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

PUNJAB

TABLE OF CONTENTS

States' Startup Ranking 2022 Results 5
State Startup Ecosystem 6
State Startup Policies and Incentives 6
Highlights of State Startup Ecosystem 7
Key Initiatives Driving Growth 9
Institutional Support 9
Introduction 9
State Performance 10
Way Forward 12
Fostering Innovation & Entrepreneurship 13
Introduction 13
State Performance 13
Way Forward 15
Access to Market 15
Introduction 15
State Performance 15
Way Forward 17
Incubation and Mentorship Support 18
Introduction 18
State Performance 18
Way Forward 19
Funding Support 20
Introduction 20
State Performance 20
Way Forward 21
Capacity Building of Enablers 22
Introduction 22
State Performance 22
Way Forward 24
Roadmap to a Sustainable Future 24
Introduction 24
State Performance 24
Way Forward 25
Annexure 26
List of Figures 26
Abbreviations 27

States' Startup Ranking 2022 Results

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

Punjab 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

Punjab, located in Northwest India, is one of India's largest States with a population of over 2.5 Cr (census 2011). The State GDP at current prices during FY 2021-22, was ~INR 6000 billion. Agriculture is the backbone of economy of Punjab. The other major industries include manufacturing of scientific instruments, electrical goods, financial services, machine tools, textiles, sewing machines, and others[1].

Innovation and entrepreneurship are key drivers of economic growth, and the Government of Punjab recognises this fact. The Industrial and Business Development Policy of Punjab has identified Startup and Entrepreneurship as one of its eight strategic pillars and aims to launch 'Startup Punjab' in line with the 'Startup India' and 'Stand up India' initiatives by the Central Government.

The policy emphasises on the importance of business incubation and co-working spaces, which will empower small entrepreneurs and fresh graduates to pursue their dreams.

The Punjab Startup Cell has been set up under the Department of Industries and Commerce, Government of Punjab. The aim of the cell is to provide necessary secretarial and technical support to the Startup Coordination Committee.

State Startup Policies and Incentives

The Startup ecosystem in the State is supported by the Industrial and Business Development Policy 2022. The Government offers fiscal incentives to support Startup units, which are also available to incubators. The main schemes to promote Startups include:

Fiscal Incentives:

- Interest subsidy on loans obtained by Startups from scheduled banks or financial institutions.
- Lease Rental Subsidy scheme for Startup units established in the State and operating from incubators, IT parks, and industrial clusters.
- Seed Funding Scheme where Startups can receive a seed grant for validation of an idea, prototype development, assistance towards travelling costs, field/market research, skill training, marketing, and initial activities to set up a Startup.

[1]https://punjab.gov.in/know-punjab/

Regulatory Incentives:

- Startup Punjab has established "NEURON," a Startup hub, to promote entrepreneurship as a key pillar for economic growth.
- There is a relaxation in public procurement norms for Startups.

Highlights of State Startup Ecosystem

400+
Startups Recognised

50+
Events undertaken to encourage ~6000 students

30+
Incubators to support Startups

75+
Startups enrolled in Acceleration Programs

75+
Startups provided with funding support

50+
Private investors connected with Startups through 10+ programs

200+
Women- led Startups provided with incentives

170+
Startups focussed on renewable energy, sustainability and climate change supported

50+
State Government officials sensitised

Key Initiatives Driving Growth[2]

The State has encouraged the creation of Incubation Centres in universities and other academic institutions to promote entrepreneurial culture in students. These centres instil the concept of entrepreneurship in the mind of students.

The State has laid focus on encouraging women entrepreneurship. Startup Punjab, in partnership with Startup India and other organisations, has been organising capacity building workshops for women entrepreneurs. Moreover, IKG Punjab Technical University, in partnership with the State Government, has set up a Startup fund of INR 100 Cr, with a part of the funds reserved for promoting Startups run by SC and women entrepreneurs.

Adequate support infrastructure for boosting the innovation ecosystem is also facilitated by the State in all districts. These comprise of ready-to-use office spaces, R&D and testing labs, and software and hardware solutions. Services such as legal, accounting, human resources, intellectual property rights, and others. Facilities such as internet connectivity, electricity, water, security and others are also provided.

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 through Government policies that are currently active for support to Startups.

Government of Punjab has a dedicated Startup portal designed to provide relevant information on State Startup ecosystem and provide support to State Startups. For addressing the queries of the Startups, query portal has been also integrated to State Startup portal. The performance of the State in the Reform Area of Institutional support has been highlighted in the section below.

[2]https://pbindustries.gov.in/static/policy_framework;Key=Startup_and_Entrepreneurship

State Performance

The Startup Punjab portal under the Invest Punjab initiative is the official website for all information relating to Startups in the State. The Department of Industries & Commerce, Government of Punjab is the nodal department for Startups.

Figure A: Punjab State Startup Portal URL

Figure B: Homepage of Startup Punjab

The State Startup policy is available on the portal for easy access to Startups. The Punjab Industrial and Business Development Policy 2022 aims to facilitate manufacturing and service sectors by creating an investor-friendly environment in Punjab. It focuses on the development of sustainable business models that can withstand competition from other businesses within India and the world. Apart from State Startup policy, State Government has more than five active policies in which Startup support has been provisioned.

Startup Portal provides easy access to information such as –

1. Details of State level Approvals & Clearances for Startup registration
2. Details of Nodal Department, State Nodal Officer, and Dedicated team for Startups
3. Details of Dedicated Helpline or call centre number on Startup Portal
4. List of Incubators and Accelerators with contact details
5. List of Mentors
6. Details of Public Procurement relaxation for Startup on Portal
7. Details of availing Funding Support
8. Details of departments providing institutional support to Startups
9. Details of marketing, outreach, events, webinars on State
10. Virtual Tour or Demo of portal
11. The portal is also accessible to Persons with Disabilities (PwD)
12. Website language translation and accessibility in local or official language

The portal also provides a provision for Grievance Redressal Mechanism for users to raise queries or grievances on several topics such as incubation, funding, public procurement, and regulatory issues. Users can open the query page[3] from the Contact tab on the website. Average query resolution of the State Government is less than 15 days.

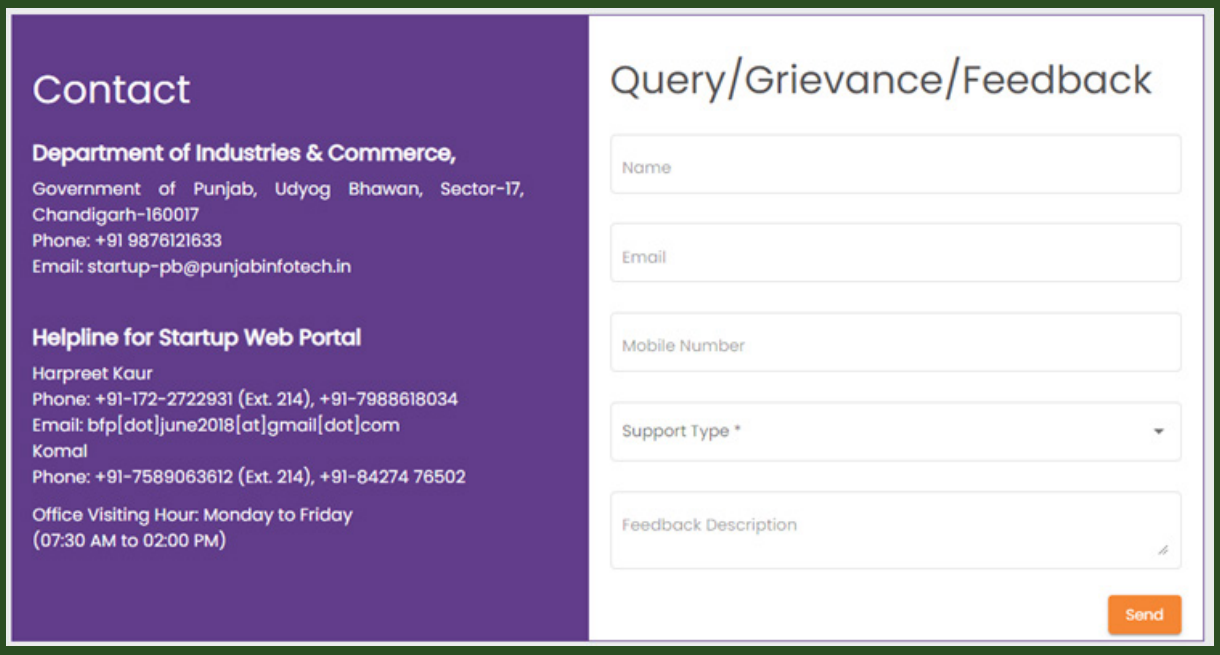


Figure C: Submit Query Page

[3]https://pbindustries.gov.in/Startup/contact;Key=contact

Punjab Startup Cell has been set up under the Department of Industries and Commerce, Government of Punjab. The cell provides necessary secretarial and technical support to the Startup Coordination Committee. The cell shall also act as a single connect with Government departments where the Startup needs to implement their projects. The role of this cell would be to highlight, amalgamate and disseminate the resources, funding mechanisms, investments, and incentives available.

More than 170 Startups were provided with institutional support during the period of consideration.

Way Forward

1. The State may develop a comprehensive resource section that includes guides, templates, and toolkits covering various aspects of starting and running a business.
2. The State may maintain an events calendar highlighting relevant workshops, training sessions, and networking events.
3. The State may develop a virtual marketplace where Startups can showcase their products and services.
4. The State may include the functionality of Chatbot for Query or Grievance resolution on Grievance portal for quick resolution on basic queries or Grievances further reducing TAT of resolution.
5. More number of State Government departments (excluding nodal department) may be added for providing institutional support to Startups. Other avenues such as periodic capacity building support, mentorship or public procurement support may be provided to further strengthening the Startup ecosystem.
6. 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 the 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, which is a direct result of the State support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which 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.

Punjab has 400+ registered Startups. The State has organised 50+ events and actively engaged ~6,000 students from schools and HEIs during the period of consideration through various programs focused on innovation and entrepreneurship development.

State Performance

400+

Registered Startups

2300+

Students attended 20+ entrepreneurial workshops and bootcamps at schools

3800+

Students attended 30+ entrepreneurial workshops and bootcamps at HEIs

Punjab has conducted 20+ events to support student entrepreneurs in schools. These events were of various categories like entrepreneurship and innovation classes & lectures, bootcamps, entrepreneurship programs, business plan workshops.

One of the event was “Entrepreneurship - How to Make Money from Your Ideas”. The workshop provided participants the required encouragement and business skills to help them establish a successful business. They learnt about building a business from zero by producing new ideas and turning those ideas into a profitable business

Figure D: Event picture from Entrepreneurship Awareness Program in Sandeepni Gurukul School, Pathankot

A series of more than 10 workshops (Entrepreneurship Awareness Program) throughout Punjab was held at Higher Education Institutes (HEIs) of the State. Workshops centred on Startup operations, life cycles, and State support were conducted. Students gained insights into Government schemes, learning about benefits, support, and funding options. The sessions also covered procedures for scheme registration, emphasising the ease of access for entrepreneurs.

Figure E: Entrepreneurship Awareness Program held at Desh Bhagat University

Providing encouragement to women-led Startups, State has a notified document covering incentive for women Startups with clear definition of women entrepreneur. During the period of consideration, Punjab State Government has provided special incentives to ~325 women-led Startups.

Way Forward

- The State may facilitate international collaborations and partnerships to expose students and faculty to global entrepreneurial ecosystems.
- The State may conduct awareness campaigns to highlight the success stories of women entrepreneurs in Punjab.
- 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 could also be part of these workshops for effective knowledge dissemination.

Access to Market

Introduction

This Reform Area seeks to encourage State Governments 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 organisation of showcase opportunities such as Demo-Days, Buyer-Seller Meets, 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.

The norms for public procurement have been relaxed by the Government of Punjab to provide Startups with opportunities to scale up and to allow them to compete with experienced entrepreneurs and companies in public procurement. These relaxations are subject to the condition that they meet other quality and technical specifications as part of qualifying requirements of the procurements.

State Performance

More than eight work orders worth INR 1.5+ Cr given to Startups

Exemption with respect of past experience, a part of qualifying requirements of the tender is available to State Startups while participation in public procurement. Startups will also be eligible for purchase preferences accruing to all industries in the State in the Public Procurement (preference to Make in Punjab) Order 2019. State Government has awarded more than eight work or purchase order to the State Startups with total value of more than INR 1 Cr

The State has organised various events to help provide such market opportunities to Startups:

TiECon Chandigarh 2022 : The event was attended by close to 1,200 delegates, senior Government officials, 60+ speakers, venture capitalists, and angel investors. The theme for 2022 was "Flight to Entrepreneurship" and included various sub-events like:

- **Business or Small and Medium Enterprises Expo** - Where brands met and promoted business
- **Startup Bazaar** – Where different Startups showcase their brands
- **Startup Shark Soirée** - Where Startups pitch to a panel of curated investors in one go
- **Gala Dinner** - Where people can network with industry experts

Figure F: Event Picture from TiECon Chandigarh 2022

Mega Startup Conclave 2022: Various stakeholders including the Government of Punjab, Chamber of Industrial and Commercial Undertakings (CICU), angel investors, and social entrepreneurs attended this event to be briefed on initiatives for industrial and business development policies of the Government. A competition was organised to announce the five best Startups and award the winners a prize of INR 21,000. The event also accommodated 5+ stalls by Startup Punjab-nurtured Startups.

Figure G: Exhibitors putting up Stalls at Mega Startup Conclave 2022

More than 10 such programs with a participation of ~350 Startups were organised by the State Government providing opportunity to Showcase their products and services.

Way Forward

1. The State may streamline procurement processes to make them more accessible for Startups, which may have limited resources and capacity.
2. The State may establish dedicated online portals for Startups to access information about upcoming procurement opportunities.
3. The State may launch innovation challenges and pilot programs within public procurement to encourage Startups to propose novel solutions.
4. 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.

Incubation and Mentorship Support

Introduction

Incubation and Mentorship support is provided to States in the form of financial and infrastructural support to Startups and State-supported incubators. The State Governments are initiating the setting up of new incubators or upgrading existing incubator facilities through various fiscal and non-fiscal incentives along with conduction of acceleration programs across the State/ UT. This Reform Area also aims at ensuring proportionate utilisation 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 in scaling up and thereby, contribute to the growth of the State Startup ecosystem. The Reform Area measures efforts by the State Government in facilitating mentorship to Startups. This has been assessed by the number of Startups benefitting from the States' network of mentors.

Government of Punjab has onboarded incubators and mentors and is supporting the Startups in scaling up their venture. The details have been provided on the State Startup portal for Startups to connect with incubators, innovators and mentors.

State Performance

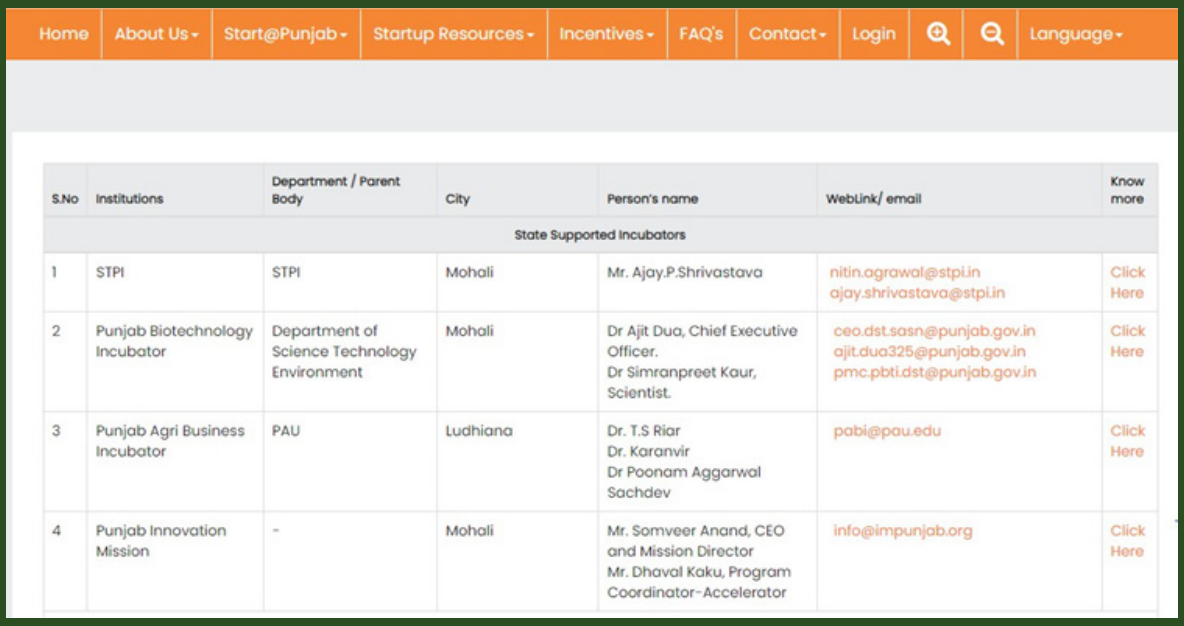
135+

Registered Mentors

30+

Functioning Incubators

The Punjab portal features a dedicated incubators page, providing information on 30+ incubators, including their names, locations, contact details of the person of reference, and websites. Startups can easily access this valuable information. The "know more" section redirects users to dedicated prospectuses for each incubator.



S.No	Institutions	Department / Parent Body	City	Person's name	Weblink/ email	Know more
State Supported Incubators						
1	STPI	STPI	Mohali	Mr. Ajay.P.Shrivastava	nitin.agrawal@stpi.in ajay.shrivastava@stpi.in	Click Here
2	Punjab Biotechnology Incubator	Department of Science Technology Environment	Mohali	Dr Ajit Dua, Chief Executive Officer. Dr Simranpreet Kaur, Scientist.	ceo.dst.sasn@punjab.gov.in ajit.dua325@punjab.gov.in pmc.pbti.dst@punjab.gov.in	Click Here
3	Punjab Agri Business Incubator	PAU	Ludhiana	Dr. T.S Riar Dr. Karanvir Dr Poonam Aggarwal Sachdev	pabi@pau.edu	Click Here
4	Punjab Innovation Mission	-	Mohali	Mr. Somveer Anand, CEO and Mission Director Mr. Dhaval Kaku, Program Coordinator-Accelerator	info@impunjab.org	Click Here

Figure H: Incubators Page

More than 75 Startups enrolled in acceleration programs organised by State Government during the period of consideration. Supporting and guiding the State Startups ~140 mentors are available in the State and are well connected with Startups.

Way Forward

1. The State may set up more incubators to guide young entrepreneurs. The State may also explore the possibility of virtual incubation as well.
2. The State may organise the programs in hub and spoke model differentiating between Startups and scaleups and launch an integrated district level acceleration and incubation programs.
3. The State may encourage more Startups to enrol in acceleration programs where Startups get an opportunity to connect with investors, engage in skill development and obtain knowledge support.
4. 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 the State, 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.
5. The State 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 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 Government.

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

Government of Punjab has supported State Startups amounting to more than INR 3 Cr during the period of consideration. Initiative to connect potential investors with Startups through various programs were taken by the State Government.

State Performance

75+

Startups sanctioned funding support of INR 3+ Cr

50+

Private investors connected with Startups through 10+ programs

More than 75 State Startups were provided with funding support with a total amount of more than INR 3 Cr in the form of Seed funding and others.

Government of Punjab has also established the following funds to support Startups:

- **IKG PTU Fund:** IKG Punjab Technical University, in partnership with the State Government, has set up Startup Fund of INR 100 Cr. The fund will be used to promote incubation centres, seed money for Startups, scale up funding, and further other support to the Startup units. 25% of the funds will be dedicated for promoting Startups by Scheduled Caste (SC) and women entrepreneurs.

Innovation Mission Punjab: The State Government has established Punjab Innovation Mission (a privately run incubator or accelerator funded by the State Government) and Punjab Innovation Fund. It is established to give further impetus to the Startup ecosystem in the State.

For achieving the objective of Punjab Innovation Mission, a Punjab Innovation Fund of INR 150 Cr has been set up to invest in early-stage Startups in Punjab. It is being managed by an asset management company. The participation of Government in this fund will be a maximum of 10% of the corpus, i.e., INR 15 Cr. The Fund and the Mission will provide strong fiscal and mentorship support to Startups across various sectors and help them accelerate their growth.

More than ~180 Startups were connected with 50+ potential investors through 10+ programs organised by the State Government in the period of consideration.

Figure I: Snapshot of pitching cum investors connect program

Way Forward

1. The State may work with banks and financial institutions to create customised financial products for Startups.
2. The State may provide funding support to accelerators and incubators to ensure they can offer financial assistance to Startups in their programs.
3. The State may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.
4. The State may present the details of the Funds on the State Startup portal with the eligibility conditions along with the options of Startups applying for the Fund.
5. The funding given by Government may be of multiple areas. These may include Government grants, monthly allowance, interest subsidy and others. Information can be publicised to Startups for the grants provided.
6. The State may organise events, conferences dedicated to Funding with discussions on Funding Opportunities and its 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.

Government of Punjab has conducted various capacity building trainings for Stakeholders to sensitise and bring awareness on State Startups ecosystem. More than 20 such programs were undertaken, and the Stakeholders includes State Government officials, incubators and potential investors.

State Performance

5+

Sensitisation workshops for State Government officials conducted

50+

State Government officials sensitised on the Startup landscape in the State

10+

Programs conducted to sensitise potential investors

The State Government has conducted over five sensitisation workshops for Government departments, providing comprehensive support information and documentary evidence to present a holistic view of support for Startups. Simultaneously, State departments have been directed to extend institutional support through initiatives such as sustainable programs and hackathons, with an appeal for relaxations to enhance the Startup ecosystem.

These workshops have played a crucial role in fostering collaboration between the Government and Startups, emphasising the importance of support mechanisms and encouraging departments to actively participate in the growth and success of emerging businesses.

Figure J: Sensitisation workshop held on 15 September 2022

The State Government has also conducted more than 10 workshops to sensitise potential investors to invest in Startups. One such workshop was "Orientation Session for Sensitising Early-Stage Investors on Investment in Startups," held in Amritsar.

More than 30 participants, including senior officials from the Punjab Government, entrepreneurs, and office bearers from various industrial associations, manufacturers or traders, and senior management personnel attended the programme.

Figure K: Snapshots of Orientation Session for Sensitising Early-Stage Investors on Investment in Startups

Way Forward

1. The State may conduct monthly virtual programs spread across various districts to sensitise potential investors on investment in Startups.
2. The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States to explore mutual learning opportunities.
3. The State may conduct brainstorming workshops with mentors and Startups, especially grassroots Startups, to come up with innovative ideas. These workshops could be televised or streamed on a video streaming platform to get higher engagement. The results may lead to a greater number of grassroot Startups in the State

Roadmap to a Sustainable Future

Introduction

Roadmap to a Sustainable Future seeks 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.

Government of Punjab has been promoting Startups focused on sectors like renewable energy, sustainability, and climate change in shaping the future of the State. For this, State has supported 170+ Startups during the period of consideration. Also, State Government has provisioned support to Startups working in circular economy.

State Performance

Supported 25+

Startups with rural impact

Supported 170+

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

The State Government has provided different types of support to more than 25 Startups with rural impact in Punjab. These support includes Seed grant, Marketing support, Incubation support, Discount on incubation tariff and others.

More than 170 State Startups working on sectors focussed on renewable energy, sustainability, and climate change were provided with support such as Mentorship support, Bootcamps for capacity development and Marketing assistance support.

The State has provisioned support to Startups working in circular economy in State policies also. These active policies are:

- Punjab State Solid Waste Management Policy
- Swachh Bharat Mission Urban- 2.0
- Industrial and Business Development Policy 2022

Way Forward

1. The State may set up incubation centres in rural areas to provide infrastructure, mentorship, and networking support to startups with rural impact.
2. The State may develop specific incentives for the Startups working in the field of rural impact, 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.
3. The State may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.
4. The State may look at developing a separate parameter for "Social Impact", under which a Startup promotes a product or service that is based in a rural area as well as related to sustainable practices, renewable energy, circular economy and climate change.

Annexure

List of Figures

Figure A: Punjab State Startup Portal URL

Figure B: Homepage of Startup Punjab

Figure C: Submit Query Page

Figure D: Event picture from Entrepreneurship Awareness Program in Sandeepni Gurukul School, Pathankot

Figure E: Entrepreneurship Awareness Program held at Desh Bhagat University

Figure F: Event Picture from TiECon Chandigarh 2022

Figure G: Exhibitors putting up Stalls at Mega Startup Conclave 2022

Figure H: Incubators Page

Figure I: Snapshot of pitching cum investors connect program

Figure J: Sensitisation workshop held on 15 September 2022

Figure K: Snapshots of Orientation Session for Sensitising Early-Stage Investors on Investment in Startups

Abbreviations

GDP: Gross Domestic Product

PwD: Persons with Disabilities

HEIs: Higher Education Institutions

TAT: Turn Around Time

GeM: Government e-Marketplace

CICU: Chamber of Industrial and Commercial Undertakings

IKG PTU: IK Gujral Punjab Technical University

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