators recognised either by Central or State Government. Such institutions will be approved by State level Implementation Committee and will be eligible to support and mentor Startups.

¹Based on RBI Statistics

4. Co-Working Spaces:

Shared office spaces are offered to IT firms in a transparent public-private partnership mode, fostering a professional work environment.

5. State Data Centre (SDC):

Ensuring data security, the State Government is establishing a primary and disaster recovery SDC with substantial capacity.

6. Fiscal Incentives:

The State Government has connected with banks, angel investors and other financial institutions. Such institutions will extend and enhance their lending facilities to Startups and set up dedicated desks for Startups for easy funding.

7. International Startup Culture and Exchange Program:

An international Startup Exchange Program shall be setup. The aim is to garner knowledge and experience from global Startup destinations to enhance the Startup Culture in the State.

Highlights of State Startup Ecosystem²

Odisha has made huge strides in leading the growth of Startup ecosystem and culture. Following is a glimpse of the achievements by the State during the period of consideration of States' Startup Ranking Framework 2022 (SRF)

850+

Startups Registered

60+

Women led Startups supported

5+

Programs conducted to sensitise potential investors

100+

Startups provided fiscal support

²Based on SRF 2022 submission



100+

Programs conducted in Schools and HEIs

15+

policies supporting Startups working on Circular Economy

15+

Programs to provide market access opportunities

25+

Incubators functioning in the State across seven districts

25+

Startups with Rural Impact supported

60+

Startups provided with acceleration support

110+

Startups provided incubation support

Key Initiatives Driving Growth

The Odisha State Government has introduced several key policy initiatives to boost its Startup ecosystem, making it one of India's premier Startup hubs. Some of the notable policy initiatives include:

- 1. Startup Policy:** A comprehensive policy framework that simplifies regulations, reduces compliance burdens, and offers technological incentives for Startups and investors.
- 2. Training Programs:** The Odisha State Government will encourage institutions and Industry Associations to organise Startup Festival and Innovation Week.
- 3. Fund of Funds:** Financial assistance for setting up of new incubators (both physical and virtual) and expanding State supported incubators.
- 4. Incubation Centres:** Sector-specific incubation centres were set up in the areas notified by the State Government.

4. **O-Hub³**: It is Odisha's maiden, centralised Incubator, wholly owned and operated by State Government. Featuring state-of-the-art, plug-and-play infrastructure, it enables Startup incubation. O-Hub offers services like mentorship, investment facilitation, business development, co-working space, modular manufacturing, etc., all at subsidised prices.

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 quick 30 days of query resolution. The Reform Area also emphasises institutionalised support provided to the Startups from various State/UT Government departments including that of Government policies that are currently active for support to startups

Startup Odisha through strategic partnerships and policy interventions has developed a conducive ecosystem attracting investments. The State is home to 1800+ startups who work in a wide range of sectors including Agritech, IT, Artificial Intelligence, Healthcare, Fintech, Biotechnology and more.

Odisha has crafted an inclusive Startup portal, equipped with essential features to meet the diverse needs of both startups and stakeholders within the State Startup ecosystem.

State Performance

Startup Odisha (<https://Startupodisha.gov.in/>) is a comprehensive Startup portal for all information relating to Startups in the State. It can be accessed in two different languages, English and Odia.

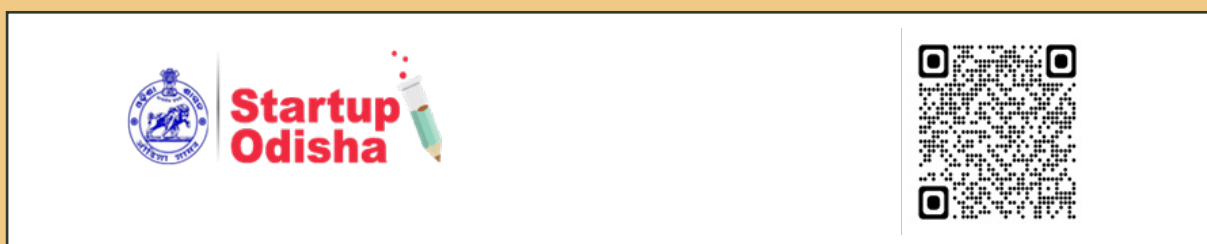


Figure A: QR Code to Startup Odisha Portal

³<https://startupodisha.gov.in/odisha-startup-hub/>

Odisha Startup Policy 2016 provides for a holistic and inclusive ecosystem for the existing and upcoming Startups. It also lays emphasises Women/ SC/ ST/ PH/ Transgenders-led Startups/ entrepreneurs by providing them with financial grants and subsidised incubation.

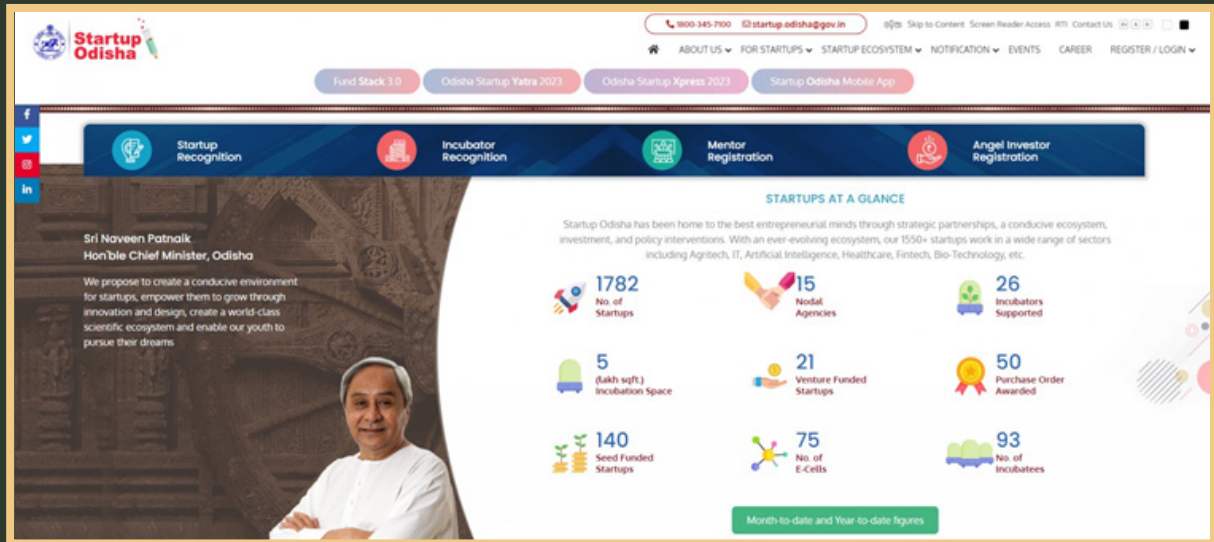


Figure B: Homepage of Startup Odisha Portal

A Video Guide helps the user, explore Startup Odisha Portal through a Virtual Tour for a user-friendly understanding of its features and functionalities.



Figure C: Video on Virtual Tour on Startup Odisha Portal

⁴<https://startupodisha.gov.in/virtual-tour/>

Startup Odisha has been continuously evolving in its Policy measures, with the following objectives:

- **Develop a world-class “Startup Hub” in Odisha by 2025.**
- **Encourage incubators including sector specific incubators to align with the State strengths and requirements.**
- **Create enabling environment and supporting ecosystem that facilitates at least 5,000 Startups in the next five years in the State.**
- **Take steps to provide skill-based training to encourage youth to take up Startups.**
- **Encourage all major companies operating out of Odisha to include skill and infrastructure development for Startups as an integral component of their CSR activities.**
- **Create a strong institutional framework for effective implementation, monitoring and evaluation of this policy.**

Startup Odisha Portal also incorporates options for Grievance Redressal of users by capturing their Queries through a Detailed Form. Along with it they also encouraging Walk-in Queries by providing Address details.

Way Forward

- **The State may provide maximum functionality for accessibility to PWD on portal.**
- **The functionality of Chatbot for Query/ Grievance resolution may be included on Grievance portal for quick resolution on basic Queries or Grievances.**
- **The State may encourage a greater number of State Government departments (excluding nodal department) for providing institutional support to Startups. Other avenues such as capacity building support, mentorship or public procurement support may be provided to further strengthen 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 amongst 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.

The state has 1800+ registered startups with more than 850 startups registered in the period of consideration under SRF 2022. Recognising the importance of gender inclusivity, the state has supported 60+ Women led Startups.

State Performance

850+

Registered Startups

3500+

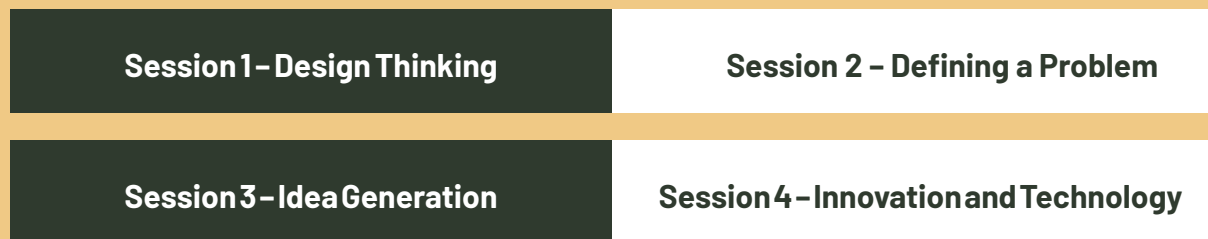
Students attended 40+ entrepreneurial workshops and bootcamps at Schools

7300+

Students attended 60+ entrepreneurial workshops and bootcamps at HEIs

Startup Odisha has launched an initiative called Startup Xpress to nurture and promote innovation led entrepreneurship in schools of Odisha. The innovation bootcamps is aimed at promoting and nurturing innovation in the young minds. They are introduced to skills like Problem Identification, Design Thinking, Ideation and Solution development in their early phase of education.

Nurturing Innovators and Promoting Entrepreneurship, the design of the scheme is divided into four sessions:



The Journey of Innovation as per the scheme is envisioned as

- **Design Thinking** – Learning steps of design thinking and understanding problem-solution fit.
- **Idea Generation** – Learning the process of DISRUPT to generate feasible ideas.
- **Prototyping** – Creating awareness on emerging technologies and product development.
- **Mind Mapping** – Developing a mind map to represent the evolved solutions during brainstorming.

The initiative aims to provide such support to students of ~35 different schools. It helps imbibe an entrepreneurial spirit amongst students at a young age.



Figure D: Event pictures from Startup Xpress



Figure E: Event pictures from Startup Xpress

Way Forward

- The State may focus on designing knowledge support and outreach programs to disseminate the benefits of registering Startups, thereby encouraging entrepreneurs to register.
- The State may include Startups and the students from HEIs in workshops with case studies on the latest rules, regulations, and acts to support the Startups in disruptive sectors and the effect of these rules on the ecosystem. Government departments may also be part of these workshops for effective knowledge dissemination.
- State may organise interaction events with successful entrepreneurs and industry experts. Students will understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.

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 organisation 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.

The State is nurturing an environment which provides ample opportunities to startups in Odisha in the public procurement space. The State has thus notified various relaxations under (a) 'Prior experience' criteria (b) 'Prior turnover' criteria (c) 'Submission of EMD' criteria for Startups, in order to increase participation in Public Procurement.

State Performance

20+

work orders given to Startups, with total value of work orders worth 13+ Cr

The State has conducted more than 15 programs which provided market access opportunities to 200+ Startups. Following are some of the workshops which helped Startups in Odisha.

- **Showcase at Dubai Expo:** ~10 Startups showcased their business ideas and innovations to global investors at Expo 2020 Dubai. Some of the best Innovators and Startups from Odisha got an opportunity to engage with their counterparts and key stakeholders at Expo 2020 Dubai. India Innovation Hub was a project of the Indian Pavilion at Expo 2020 Dubai where over 500 Indian Startups were showcased.
- **Government e-Marketplace (GeM) Workshop Womaniya for Women-led Startups:** Startup Odisha, in collaboration with the team from GeM, conducted an awareness and outreach workshop for Women-Led Startups on the GeM procurement portal.

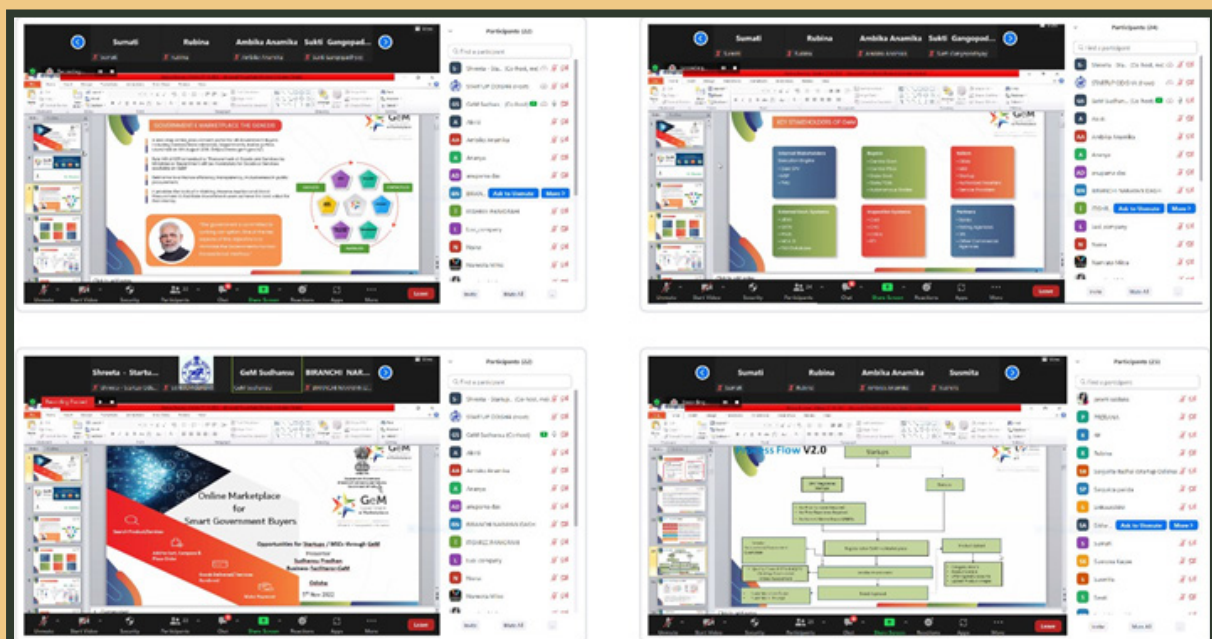


Figure F: Event Picture of GeM Workshop Womaniya for Women-led Startups

- **Odisha Food Pro 2022:** Startup Odisha participated in the Odisha Food Pro⁶, an event to facilitate partnerships between Odisha and Indian businesses and investors. Odisha Food Pro (OFP) is a gateway to the State food economy and an opportunity to showcase, connect, and collaborate. It was organised by MSME Department in collaboration with the Department of Agriculture and Farmer Empowerment. Odisha Food Pro was a unique gathering of investors, manufacturers, producers, food processors, Startups, policymakers, and organisations from the Indian food ecosystem. The Mega Food Event had a Technical Session on “Innovation & Technology Session in Food Processing Sector”. Startup Odisha facilitated 22 Startups to attend the event with six selected Food-tech Startups given an opportunity to showcase their products.



Figure G: Event Picture from Odisha Food Pro 2022

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 may also specifically mention the percentage of different relaxation they are providing in the State. The State may mandate each State Departments and State PSUs to compulsorily procure a certain percentage of required goods or services from registered startups.
- In addition to events organised by the State for creating market access for the Startups, the State Government may organise additional events or programs with a focus on international markets and opportunities.

⁶https://startupodisha.gov.in/latest_events/odisha-food-pro-2022/

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 utilisation 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.

The State has provided incubation support to 100+ startups. The State Government wants to help new and modern startups grow, improve the spirit of entrepreneurship all over the State, and make the economy stronger by introducing innovative ideas. The State intends to support people with business ideas through programs and services offered by state-run incubators.

State Performance

75+

Registered Mentors

25+

Functioning Incubators

Startup Odisha website has a dedicated Sectoral Incubators page⁷ detailing the Name, Sector, Contact Details, Website. These details of 25+ incubators, are readily accessible to Startups.

⁷<https://startupodisha.gov.in/sectoral-incubators/>

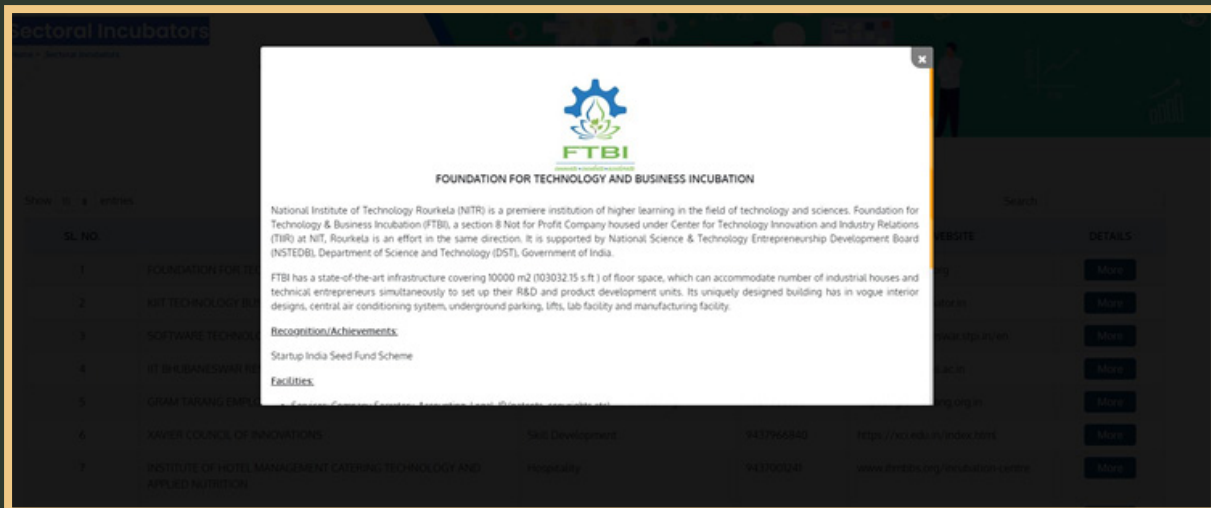


Figure H: Details of Incubators on Startup Odisha Portal

The State has also dedicated website pages for Angel Networks to register on its portal. The website also provides opportunities to facilitate interaction of Startups with the Angel Investors, Venture Funds and Angel Network, for their funding.

The State provided acceleration support to 60+ startups of Odisha by conducting more than 5 acceleration programs. One such acceleration program conducted by state is briefed below:

Sanvridhi 2.0

It was a 12-week Startup Acceleration Program, conducted through the months of July-October 2022 for Odisha-based Startups at Market Entry/ Early Revenue stage. The program structure was divided into 4 tracks including, Product Validation, Business Modelling, Fundraising and Demo Day Pitch Presentation. More than 20 sessions were provided to startups on various business avenues.

The Graduation Day witnessed felicitation of 20 Startups. These startups were from varied sectors like Agriculture, FinTech, Food & Nutrition, Education, Health & Lifestyle, and Travel & Logistics who had completed their acceleration program.



Figure I: Sanvridhi 2.0 Graduation Day

Way Forward

- The State may set up more incubators to guide young entrepreneurs. The State may explore the possibility of virtual incubation as well.
- 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.
- To create a strong network of mentors for providing sector-specific knowledge and real-world practical guidance to the Startups, the State may further look to engage and connect with mentors outside, both, at the national as well as international level. The possibility for virtual mentorship through video calls may be explored to learn from other national and international experiences.
- The State Government may also guide the departments to conduct cross-mentoring sessions where Startups with their respective mentors engage in a brainstorming session. These sessions may help in creating a connection between the Startups and mentors at the early stages and help multiply the growth rate of several Startups.

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 mobilise the private investments into startup ecosystem by connecting startups with investors such as workshops, networking events and pitching sessions.

The State Government has established Odisha Startup Growth Fund of **INR 100 Cr** as a "Fund-of-Funds" model for Startup registered with Startup Odisha. The state aims to increase capital inflow to State registered Startups and enhance their potential by providing them access to State-specific investment fund to help them scale up quickly.

State Performance

110+

Startups sanctioned funding support of INR 10+ Cr

50+

Private Investors connected with Startups through ~5 Programs

Following are the monetary benefits⁸ which can be availed by Startups in Odisha:

- Monthly allowance of INR 20,000
- Product Development and Marketing/ Publicity assistance up to INR 15 lakhs
- Need based assistance, which may be considered on case-to-case basis to a recognised Startup entity. They can be towards cost of raw material and/or other related equipment required for the innovative process of new or existing product improvement.
- Financial support to State recognised Startups for participating in the reputed national and international events, where they are representing the State.
- Subsidy benefit to the extent of 50% of monthly rental of the incubation space.

Events/ Programs undertaken by State in the area:

- Fundstack 2.0⁹: Two-Day event encompassing various programs like Government Official and Investors Meet, Startup Pitching sessions, Investors Panel Discussion and Startups – Investors Networking
- 'Odisha Startup Carnival'¹⁰, a 10-day extravaganza with over 16 experts and mentors from varied fields and areas across the sectors followed with networking sessions.

⁹https://startupodisha.gov.in/latest_events/fundstack-2-0/

¹⁰https://startupodisha.gov.in/latest_events/odisha-startup-carnival/



Figure J: Event Picture from Odisha Startup Carnival 2022



Figure K: Event Picture from Odisha Startup Carnival 2022

Way Forward

- The State may present the Details of the Funds and funded startups on the Startup portal along with the option of Startups applying for the Fund.
- The funding given by the State Government may be diversified further. These may include government grants, monthly allowance, interest subsidy and others. Information can be publicised to Startups for the grants provided.
- 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.

The state has conducted various of capacity development programmes, and sensitisation workshops. These programs aimed at supporting various stakeholders. The State has supported more than 20 state-supported incubators through 10 capacity development workshops.

State Performance

5+

Sensitisation Workshops for State Government Officials conducted

150+

State Government Officials and 30 + Departments sensitised on the Startup landscape in the State

5+

programs conducted to sensitise 100+ potential investors

Some key capacity development programmes and sensitisation workshops undertaken by State are briefed below:

Startup Yatra 2.0: The event was attended by ~20 incubators who were introduced on how they are supposed to make strategies. Such strategies were towards both factors Startup Yatra and Startup Policy so that incubators can contribute. It helped to gather more effective ideas from the educational institutes of Odisha. All incubators developed cross learning between each other, with an aim to support each other for development of Startups in the State. Brainstorming on Draft Odisha Startup Policy, valuable suggestions from different incubators had helped in making the Startup Policy more effective.



Figure L: Event Picture from Startup Yatra 2.0



Figure M: Event Picture from Startup Yatra 2.0

HNI-Investor Meetup: Investment Networking Meet was organised with renowned Venture Capitalists (VCs) like Mr. Rajesh Sawhney, Founder & CEO-GSF Accelerator; Mr. Gopal Bindal, Financial Controller, BT; and Mr. Amit Singal, Founding Partner, Fluid Ventures. The program had two different tracks. One for the Surge incubatees and the other for the capacity building of the HNI pool members.

The program was a meet and greet with HNIs from Bhubaneswar and nearby cities. It included experience sharing on Startup funding by the seasoned investors who shared their valuable experience with the HNIs present in the audience. They also addressed few questions from them that demonstrated the concerns and pain points of the HNIs very well. This event helped to build a community of angels and VCs considering Startups as an asset class.



Figure 0: Event Pictures from Investment Networking Meet

Way Forward

1. The State may hold quarterly sensitisation workshops for various Government departments and officials to encourage them to interact with Startups and understand their concerns.
2. The State may conduct monthly virtual programs spread across various districts to sensitise potential investors on investment in Startups.

Roadmap to a Sustainable Future

Introduction

Roadmap to a Sustainable Future sought to encourage the spirit of innovation in rural startups, and at the same time focus on sectors like renewable energy, sustainability, and climate change with an emphasis given to startups working on Circular Economy.

The aim is to steadily increase the number of startups working in the space of renewable energy and sustainability and follow India's direction of attaining a more inclusive and greener world.

The State understands the importance of building a startup ecosystem who works towards a sustainable future. Odisha has 15+ active policies supporting startups working on Circular Economy¹¹. Some of them are SAMRUDHI – Agricultural Policy 2020, Odisha Organic Farming Policy 2018, Solid Waste Management Rules, E-Waste Management Rules, Plastic Waste Management Rules and more.

State Performance

Startups Odisha has supported Startups who are working for a sustainable future through Seed funding, Venture funding, Procurement, Incubation, Mentorship, Capacity development workshops, provision of subsidised loans, marketing assistance or Stipends or grants. Support has been provided in the following manner:

- **Monthly allowance Grant & Product Development and Marketing/ Publicity assistance provided to 25+ Startups. These Startups provide solutions to rural problems, promote rural economies, and empower rural communities, resulting in greater ease of living in the State rural areas.**

¹¹<https://startupodisha.gov.in/active-policies-on-circular-economy/>

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Abbreviations

Gross Domestic Product (GDP)

CoEs- Centre of Excellence

States' Startup Ranking Framework 2022 (SRF)

SDC- State Data Center

CSR- Corporate Social Responsibility

HEIs- Higher Educational Institutions

MSME- Micro, Small and Medium Enterprises

GeM- Government e-Marketplace

EMD- Earnest Money Deposit

Odisha Food Pro (OFP)

HNI- High Net-worth Individuals

VC- Venture Capitalist

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CONTACT US

www.startupindia.gov.in

1800 115 565

