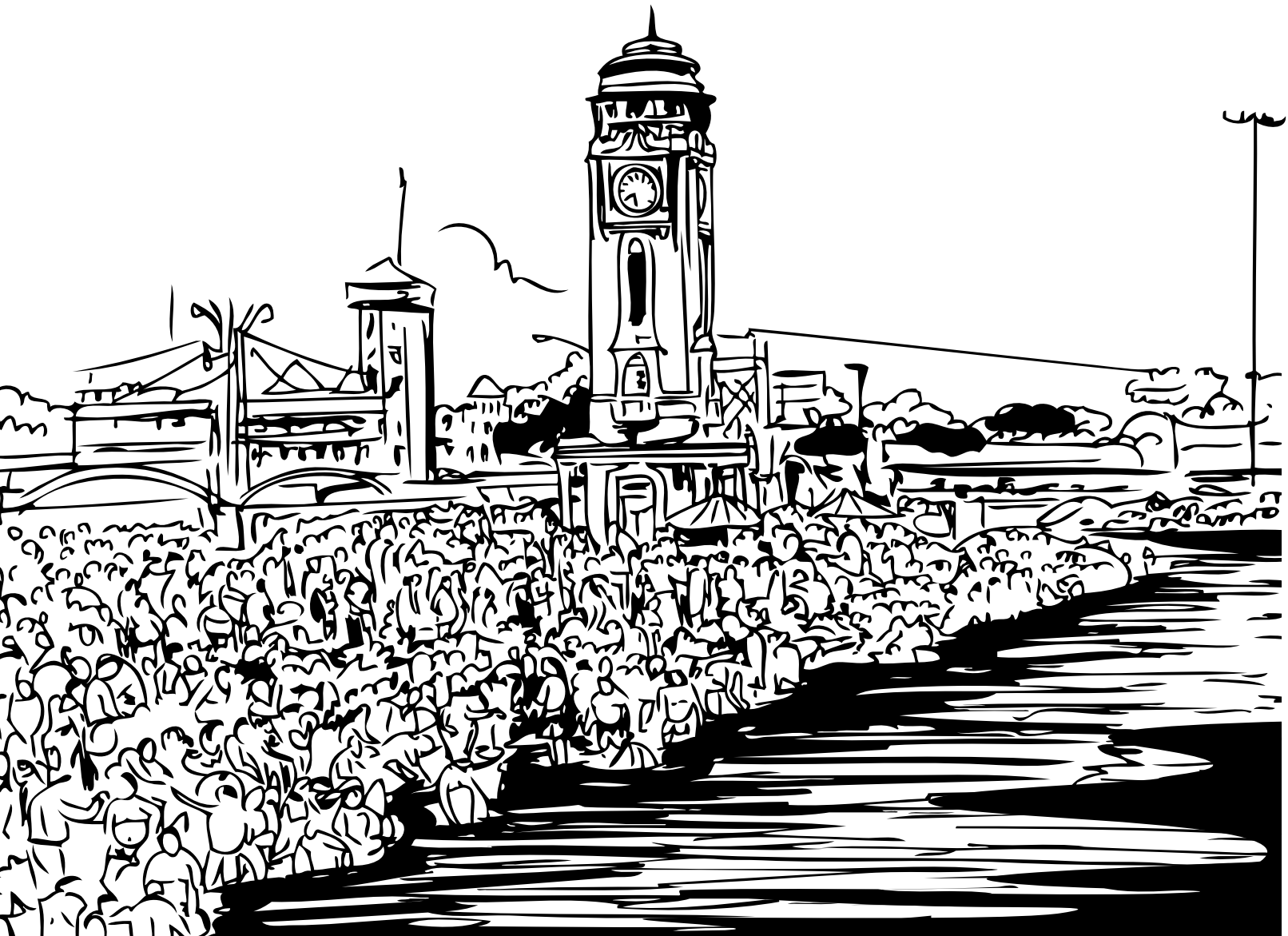
सत्यमेव जयते

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

STATES' STARTUP RANKING 2019

UTTARAKHAND

ASPIRING LEADER



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01 OVERVIEW OF STATE STARTUP ECOSYSTEM

The state of Uttarakhand has performed well in India's growth story of the startup ecosystem and has extended immense opportunities, incentives and support to startups. The citizens are inspired to take up entrepreneurship and the state continuously endeavours to build a conducive environment for innovative businesses.

Ease of doing business is promoted by the state and is supported by key institutions including government departments, namely Directorate of Industries at the state level and the District Industries Centers (DIC) at the district level to facilitate business reforms in Uttarakhand. Moreover, State Industrial Development Authority (SIDA) holds the responsibility of regulated, controlled and sustainable Industrial development in the state to maintain uniformity and harmony.

The investors and businesses of the state have a centralised one-stop shop called the 'Investor Promotion & Facilitation Center (IPFC)' to interact with the Government of Uttarakhand for their investment needs.

As a well-known education hub with Institutes like Indian Institute of Technology - Roorkee, Indian Institute of Management (IIM)- Kashipur, National Institute of Technology (NIT) the state provides a platform to students of these premier institutes to evolve as entrepreneurs.

The Uttarakhand Startup Policy was published in 2018 (hereinafter called as the 'policy') and replaces the policy published in 2017, to focus on areas that benefit the state's entrepreneurs and promote investment in the area of incubation and startups.

The vision of the policy is to foster an ecosystem for nurturing the spirit of entrepreneurship in the state, thereby positioning it as the most startup friendly state in India.

THE OBJECTIVES OF THE POLICY ARE:

Facilitate and nurture the growth of at least 500 new startups in Uttarakhand

Facilitate access to investment for aspiring and existing entrepreneurs

Create a spirit of entrepreneurship by changing the present trend from job seeking to job creating

SOME OF THE KEY HIGHLIGHTS OF THE STARTUP ECOSYSTEM IN UTTARAKHAND ARE:

The state has constituted a body called 'Startup Council' which constitutes chosen members from government and private backgrounds, to monitor and implement the Startup Uttarakhand initiative.

The policy offers benefits and incentives across various areas of intervention to startups. The financial incentives of up to INR 10 lakh per beneficiary are to be provided to the startups/ incubators recognised by the Startup Council. Various incentives offered to startups include:

- Marketing assistance
- Monthly allowance
- Reimbursement of Intellectual Property Rights
- Reimbursement of stamp duty
- National and international events
- Reimbursement of States Goods and Services Tax (SGST)
- Need based assistance

The state has developed an interactive startup portal with multiple services such as startup registration, application tracking, incubator registration, partner institutions, learning and development programmes, mentor registration, angel investor registration and information about various startup events. The portal also has a dashboard in order to ensure transparency and regular updates.

The state has set up a dedicated helpline to answer all startup related queries in English and Hindi language. The helpline assists in addressing all queries related to registering a business, raising funds/ loans, policy clarifications, etc.

02 SNAPSHOT OF STATE PERFORMANCE

The following representation details status of Uttarakhand's implementation on each of the 7 pillars of assessment. Data presented below is the percentile score.

Uttarakhand has been evaluated on 7 distinct pillars which largely contribute to the growth of the startup ecosystem in Uttarakhand. The representation as expressed above depicts the relative performance of Uttarakhand in each of the seven pillars in comparison to the performance of the best state in that pillar.

As shown above, Uttarakhand has shown progress in 'Simplifying Regulations'. The range of impact generated through 'Awareness and Outreach' 'Easing Public Procurement' as well as 'Institutional Support' are also noticeable through this graph. Although significant efforts have been made to enhance the startup ecosystem, the initiatives undertaken towards 'Venture Funding Support' and 'Incubation Support' require improvements since results have been negligible in these pillars.

Detailed analyses of this snapshot can be viewed in the subsequent section, with extensive insight into the initiatives taken by Uttarakhand to uplift its startup ecosystem.

03 PILLAR-WISE ASSESSMENT

1. INSTITUTIONAL SUPPORT

Institutional support envisages provisions and execution of the state's startup policy including information on the nodal team within the state, online implementation system, registration of mentors and their listing on the state startup portal. The states are evaluated based on the laid provisions along with parameters of availing benefits through state intellectual property rights portal, establishing partnerships with institutions, providing special incentives for women led startups and entrepreneurship.

KEY FACTS

The startup policy of the state is well structured and available in the public domain for easy access. A thoroughly detailed and clear definition of 'startup' is mentioned in the state startup policy wherein an entity shall be considered a startup in the state, if it fulfils all four conditions mentioned below:

- The date of incorporation/ registration is not prior to seven years. In case an entity is engaged in the biotech sector, the date of its incorporation/registration should not be prior to ten years.
- Its annual turnover does not exceed INR 25 crore for any preceding financial year.
- Such an entity should not be an extension of existing family business; or formed by splitting up or reconstruction of a business already in existence.
- It is incorporated/ registered in Uttarakhand or employs at least fifty percent of its total qualified workforce from Uttarakhand, which shall not include contract employees.

Further, the state has a startup cell with a dedicated team to aid startups. It also has a system in place to provide intellectual property assistance to startups in terms of provision of subsidies for filing patents/ trademarks. Uttarakhand State Council for Science and Technology acts as an Intellectual Property Facilitation Center (IPFC). There is a robust mentoring and tracking mechanism which also assists in promoting growth of the state startup ecosystem.

KEY STRENGTHS

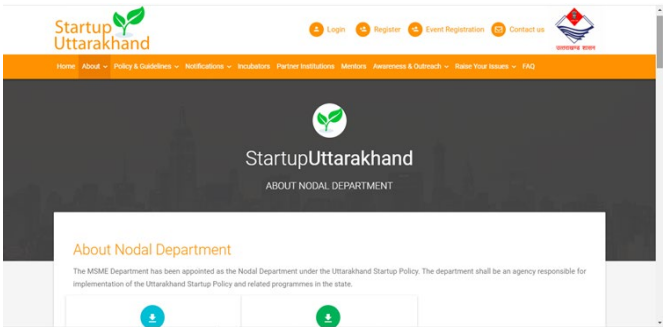
KEY STRENGTHS

DEDICATED NODAL DEPARTMENT FOR GUIDING STARTUPS

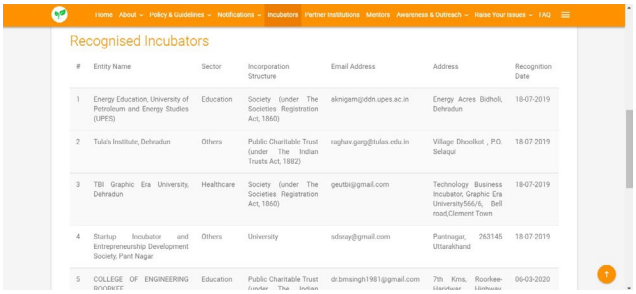
- The Micro Small and Medium Enterprises (MSME) Department has been appointed as the nodal department and is responsible for implementation of the policy and related programmes in the state. The state also has a dedicated nodal person with responsibility of startup ecosystem development in the state.
- The contact details of the nodal department and the nodal person are made available on the startup portal.

INTERACTIVE ONLINE IMPLEMENTATION SYSTEM

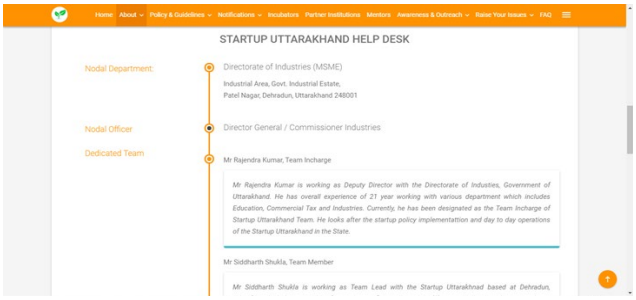
- The state has a highly interactive and comprehensive startup portal *(startuputtarakhand.com)* wherein startups can submit their registration applications and documents online and track the status of the applications on a real time basis.



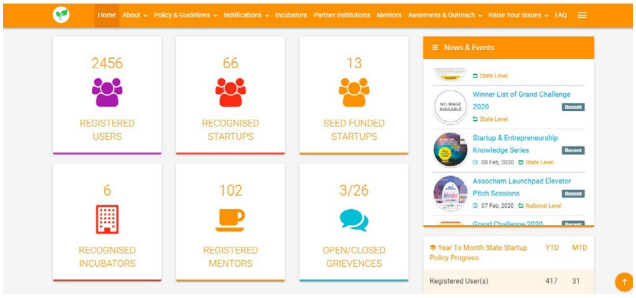
- The details of incubators and mentors registered with the portal are displayed in the public domain. The portal also has a facility, wherein anyone can send a meeting request to the mentor(s) working in their interest areas.



- The portal also has a dedicated query resolution mechanism which can be accessed via e-mail and phone. The nodal department is responsible for query resolution. The helpline numbers are listed on the website.



- The details regarding policy implementation dashboard are displayed on the startup portal. The dashboard reports both Month-to-Date (MTD) and Year-to-Date (YTD) figures



ONLINE MECHANISM TO CONNECT WITH MENTORS

- The state has an online mechanism to connect mentors to startups. This includes a list of mentors registered on the state startup portal, along with their contact details.
- The list of 88+ mentors with their name, expertise and email coordinates is provided on the state startup portal.

ROBUST INTELLECTUAL PROPERTY (IP) SUPPORT

- The state has a robust IP support system providing the following incentives to startups:
  - Reimbursement of up to 100% of actual cost of patent fees (including filing fees, attorney fees, research fees, maintenance fees).
  - Reimbursement is payable of up to INR 1 lakh for Indian patent and up to INR 5 lakh for international patent.
  - 75% of the reimbursement is payable at the time of filing of application and 25% reimbursement at the time of prosecution.

KEY STRENGTHS

COHESIVE PARTNERSHIPS TO FOSTER GROWTH OF STARTUP ECOSYSTEM

- The state has established cohesive partnerships with educational institutions and business entities to foster growth of the startup ecosystem. The list of all the partners is available online on the state's startup portal.
- Some of the state partnerships are:
  - Google Cloud Startup Programmes
  - PHD Chamber of Commerce and Industry
  - Confederation of Indian Industry (CII)
  - Graphic Era Hill University (GEU)
  - Uttarakhand State Council for Science and Technology
  - University of Petroleum and Energy Studies (UPES)
  - Vasudha Infotech

STRONG SUPPORT FOR WOMEN ENTREPRENEURS

- The state's startup policy has defined a monthly allowance of INR 10,000 for a maximum period of one year to be paid to the general category. In case, the startup is operated by SC/ST/women/physically challenged Startup or belongs to Category-A regions of MSME Policy 2015, the monthly allowance would be increased to INR 15,000.Bem eoruncus; nihilictam audeati licips, num, quam opublic ienterisque inpror popublina, terbit? que me co morte et intis faudefe ricaeque prita vis, cam la Serisulis ca; Catam mordium is es dius.
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WAY FORWARD

From the list of initiatives carried out or proposed by the state as detailed above; the state has performed well in this pillar. There are additional steps that the state could take in order to build upon the initiatives further.

Towards this end, the state can prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and will take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested under this category are as follows:

Support to women entrepreneurs

- The state could consider developing a system to provide mentorship and incubation support to women entrepreneurs to help them grow and progress as startups in increased numbers.
- The other initiatives may include provision of product development/marketing assistance and reservation of subsidised incubation space.

Support from various departments

- Apart from the state's Department of Health and Department of Education that provides one-time support to startups, the state must undertake support from various other departments that may not be limited to one-time as additional support could be required by the new startups at various stages. Thus, other departments in the state may also be encouraged to design specific policies, orders and schemes to support startup culture in the state.
- The state could consider additional initiatives to create a culture of innovation and entrepreneurship in the state. The initiatives which could be undertaken are:
  - Update the syllabus at school, colleges and universities
  - Provide training to trainers (TTTs)
  - Establish Entrepreneurship Development cell (EDC) network
  - Inclusion of Massive Open Online Courses (MOOCs) in Curriculum

2. SIMPLIFYING REGULATIONS

Simplification of regulations considers mandatory requisites for state level approvals and clearances for registering and operating a business or startup online. In order to make compliance for startups friendly and flexible, simplifications are required in the regulatory regime. It encapsulates regulatory issues faced by registered startups which have been identified through an interactive online mechanism subject to approving action by regulatory agencies. The states are evaluated based on the support provided to startups by introducing a list of rules, regulations or Acts in the state, including amendments in the Acts and regulations with requisite details to create a conducive environment for the state's startups.

KEY FACTS

The state has a robust mechanism in place to guide startups with matters related to approvals and clearances. The portal allows startups to apply for necessary approvals and track the status of their applications on a real time basis. Therefore, this pillar has emerged to be the strongest supporting factor of the states' startup ecosystem.

KEY STRENGTHS

COMPREHENSIVE BUSINESS COMPLIANCE INFORMATION SYSTEM

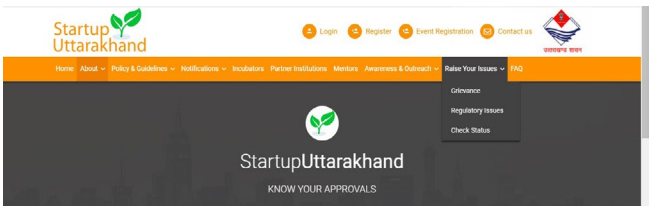
The state has simplified business mechanism for startups with a single window portal (investuttarakhand.com) for showcasing an online interactive mechanism for all state approvals and clearances. The URL of single window portal is also linked to the state startup portal.

ROBUST MECHANISM TO DEAL WITH REGULATORY ISSUES

- The state has a strong mechanism in place to address the regulatory issues faced by startups. The startups can submit issues relating to regulations via an online mechanism through the state's startup portal.
- A separate tab "Regulatory Issues" is available on the state's portal.

FAVORABLE REGULATORY ENVIRONMENT FOR STARTUPS

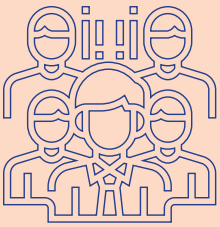
- The state has carried out various amendments in rules and regulations to promote the growth of startups and create a favourable regulatory environment.



KEY STRENGTHS

- Amendments in acts and regulations:
  - Self-Certification scheme for startups
  - Reforms undertaken by Department of Stamps and Registration
  - Reforms undertaken by Directorate of Health and Family Welfare

- The major policy and regulations are as follows:
  - Startup Uttarakhand Policy 2018 (English/Hindi)
  - Purchase Preference Policy
  - Uttarakhand Procurement (Amendment) Rules
  - Reforms undertaken by Fire and Emergency Services
  - Reforms undertaken by State Industrial Development Authority (SIDA)
  - Reforms undertaken by State Infrastructure and Industrial Development Corporation of Uttarakhand Ltd (SIIDCUL)
  - Reforms undertaken by Uttarakhand Environment Protection & Pollution Control Board (UEPPCB)
  - Reforms undertaken by Uttarakhand Power Corporation Ltd
  - Reforms by Uttarakhand Jal Sansthan



3. EASING PUBLIC PROCUREMENT

Ease in public procurement simplifies criteria to ensure participation of startups in government tenders. The states are evaluated based on the support provided to startups in resolving issues related to state public procurement as norms of Earnest Money Deposit (EMD), prior experience, and prior turnover which prove to be barriers for participating startups. Easing of such norms enable startups and entrepreneurs to avail exemptions and share an equal platform with established organisations.

KEY FACTS

- The state has implemented necessary relaxations in terms of experience, turnover and submission of Earnest Money Deposit (EMD) in order to encourage startups to participate in public procurement. As per a notification released on 20th August 2019, the state has started exempting startups registered under 'Startup Uttarakhand' and 'Startup India' from prior experience and prior turnover criteria.
- Additionally, participating startups are not required to submit any earnest money deposit. Furthermore, the state has submitted the government order providing preference to startups in public procurement. As part of this initiative, the state has awarded work orders to unique startups in the state.

KEY STRENGTHS

COMPREHENSIVE GRIEVANCE REDRESSAL MECHANISM

- The state has a comprehensive mechanism in place to address the grievances of startups wherein startups can raise grievances related to public procurement on the state's startup portal. The communication of resolution of the grievances is undertaken through the same portal and for each grievance submitted, a timeline is specified for resolution.
- Once the grievance is submitted, ticket number is generated (a confirmation mail with the ticket number is also sent to the startup) and startups have access to know the status of their grievances under the check status sub menu.
- Also, the grievance redressal officer examines the grievances received and responds to the startup within 10 days from the date of registration of grievances. If the grievance remains unresolved within 10 days, the grievance is auto escalated to the nodal officer for resolution within the next 10 days.

WAY FORWARD

From the list of initiatives carried out or proposed by the state as detailed above; the state has performed well in this pillar. There are additional steps that the state could take in order to build upon the initiatives further.

Towards this end, the state can prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

SHORT TERM ACTIVITIES (1-3 MONTHS)

Activities in this category can be achieved with minimum efforts. Through dedicated efforts, results can be achieved within one to three months. Activities suggested under this category are as follows:

Increase in the number of work orders

- The state could consider increasing the number of work orders awarded to startups for public procurement in the coming years in order to encourage innovation and entrepreneurship.
- The state could also consider organising annual events where startups can demonstrate their capabilities directly to the government and subsequently take part in public procurement activities.

4. INCUBATION SUPPORT

Incubation support is an integral element of the startup ecosystem that supports entrepreneurs to grow their businesses and assists new startups to succeed. In order to promote startups, the state governments collaborate with organisations, corporates or industry associates to establish incubators, to support startups in the form of capital expenditure or operational expenditure. The evaluation is based on setting up of incubators supported by the state governments to release funds to the startups, thereby creating a unique mechanism to provide subsidised incubation and operate acceleration programmes in partnership with the industry.

KEY FACTS

As per the state's startup policy, various incentives have been provided to the disadvantaged section of the society. The policy highlights that the startups which are recognised by the startup council and operated by scheduled caste/ scheduled tribes/ women/ physically challenged shall be provided space at a discount of 25% at recognised incubators.

WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below:

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and would take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested under this category are as follows:

Setting up of new and upgrading existing incubators

- The state could consider endorsing more incubators. The state could also support incubators by providing financial grant for capital expenditure by covering the initial cost and incubators need to provide a utilisation acknowledgement letter certifying support provided by the state.
- Additionally, the state could explore alternative models of incubation support, such as, provision of rent-free space (on lease) for setting up incubators and also set up incubators in the established private sector in cases where expertise is not available with the government.
- The state could consider various incentives for incubators like setup grant, recurring expense grant, rental reimbursements, stamp duty/ registration fee reimbursement, land allotment etc.

Number of seats and subsidised incubation

- The state could consider exploring the opportunity by specifying the number of seats allocated to startups. The state is also encouraged to support more startups through the provision of subsidised incubation.

Organise acceleration programmes

- The state could consider organising acceleration programmes in association with industry to promote innovation and ensure sustainability. In addition, the state may encourage enrolment of startups in acceleration programmes to provide startups with the opportunity to connect with investors, leverage years of cumulated experience, skill development and provide direction and knowledge support.

5. SEED FUNDING SUPPORT

Seed funding can be in the form of a direct grant, subsidised loan, product development and marketing financial assistance, monthly sustenance allowance or even equity seed funding. With seed funding, the evaluation is based on the states' endeavor to help a business grow and generate its own capital by establishing a guiding document. The states need to ensure that startups scale with the right velocity in order to achieve leading positions, through state investment and startup's entrepreneurial knowledge.

KEY FACTS

The state considers seed funding essential to encourage startups and aspiring entrepreneurs to raise investments. The guidelines for seed funding have a reliable structure in place to provide early stage funding support to startups. Upon approval from startup council, recognised startups may be given marketing assistance of up to INR 5 lakh. If the startup is being operated by SC/ ST/ women/ physically challenged entrepreneurs in any of the focus sectors or belongs to category of a district of Uttarakhand MSME Policy 2015, the marketing assistance allowance will be increased to INR 7.5 lakh.

KEY STRENGTHS

ROBUST SEED FUNDING GUIDELINES

- The state startup portal has all the listed guidelines in detail, including eligibility criteria, extent of seed funding and application procedure:
  - Guidelines for availing monthly allowance
  - Guidelines for availing need based assistance
  - Guidelines for availing reimbursement for filing IP
  - Guidelines for incentives for startups
  - Guidelines for registration of startups
  - Guidelines for availing marketing assistance

SEAMLESS ONLINE SYSTEM FOR SEED FUNDING

- The state has a seamless online system in the form of its startup portal where startups can apply for seed funding. Online communication for approvals is also sent to startups through an email.
- In addition, the state has an online tracking system along with an approval system for seed funding; thereby, simplifying the disbursement process.

WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below: -

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and would take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested under this category are as follows:

Increase seed funding beneficiaries

- The state needs to reach out to more startups by conducting dedicated annual events for provision of seed funding.
- The state could consider other models for seed funding, such as, subsidisation of interest payments on loans obtained from commercial banks.

6. VENTURE FUNDING SUPPORT

Venture capital funding support is provided to the startups from state supported funds. The states are evaluated based on the establishment of the Fund of Funds (FoF) with approved operating guidelines and signing a memorandum of understanding (MoU) with the fund manager along with a concrete budget allocation. Venture funding provides strong growth potential to startups wherein the fund is used for the all-round development of startups and to levitate the startup ecosystem of the states.

KEY FACTS

The state's startup policy envisages to attract investments into the incubation and startup ecosystem and facilitate Angel/ Venture Capital funding with a huge corpus to provide monetary support to startups and incubators.

However, the state of Uttarakhand is yet to establish a Venture Capital Fund (VCF) to support startups in the state. The state has taken recognised initiatives in conducting Angel investment workshops to create awareness in the state about its endeavors to propagate funding of startups through Fund of Funds.

WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below: -

MEDIUM TERM ACTIVITIES (4-6 MONTHS)

The activities suggested in this category are important and would take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested under this category are as follows:

Funding support through a Fund of Funds (FoF)

The state needs to establish venture funds to support startups through the following measures:

- Establishment of fund of funds
- Establishing clear operating guidelines for venture funds
- Appoint fund managers for such funds and sign a memorandum of understanding
- Approach independent venture funds for participation

Foster startups to avail venture funding support

- In order to encourage startups to avail benefits from state supported venture funds, the state could consider deploying certain measures, such as, offering a success fee at a fixed rate to startups for availing investments through state supported seed funds.

7. AWARENESS AND OUTREACH

It is the endeavor of state governments to raise awareness about the Indian startup ecosystem and increase its outreach throughout the state. The states are evaluated based on awareness of startups created through workshops, national and international events including bootcamps and hackathons/ grand challenges. In order to promote startups, the state encourages participatory and inclusive processes for linking startups with angel investors and high net worth individuals. Maximum participation is encouraged for exchange of valuable knowledge amongst startups, and pitching sessions for angel investments with widespread propagation.

KEY FACTS

- The state has conducted various awareness and outreach events, such as, bootcamps, hackathons and angel investment workshops to support startups.
- The state has also carried out two hackathons/ grand challenges and 13 bootcamp events.
- The State's first ever Drone Championship, 'Dronathon @ Dronanagari 2019' brought a unique, highly-immersive drone extravaganza that elevated everyone's innovative spirit. It aimed at bringing the entire drone technology under one roof to enable rapid innovation, faster growth and global outreach
- To promote angel investment funding, the state organised a one day workshop in Graphic Era University. Through this workshop, the startups were connected to investors, venture capitalist and funding bodies.
- The Startup India Yatra van travelled to various cities of Uttarakhand with the following objectives:
  - To spread awareness about Startup India and Uttarakhand Startup policy
  - Opportunity to pitch an idea and be selected for the acceleration programmes

KEY STRENGTHS

NATIONAL OR INTERNATIONAL EVENTS

- The state has supported its startups to participate in 2 national and 1 international events.
- The state provides support in the form of grants/ reimbursements/ allowance/ sponsorship for startups to participate in events. The application procedure for availing the assistance is provided in the operational guidelines which can be accessed at the startup portal.
- TiE Global Summit 4.0: Startup Uttarakhand has participated in the TiE Global Summit 4.0 Indian Startups at New Delhi. Applications were invited from startups recognised by the Uttarakhand Startup Council for participating in the summit. Around ten startups were selected on a first come first basis and were given free stalls with complimentary passes.

KEY STRENGTHS

- Inspreneur 3.0, Singapore – 2 Days Business and Innovation Summit, India-Singapore: A business event and the third edition of the India-Singapore Innovation and Start-up platform Inspreneur launched by the High Commission in January 2018 invited applications invited from the startups recognised by the startup council and based on the same, two startups were shortlisted and were provided financial support (reimbursement of air fare and free exhibition space) to participate in the event.
  - CamCann Smart Systems Technology Pvt Ltd
  - Sunfox Technologies (P) Ltd.

KEY STRENGTHS

- Vibrant Gujarat Global Trade Show 2019: Based on the applications received from startups at the event, Sunfox Technologies Pvt. Ltd. was shortlisted and nominated to participate in the Vibrant Gujarat Global Trade Show 2019. The shortlisted startups were also given space to exhibit their products and services without any additional charges.

WAY FORWARD

The state needs to give importance to this pillar in order to further strengthen the startup ecosystem. The state could prioritise actions required in three categories: short, medium and long term. Action required in each of these categories are summarised below: -

MEDIUM TERM ACTIVITIES (4 –6 MONTHS)

The activities suggested in this category are important and would take relatively more time for implementation. Through dedicated efforts, results can be achieved within four to six months. Activities suggested under this category are:

Organising hackathons and grand challenges

- The state is encouraged to organise hackathons/ grand challenges to identify innovative technological solutions and for supporting entrepreneurs in building these solutions as viable products or service offerings.
- The list of hackathons could be supported with event reports consisting of event name, dates, venue and duration of the event, problem statement posed, startup participants and brief description of the event and event wise list of participating startups/ students.

Organising angel investment workshops

Although the state organised one angel investment workshop during the period, neither investors nor startups were provided any financial benefits for their attendance at the event. The state may consider amending the operational guidelines for such events to achieve maximum participation, which will benefit both the startup community and angel networks.

Organising National and International Events

The state should consider increasing the number and frequency of national and international events since only two have been organized the previous year.

Notes

#startupindia

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