



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

#startupindia

STATES' STARTUP RANKING 2021

UTTAR PRADESH

Leader

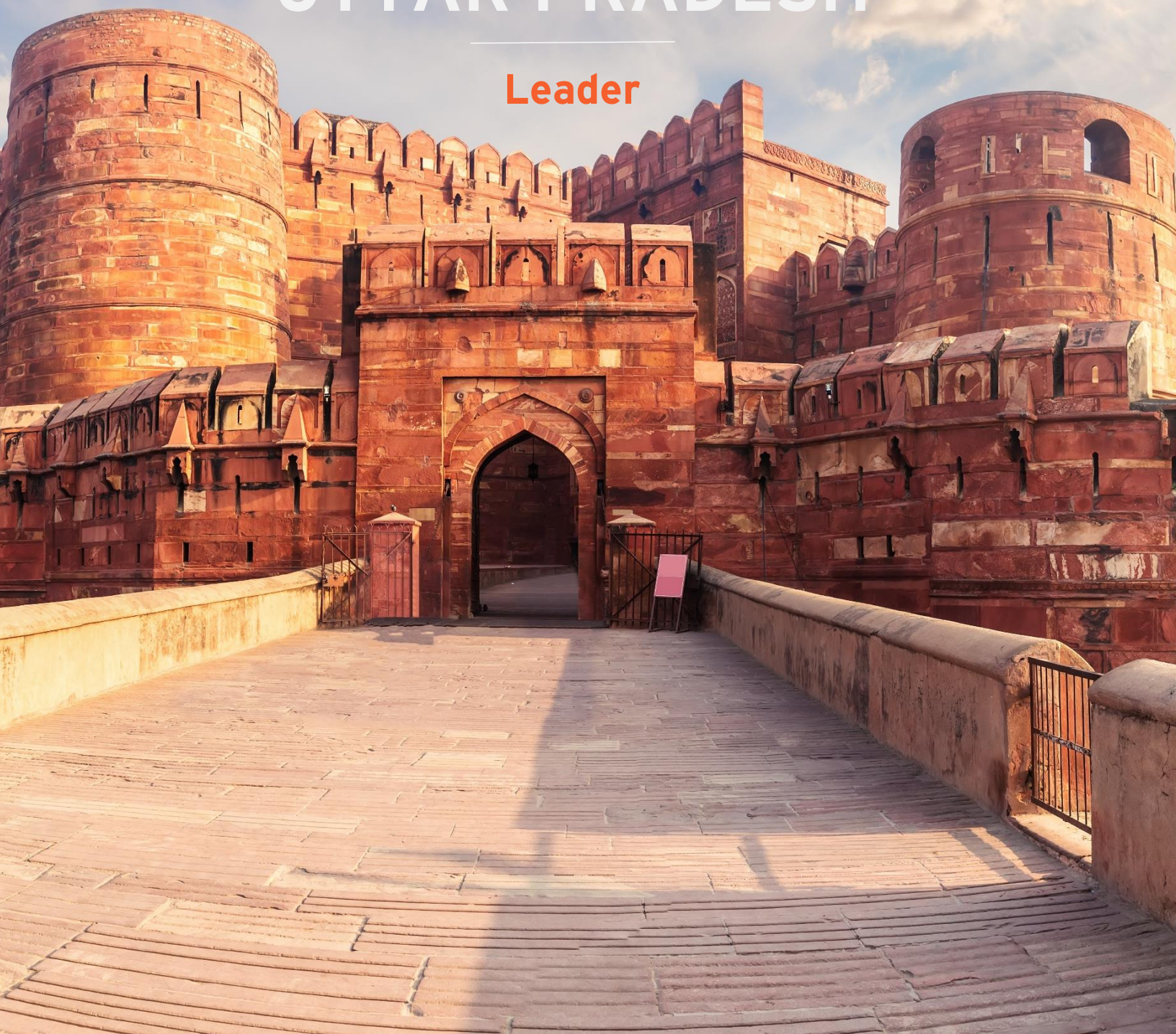




Table of Contents

States' Startup Ranking 2021 Results	4
Uttar Pradesh Startup Ecosystem	5
1.1 Introduction	5
1.2 Highlights of Uttar Pradesh Startup Ecosystem	8
Reform Area Wise Assessment	9
2.1 Institutional Support	9
2.2 Fostering Innovation and Entrepreneurship	13
2.3 Access to Market	17
2.4 Incubation Support	20
2.5 Funding Support	23
2.6 Mentorship Support	26
2.7 Capacity Building of Enablers	29

States' Startup Ranking 2021 Results



Uttar Pradesh has participated in all 26 Action Points of the Startup Ranking Framework 2020. The status of Uttar Pradesh's performance in each of the Reform Area has been graphically represented below. Data presented 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 Uttar Pradesh has a score of 88th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than 88% of the participating States/UTs in that Reform Area.



Uttar Pradesh has been evaluated across seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the state. The State has shown remarkable performance through 'Institutional Support' and 'Capacity Building for Enablers'. The range of impact generated through 'Fostering Innovation and Entrepreneurship' and 'Funding Support' is also commendable. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

*The evaluation has been done on submissions made by States/UTs and data available with Startup India, DPIIT.

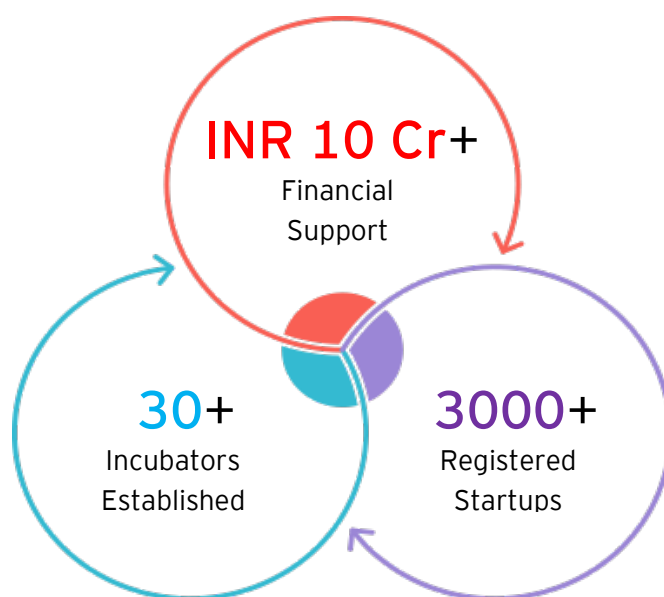


Uttar Pradesh Startup Ecosystem

1.1 Introduction

Figure A: Achievements of the Uttar Pradesh Startup Ecosystem

Uttar Pradesh, with 200 million inhabitants, is the largest state in India in terms of population. The State, with tremendous potential for entrepreneurship, has been steadily moving toward building a robust startup ecosystem in the State over the past few years (refer to Figure A for achievements of the Uttar Pradesh startup ecosystem). The vision of the State's Startup Policy launched in 2020 is to establish a world-class startup ecosystem in the State by developing a robust infrastructure and providing a conducive policy environment. The State had identified the importance of promoting a culture of innovation at the grassroots level. This will lead to employment generation and the introduction of emerging technologies in niche sectors, thereby contributing to the empowerment of youth in the State.



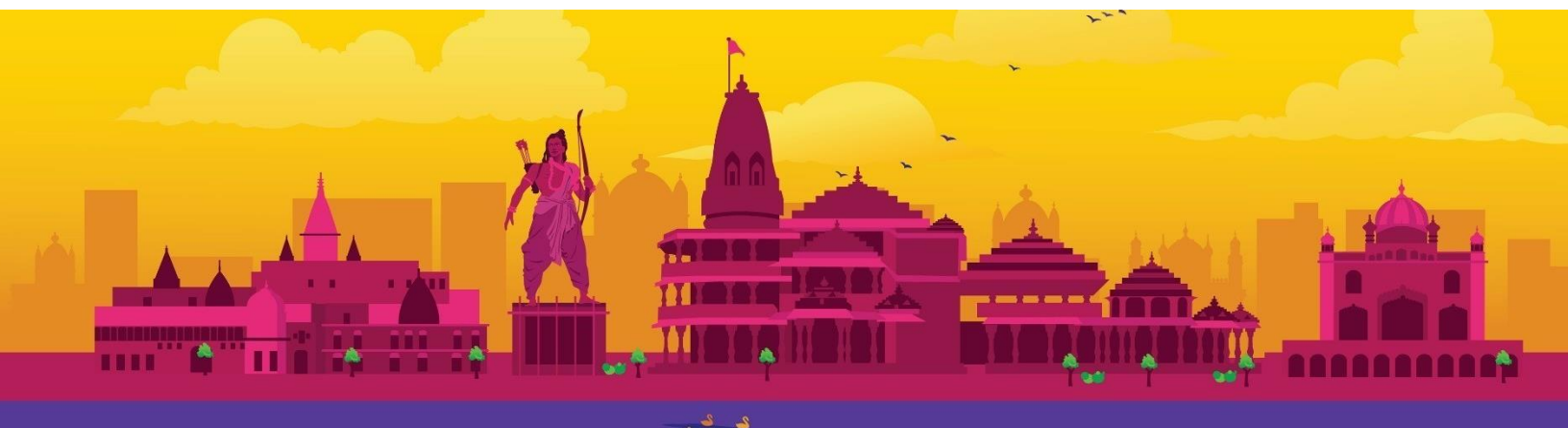
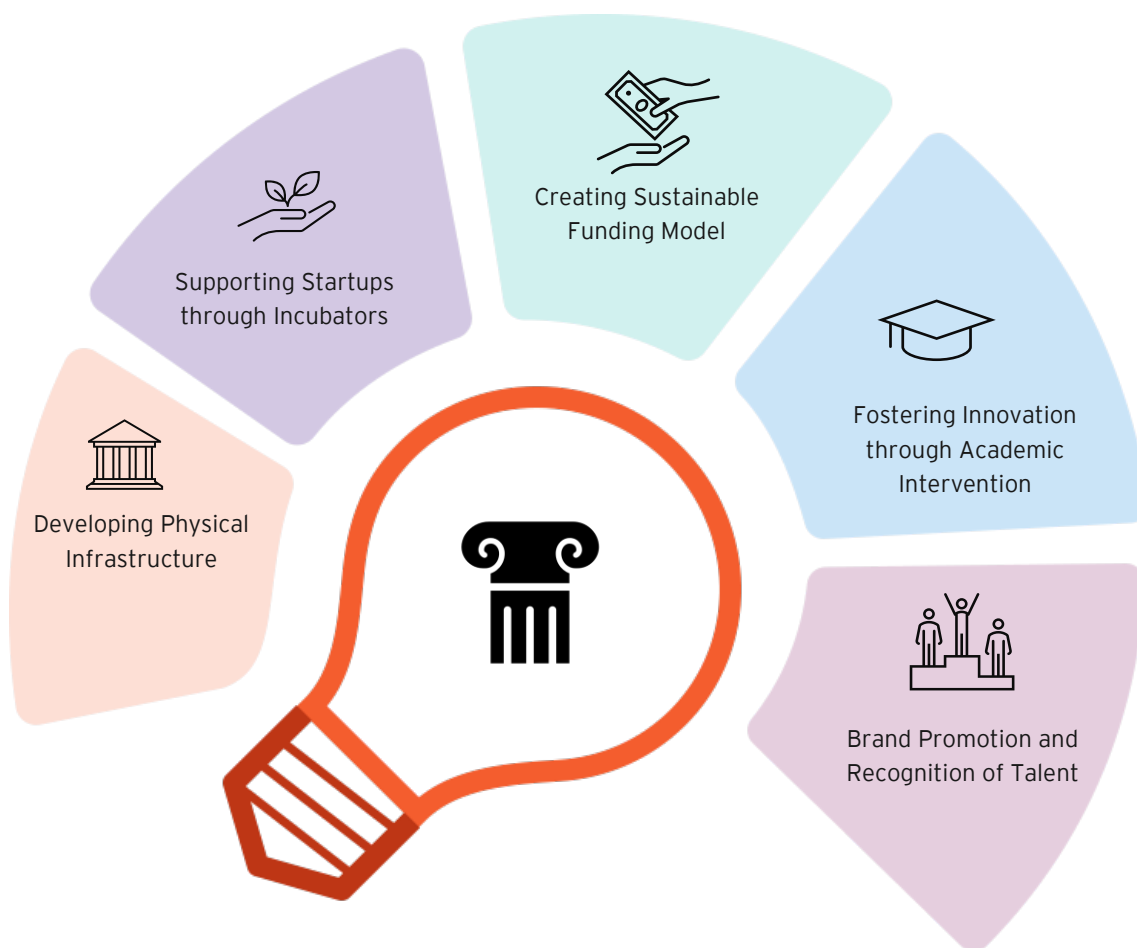
The Startup Policy of UP has been made comprehensive with complete details of the focus areas and sub-focus areas which are essential in creating and strengthening the State's Startup Ecosystem (refer to Figure B for pillars of Uttar Pradesh Startup Policy).

The goals defined in UP's Startup policy are:

- ❖ To be among the Top 3 States in the "States' Startup Ranking" conducted by Startup India
- ❖ Establish 100 Incubators, a minimum of one in each district of the State
- ❖ Develop a minimum of One Million square feet of incubation/acceleration space for startups
- ❖ Create the ecosystem for at least 10,000 startups in the State
- ❖ Establish 3 state-of-the-art Center of Excellence (CoEs)
- ❖ Establish India's largest Incubator in Lucknow

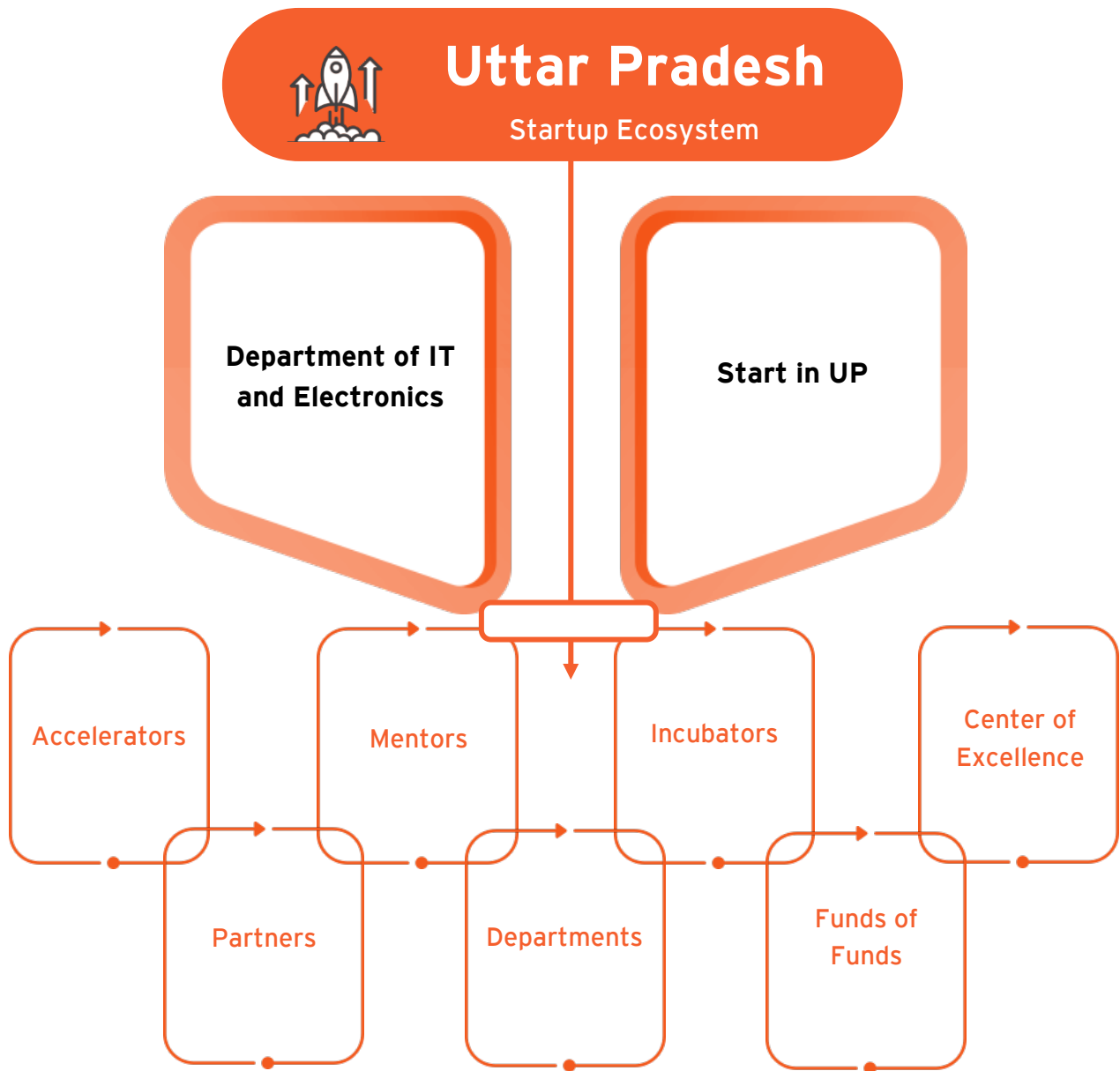


Figure B: Broad pillars of Uttar Pradesh Startup Policy



The Department of IT and Electronics is the nodal department for the startup ecosystem in Uttar Pradesh and is supported by a strong network of incubators as well as various other stakeholders (refer to Figure C for the flowchart of the Uttar Pradesh Startup Ecosystem).

Figure C: Flowchart of Uttar Pradesh Startup ecosystem



1.2 Highlights of the Uttar Pradesh Startup Ecosystem

The Government of Uttar Pradesh has undertaken several initiatives to boost more than 3000 registered startups (refer to Figure D for the impact of initiatives undertaken by the Government of Uttar Pradesh).

Figure D: Highlights of Uttar Pradesh Startup ecosystem



Flagship event **"Agri-Tech Product Showcase"** for 'aspiring entrepreneurs' to have hands-on experience before they can finally enter the market. It brings together the academic community, venture capitalists, and new-age entrepreneurs

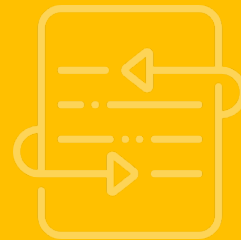
A **INR 1000 Cr Fund of Funds** established to provide incentives to the startup ecosystem

UP EV Manufacturing and Mobility Policy 2019 offers attractive fiscal and non-fiscal incentives to promote EVs startups

Startup incentives have impacted over **100 women-led startups**

20 incubation centres supported through capital grant, operational expenditure and land subsidy

Capacity Development Program for Woman Entrepreneurs **"TITLIYAAN- SAPNO KI UDAAN"** for promoting entrepreneurship skills and innovation in women entrepreneurs



Reform Area Wise Assessment



2.1 Institutional Support

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



2.1.1 Key Initiatives

StartinUP (<https://startinup.up.gov.in/>)¹ is the official Startup Portal facilitated by the Government of Uttar Pradesh. The StartinUP portal provides comprehensive information relating to startups in the State. The State Startup Portal can be accessed in 2 different languages: English and Hindi.

Uttar Pradesh MSME Promotion Policy-2017 lays special emphasis on the development of entrepreneurs, and women across the State by providing opportunities to local entrepreneurial talent. This policy document is available on the Startup Portal of the State.

Figure E: Uttar Pradesh State Startup Portal ¹



¹ "Homepage", *StartinUP website*, <https://startinup.up.gov.in/>, accessed 20 March 2022

Figure F: Uttar Pradesh State Startup Portal in Hindi Language¹



Startin UP is a comprehensive portal that includes information such as:

1. State Startup Policy
2. Information on the Nodal Department and Dedicated Team
3. State-level Approvals and Clearances
4. Startup Registration with API integration with Startup India Hub
5. Detailed Support on - Funding, New/Amended Rules/Regulations
6. Detailed Guidelines for Public Procurement Support to Startups
7. Details of Departments providing Institutional Support to Startups
8. Mentorship Support with the Procedure to Connect with Mentors
9. List of Incubators and Procedures to Connect
10. List of Acceleration Programs conducted
11. List of Programs undertaken in Higher Education Institutions (HEIs)
12. Dedicated Helpline or Call Centres for Startups
13. Translation Feature (refer to Figure F)
14. Online Grievance Redressal System (refer to Figure G)



Startin UP also provisions a Grievance Redressal Mechanism² for startups to raise queries on several options such as Incubation Support, Funding Support, Public Procurement grievances, and Regulatory issues (refer to Figure G).

Figure G: Grievance Redressal on the State Startup Portal

The screenshot displays the 'Grievance / Feedback' form on the StartinUP portal. The header includes the Department of IT & Electronics, Government of Uttar Pradesh, and a helpline for policy-related support. The form itself has a title 'Grievance / Feedback' and a brief instruction. It contains several input fields: First Name, Last Name, Email ID, Contact Number, Gender (a dropdown menu), Profession (a dropdown menu), State (a dropdown menu), City/District (a dropdown menu), and Query Type (a dropdown menu). There is also a large text area for 'Comments' with a placeholder text. At the bottom of the form are two buttons: 'SUBMIT' (green) and 'RESET' (orange). To the right of the form is an illustration of two people interacting with a large digital screen displaying various icons and data.

The State assists and encourages women-led startups. An additional benefit in terms of sustenance allowance and seed capital/marketing assistance is provided to the startups led by women.

Special attention is given to the skill development of women entrepreneurs on handicrafts and household businesses under the Industrial Investment and Employment Promotion Policy of Uttar Pradesh 2017

The Government of Uttar Pradesh has collaborated with the State Government departments to initiate the Uttar Pradesh Electronics Manufacturing Policy 2020.

Uttar Pradesh Electronics Manufacturing Policy 2020

The policy was introduced to offer a competitive infrastructure and favourable policy environment for cultivating the Electronics Manufacturing Industry. It aims at effective use of skilled force, adapting innovation and emerging technologies leading to an all-round sustainable ecosystem.

² "Grievance/Feedback", *StartinUP website*, <https://startinup.up.gov.in/welcome/grievance> accessed 20 March 2022



2.1.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Policy Intervention³

- ❖ Specific departments of the State may come up with startup-related incentives and relaxations to support the startup ecosystem. The State can encourage its departments to come up with startup-specific policies and rules to support the startup ecosystem, especially in the wake of the COVID-19 pandemic.



³ Actions that involve policy-related engagement by the State



2.2 Fostering Innovation and Entrepreneurship

Fostering Innovation and Entrepreneurship seeks to encourage the spirit of innovation among aspiring students and rural entrepreneurs. It focuses not only on the assessment of the total number of registered startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support startups in disruptive sectors. This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation through disruption and promotes State-supported technological disruption to help drive innovation.



2.2.1 Key Initiatives

The State has more than 3000 registered startups. The State's Startup Portal has been instrumental in easing the procedure of registration with comprehensive details available for the users.

The State has conducted more than 30 Startup Bootcamps at Entrepreneurship Cells in HEIs with more than 100 participants in each to promote entrepreneurial spirit and support student entrepreneurs in defining market segments, market size, business model, end-users, etc.

More than **5000 students** received support with these programs

STARTUP BOOTCAMP 2021

2 Day Startup Bootcamp program conducted to promote Entrepreneurial culture among technocrats through hands-on practice of idea pitching. The bootcamp also included mentoring and motivating sessions of prominent speakers.

Figure H: Startup Bootcamp 2021 conducted by Uttar Pradesh Government





Entrepreneurship Development Cell (EDC)
(Start-up Boot-camp2021)

Date of Event: 16/04/2021, 17/04/2021 (Two days)

Program Report

Two Days STARTUP BOOTCAMP programme in association with Start-In-UP, Government of Uttar Pradesh as an Ecosystem partner was successfully organized at G L Bajaj Institute of Technology and Management, Greater Noida. The objective of this bootcamp was to develop Entrepreneurial culture among the technocrats through the hands on practice of idea pitching which would create a future work in their minds on ideation, innovation and startup. The workshop not only energized the young minds about the pitching of business idea but also motivated them for startup.

16 April, Day 1 of Startup Boot Camp started with the welcome speech and introduction to Start-up bootcamp by Dr. S. S. Choudhary, Convener (EDC), Honorable Director, Dr. Rajeev Agrawal heartily welcomed all the guests and emphasized that such workshops need to be encouraged for promoting successful startups and also highlighted some of the potential areas for promoting startups. The first session started with the knowledge and experience sharing by Prof. A.K. Khanna (Ex Pro VC, AKTU Lucknow) on the topic "Idea validation, Pitch deck creation". The session further proceeded for Pitching Session by Mr. Nites Lahoti (Manager Innovation Management in RKVY RAFTAA CCS National Institute of Agricultural Marketing, Jaipur) and Mr. Tuskar Srivastava (Innovation Evangelist, IPR). The students came to know about the types of pitching and how to present in 10-12 slides with the inclusion of key points. Students also came to know about the importance of IPR during pitching presentation by Mr. Tuskar Srivastava. In day 1, Students came to know about all the aspects of ideation i.e., from idea creation to pitching and how to protect their ideas. The session ended with the vote of thanks by Dr. Shreshtha Gupta, Convener EDC, GLBITM. The entire program was broadcasted by the TEN news channel.






Entrepreneurship Development Cell
of
GL Bajaj Institute of Technology & Management, Greater Noida
is organizing
Startup Boot Camp
GLBITM is organising two days Start-up Boot camp
with the association of START-IN-UP, Government of Uttar Pradesh.

• Ideation workshop to tell them about idea validation, pitch deck creation	16th April 2021
• Pitching Sessions	16th April 2021
• Session on Uttar Pradesh StartUP Policy 2020	17th April 2021
• Mentor workshop by a successful entrepreneur	17th April 2021
• Start-up India Session on benefits and incentives	17th April 2021

Avoid to spread of Corona Virus. Please follow the instructions
• Maintain Social Distance • Wear Mask • Sanitize your Hands

AARAMBH 2021

AARAMBH 2021, a series of workshops were conducted at Entrepreneurship Cells of 20 Higher Education Institutions (HEIs). The workshops saw participation from more than 100 students in each session. The sessions were taken by successful and eminent entrepreneurs, startup mentors, Government officials, civil servants, and investors to provide insights into the basics of entrepreneurship along with direct Q&A rounds.

The State identified the need for introducing amendments to the existing rules, regulations, and acts in strengthening the Startup ecosystem. The State has introduced Startup Policy 2020 and has modified 6 policy documents in support of Startup Policy. Some of the rules, regulations or acts amended or introduced by the State are:

Data Center Policy 2021

With an aim to build a conducive policy environment for the Data Center industry and increase transparency in governance, the State has adopted a bottom-up approach to acknowledge speedy delivery of services to the citizens. The target is to develop a 250 MW Data Center Industry in the state with an attractive investment of INR 20,000 Crores.

UP Defence and Aerospace Unit and Employment Promotion Policy

(1st Amendment, 2019)

The aim of the amendment is promotion and development of the region as a mobilizer of available resources and generating employment opportunities in Uttar Pradesh through:

- ❖ Strengthening R&D ecosystem through technology upgradation
- ❖ Attract INR 50,000 Crores investment in next 5 years
- ❖ Private industrial parks for manufacturing sectors
- ❖ 2.5 lakh jobs in the defence and aerospace manufacturing sector

UP EV Manufacturing and Mobility Policy 2019

Attractive fiscal and non-fiscal incentives to promote early adoption of Electric Vehicles (EVs) in the State as well as create demand in the sector. The policy emphasizes on three components: Manufacturing, Charging Infrastructure, and Demand Creation.

Figure I: Policies available on the State Startup Portal⁴



In the year 2021, under UP Startup Policy 2020, Uttar Pradesh has released policies⁴ in the disruptive sector to extend its support to startups, with an effort to adopt emerging technologies across various sectors such as E-Vehicle, AI, Healthcare, Civil Aviation, and Agri Tech. Specific funds have been provided to these disruptive sectors by the State Government.

The dedicated UP Startup Policy 2020 has promoted grassroots level innovations by integrating State Government schemes such as Yuva Hub and Innovation Hub to make the scheme more holistic and beneficial for the youth of the State. The State has supported grassroots innovations with prototype development, commercialization of projects, and innovative ideas through financial support and capacity-building workshops.

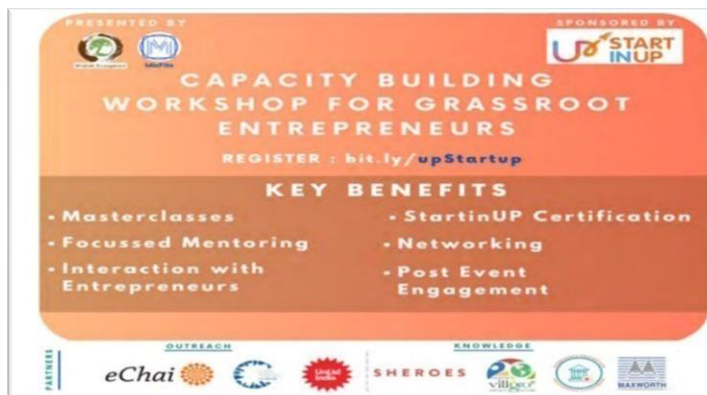
More than 100 startups
with rural impact
supported by the State

⁴ "Policies", *StartinUP website*, https://startinup.up.gov.in/welcome/startup_policy_2020 accessed 20 March 2022

Capacity Building Workshop for Grassroot Entrepreneurs

Capacity-building workshop conducted for rural startups through multiple sessions led by industry experts. The workshop included knowledge-based sessions and one-on-one interactions. The workshop was attended by more than 30 startups virtually. The workshop provided insights on incubation and mentoring support for women, successful business ideas, basics of investment, and fundraising.

Figure J: Capacity Building Workshop for Grassroot Entrepreneurs



2.2.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Capacity Building⁵

- ❖ The State may conduct brainstorming workshops with mentors and startups, especially grassroots startups, in attendance to come up with more innovative ideas. These workshops could be televised or streamed on a video streaming platform to get higher engagement.
- ❖ Startups and students from higher education institutes could be included in the workshops with case studies on the latest rules, regulations, and acts to support the startups in the disruptive sectors and their effect on the startup ecosystem. Government departments could also be part of these workshops for effective knowledge dissemination.

⁵ Actions that involve support extended by the State to conduct programs and workshops for ecosystem stakeholders



2.3 Access to Market

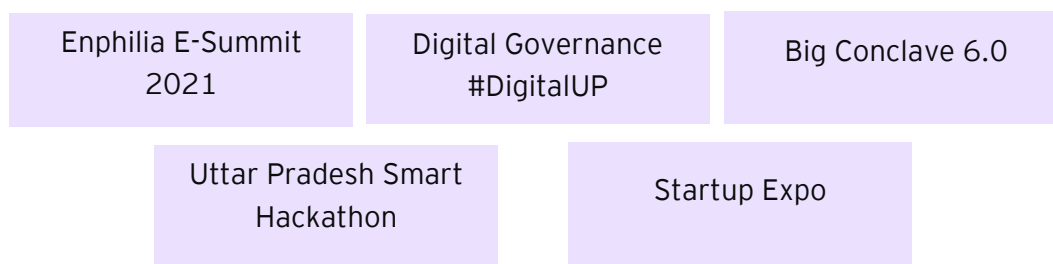
This Reform Area seeks to encourage the State/UT Government to ease participation in the public procurement process for startups and become an enabler in connecting startups with private stakeholders. The States/UTs are evaluated based on the support provided by them to startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in rules for Government work orders. The aim is to steadily increase the number of work orders awarded to startups by helping them be at par with the established players in their respective sectors.



2.3.1 Key Initiatives

The Government of Uttar Pradesh issued a Government Order which provides exemptions to MSMEs and startups to encourage startups to compete in Government tenders. Thus, encouraging the startups to participate in the public procurement process, the State Government has relaxed the criteria of "Prior Turnover" and "Prior experience", and exempted the startups from "Submission of EMD".

The State has conducted more than **10 programs** including webinars, workshops, and pitching sessions to encourage the participation of startups in public procurement activities. More than **350 participants** have attended these programs. Some of these programs are:



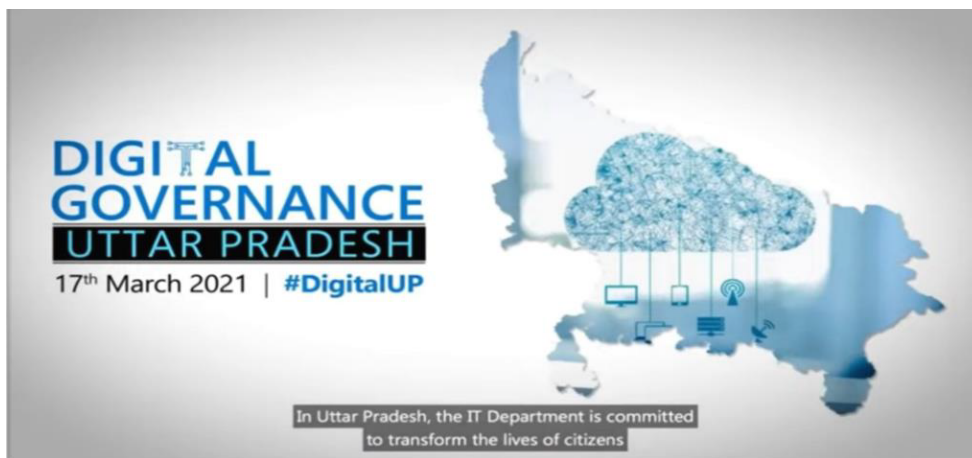
Startup Expo (part of Enphilia E-Summit 2021)

The Entrepreneurship Cell, IIM Lucknow organized the StartUp Expo as a part E-Summit 2020 on 1-2 February 2021 with participation from more than 30 startups. It was a platform to showcase the startup products and services to potential customers and investors included Ventures, Lucknow Angel Network, SIDBI Centre for Innovations in Financial Inclusion, and L-Incubator.

Figure K: Startup Expo UP



Figure L: Digital Governance #DigitalUP







Nearly **10 GeM workshops** and showcase opportunities have been conducted by the State which connected corporates, industry associations, and other private stakeholders with startups. More than **300 participants** attended these events. All event reports are available on the State Startup portal⁶.

More than 130 startups awarded with purchase orders of worth **INR 220 Crores**

StartIn UP conducted a flagship event **"Agri-Tech Product Showcase"** on 26th July 2021 for 'aspiring entrepreneurs' to have hands-on experience before they can finally enter the market. It brings together the academic community, venture capitalists, new-age entrepreneurs, and all those passionate about agricultural entrepreneurship to a common ground. The event was attended by more than 30 participants.

⁶ "Startup Events", *StartinUP website*, https://startinup.up.gov.in/welcome/startup_event accessed 20 March 2022

Figure M: Events Reports on the Startup Portal⁶

<div>  DEPARTMENT OF IT & ELECTRONICS Government Of Uttar Pradesh </div> <div>  Nivesh Mitra </div> <div>  #startupindia </div> <div> Helpline for Policy Related Support 0522-4130303 from 10:00 AM to 05:00 PM on working days. </div> <div> Hindi </div>		
<div>  Ud STARTUP IN UP A Government of UP Initiative </div> <div> HOME ABOUT US STARTUP INCUBATOR MENTORSHIP COE EVENTS NOTIFICATION CONNECT GALLERY USER MANUAL </div> <div> REGISTER / LOGIN </div>		
Sr.No	List of Events	View & Download File
1	Incubator Training	VIEW DOWNLOAD
2	Consolidated Report of 11 Events for Sensitizing Investor Community	VIEW DOWNLOAD
3	Consolidated report of programs undertaken to connect startups with private investors	VIEW DOWNLOAD
4	Titliyaan- Sapno Ki Udaan 2021	VIEW DOWNLOAD
5	Capacity development workshop for Incubators	VIEW DOWNLOAD
6	Workshop on Grassroot Innovation	VIEW DOWNLOAD



2.3.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Capacity Building

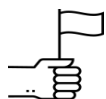
- ❖ In addition to events organized by the State for creating market access for the startups, the State may organize additional events or programs with a focus on international markets and opportunities.





2.4 Incubation Support

Incubation support is provided in the form of financial and infrastructural support to startups and State-supported incubators. The State/UT Governments have been supporting incubators to set up or upgrade existing facilities through funds and incentives to enhance the incubation infrastructure. This Reform Area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators. The support provided by the State/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.



2.4.1 Key Initiatives

The State has encouraged and supported entrepreneurial spirit by support programs and services provided through State-supported incubators⁷. The State Government has collaborated with premier institutes like IIT-Kanpur, IIT-BHU, IIM Lucknow, and KNIT Sultanpur to establish Incubators.

Figure N: List of Incubators on the State Startup Portal⁷



⁷ "Know your Incubators", *StartinUP website*, <https://startinup.up.gov.in/>, accessed 20 March 2022

More than **120 startups** have received incubation support from the State Government. The incubators partnered with premium educational institutions for offering incubation support to the startups. The incubators provided support in terms of technological and business solutions, entrepreneurship development, international entrepreneurial exposure, industry-based startup challenges, and hackathons.

20 incubation centres supported through capital grant, operational expenditure, and land subsidy

100 startups enrolled in the Bi-Annual Acceleration Program conducted by the State Government. The startups have received support in terms of mentoring, funding, legal support, and technological assistance.

More than 40 incubators with a **total seat capacity of more than 2300** reserved more than **750 total seats** for startups

Figure P: Incubation Centres set up by the State Government in Uttar Pradesh



Figure O: Knowledge and Experience Sharing Session for the Incubators in the State





2.4.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

*Handholding Support*⁸

- ❖ Going forward, the State could continue in this direction by increasing the reach of the existing programs. The State may further increase the number of such programs so that more startups can avail support.
- ❖ The State could leverage the virtual format for holding seminars and discussions to extend the reach of its programs. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the country.



⁸ Actions that include support provided in terms of mentorship and incubation.



2.5 Funding Support

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



2.5.1 Key Initiatives

The State Government has established various funds for providing financial assistance to the registered startups in the State through Uttar Pradesh Startup Policy 2020.

MoU signed between UP Electronics Corporation Ltd (UPLC) and SIDBI for **INR 1000 Crores** UP Startup Fund

- ❖ **Fund-of-Funds:** The Government of Uttar Pradesh has made a fund of funds known as the “UP Startup Fund”, a key part of its Startup Policy. The fund makes investments in early-stage, seed-stage, and growth-stage startups through “daughter funds”, known as Alternative Investment Funds (AIFs), registered with SEBI. This kind of funding model allows the fund to give daughter funds the appropriate resources to invest in the most promising startups in their network. The scheme has a budget of INR 1000 Crores.
- ❖ **Funding by Banks:** The State Government facilitated the signing MoUs with leading banks to create funding avenues for startups.
- ❖ **Funding by UP Angel Network:** The State Government facilitated setting up a dedicated UP Angel Fund Network for the State of Uttar Pradesh for the promotion of UP based startups.

State Government has supported registered startups with the financial assistance of more than INR 20 Crores. The Government of Uttar Pradesh provides four kinds of incentives that result in funding support to startups. These are:

Sustenance Allowance

Seed Capital/Marketing Assistance

Financial Support for Event participation

Need-based Assistance

The Government of Uttar Pradesh has organized events and supported incubators to provide a platform for startups to connect with private funds and investors. Even during the pandemic, the Government continued the effort with virtual events or pitching sessions. Startup Investor Meet 2021 was conducted by the State to facilitate startup investor connect. The investor connect program included demo days and programs guiding startups on how to raise funding and avail benefits of incentives provided by the State. The programs saw participation from more than **500 startups** with **20 investors** participating in **11 programs** conducted in **11 distinct cities** of Uttar Pradesh.

Figure R: Prototype Development Support: Funding Assistance



Figure Q: Uttar Pradesh Virtual Pitching Event 2021

Uttar Pradesh Virtual Pitching Event 2021

Through this program, speakers from across the startup ecosystem were invited to provide insight on what a “Plan B” could be for startups. **More than 200 startups** attended this event with 2 Venture Capital as investment partners.





2.5.2 Way Forward

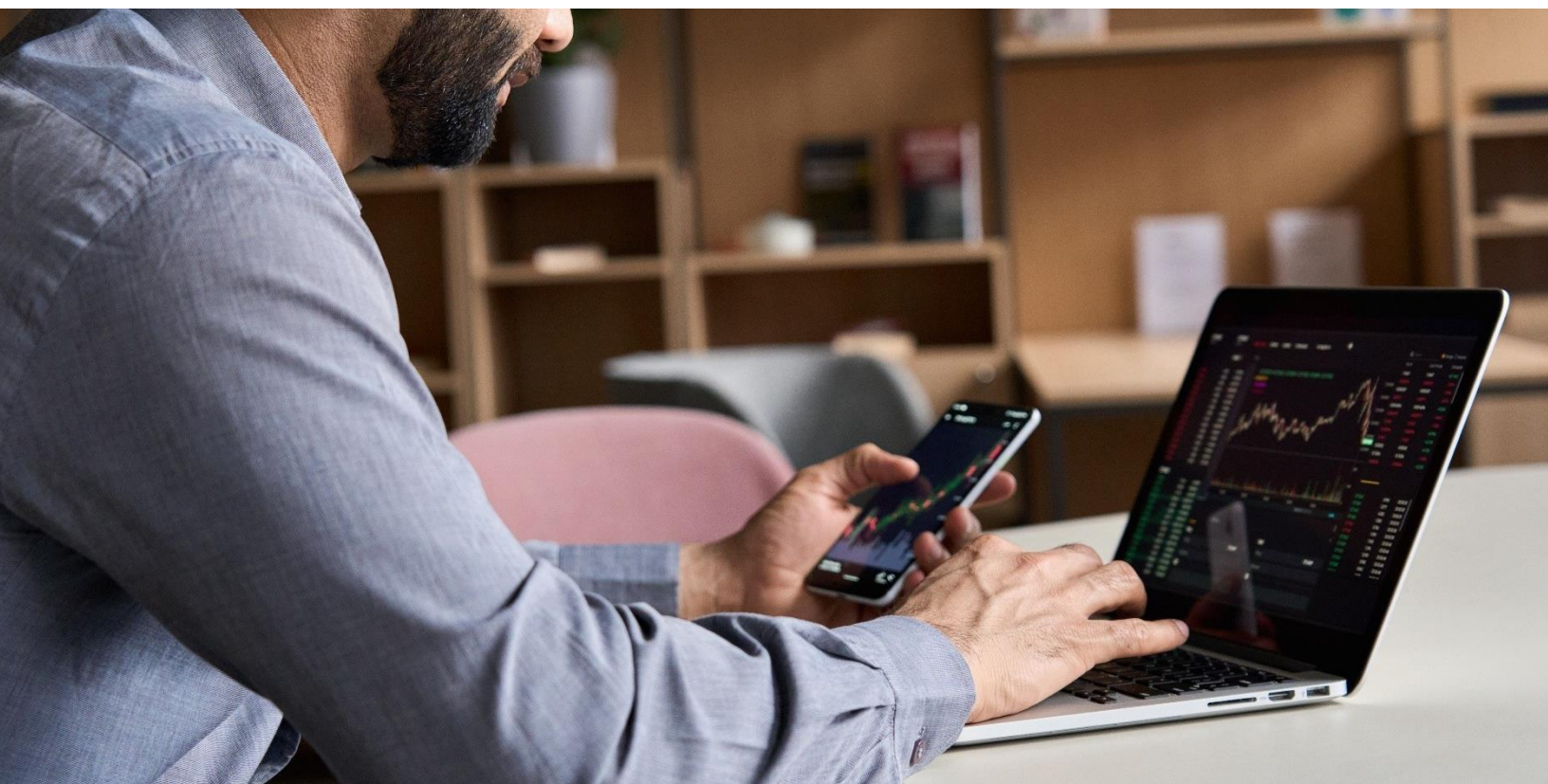
The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Digital Infrastructure

- ❖ The State may develop an online mechanism for the disbursement of funds ensuring transparency and easing the process of tracking the transactions.
- ❖ The State Government may maintain an online dashboard by integrating it into the State Startup Portal containing details of funding sponsored or supported by the Government.

Capacity Building

- ❖ The State may conduct quarterly events and programs for funding provisions available to startups. These programs can become the platform for connecting with Angel Investors and High Net-worth Individuals.





2.6 Mentorship Support

Mentorship support provided by States/UTs is a crucial factor in the growth of startups that do not have the means and network to find such guidance on their own. Mentors can be from business schools providing support in terms of marketing, finances, product, international expansion, fundraising, legal, etc. They can also be founders of established businesses or academic researchers. 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 and the time spent by the startups with mentors.



2.6.1 Key Initiatives

The Government of Uttar Pradesh recognized the fact that technical support and guidance is very essential to nurturing emerging startups. The State has onboarded mentors from all the key sectors. The Startin UP portal (<https://startinup.up.gov.in/>)⁹ has registered mentors, including corporates, MSMEs, entrepreneurs, innovators, NGO partners, Government organizations, investors, higher education institutes, and academicians.

Mentorship support has been provided to the startups in the State to promote the culture of innovation and entrepreneurship among the new entrepreneurs.



More than **100 startups** received mentorship by **more than 40 registered mentors**

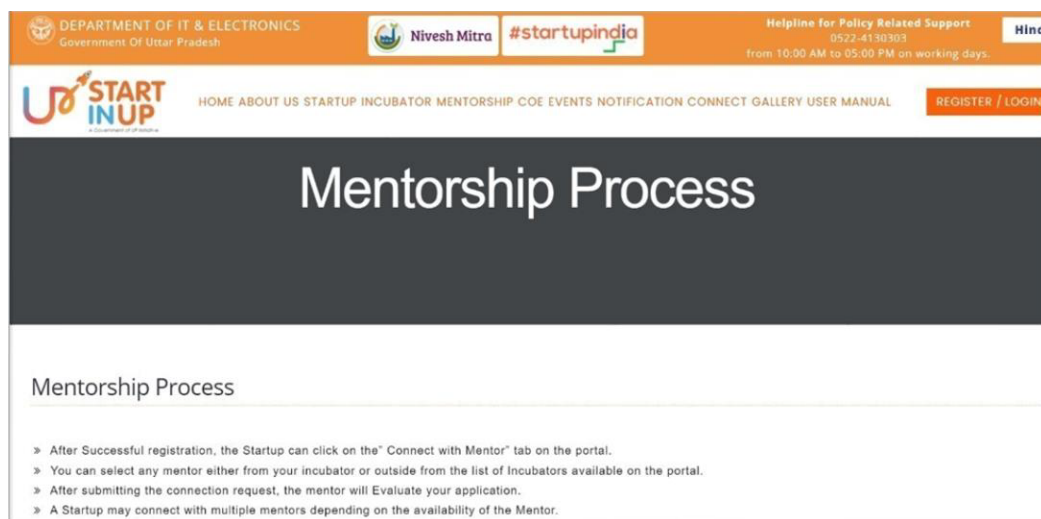
Figure S: List of Mentors on the State Startup Portal⁹

DEPARTMENT OF IT & ELECTRONICS Government of Uttar Pradesh					
Nivesh Mitra #startupindia					
Helpline for Policy Related Support: 9522-410000 From 10:00 AM to 05:00 PM on working days					
START IN UP					
HOME ABOUT US STARTUP INCUBATOR MENTORSHIP COE EVENTS NOTIFICATION CONNECT GALLERY USER MANUAL					
PHOTO GALLERY					
List of Mentors					
Sr No.	Name of Mentor	Organization's Name	Email	Mobile No.	Website
1	Dr. PANKAJ PATHAK	NANOTRICS INNOVATIONS PVT. LTD.	pankaj.pathak@nanotrics.com	8368224652	http://www.nanotrics.com
2	Aparna Mishra	CWEHUB	aparna.mishra@gmail.com	9792201002	http://www.cwehub.com
3	Ashish Kuchwaha	Q Systems	ashish.kuchwaha@onlineqsystems.com	8971152811	http://www.onlineqsystems.com
4	Anish Tewari	AT Law Chamber	advocateanish@gmail.com	9053518853	http://www.atlawchamber.com/
5	T.SENTHIL SIVA SUBRAMANIAN	SHARDA GROUP OF INSTITUTIONS	ts.senthil.hod@sgpi.org	9917852671	https://www.sgpi.org
6	Dr. Jyoti Prakash	Vedagarbha Renewable Energy and Technology (VRET) Pvt Ltd	vedagarbha.vret@gmail.com	8707619645	
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⁹ "List of Mentors", *StartinUP website*, https://startinup.up.gov.in/welcome/list_of_mentor accessed 20 March 2022

The State Startup Portal has a “Mentorship” tab through which recognized startups can avail of mentoring support from a list of mentors available on the portal¹⁰. The startups can connect with the mentors of their choice depending on the sector-specific needs. A startup may connect with multiple mentors depending on the availability of the mentor.

Figure T: Mentoring Process on State Startup Portal¹⁰



The State has conducted an AWEspiring Program 2021, an Enterprise Build-up Program for Women Entrepreneurs in collaboration with Atal Incubation Centre. The program has offered insights to grow women-led startups with mentoring support from dedicated mentors, understanding business requirements, and making their business scalable and sustainable.

Figure U: Mentoring Program for Women Entrepreneurs



¹⁰ “Mentorship Process”, *StartinUP website*, https://startinup.up.gov.in/welcome/mentor_process accessed 20 March 2022



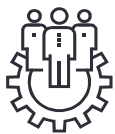
2.6.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Capacity Building

- ❖ The State may conduct programs to increase awareness of the importance of mentoring, networking, and exposure among startups. These sessions could also be conducted at the school level to create awareness among the children and help them materialize their ideas at early stages.
- ❖ 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 could be explored to learn from other national and international experiences.
- ❖ Further, the Government could also guide the stakeholders of respective departments (e.g., The Education department and the Industries department) to conduct interdepartmental mentoring sessions where the startups with their respective mentors engage in a brainstorming session. These sessions could help in creating a synergy between the startups and mentors at the early stages which could help multiply the growth rate of several startups.





2.7 Capacity Building of Enablers

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives. This Reform Area assesses sensitization workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.



2.7.1 Key Initiatives

The State has supported and conducted capacity development programs, sensitization workshops, and courses for State startup ecosystem enablers such as incubation managers, Government officials, and other supporting staff. The State Government emphasized capacity building to make the incubator managers well equipped through Business Training, Financial Management, Monitoring and Evaluation, Marketing and Stakeholder Management, Experience, and Extensive networks.

The Government has organized various sensitization cum awareness workshops for potential investors to sensitize potential investors on investment in startups for increasing the number of early-stage investors.

More than 5 Sensitization workshops conducted by the Nodal agency for State Government Officials

Government officials of the following five Departments have participated in the sensitization workshops on the Development of Startup Ecosystem in the State conducted on different dates:

- ❖ For Skill Development Mission Department workshop conducted on 16 July 2021
- ❖ For the Department of Health and Medical Education workshop conducted on 18 July 2021
- ❖ For Urban Development Department workshop conducted on 20 July 2021
- ❖ For the Agriculture Department workshop conducted on 27/July/2021
- ❖ For PCF Uttar Pradesh Cooperative Federation Ltd workshop conducted on 30/July/2021

Figure V: Sensitization Workshops Conducted for Startups in Uttar Pradesh



More than **10 programs** have been conducted across 11 districts under special drives for sensitizing potential investors (including family businesses, corporate houses, and entrepreneurs) on investment in startups with **130+ participants**.

Figure W: Speakers of Sensitization Workshop for Startup Investors in Bareilly

Figure X: Sensitization Workshop for Startup Investors in Bareilly



More than 10 State recognized incubators trained through capacity development workshops

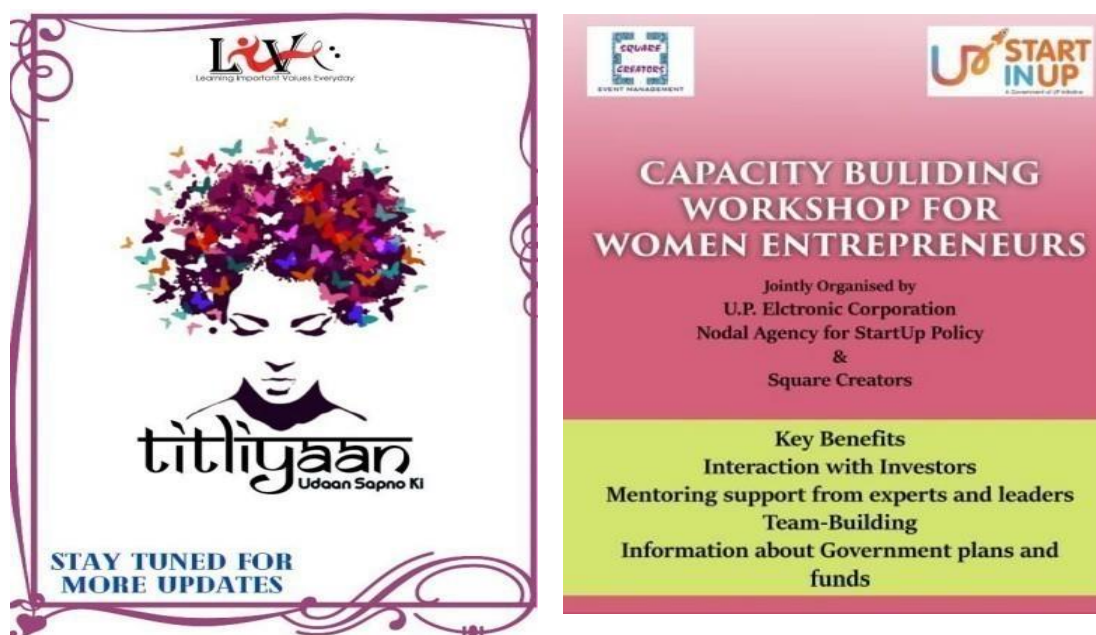
Figure Y: Capacity Development Workshops for Women Entrepreneurs #SHELEADS



The State has virtually conducted a two-day event of Capacity Development Program for Woman Entrepreneurs “TITLIYAAN - UDAAN SAPNO KI” for promoting entrepreneurship skills and innovation in women entrepreneurs. The mentors of these sessions were industry experts and leaders. The event was attended by 60 startup founders.



Figure Z: Titliyaan Udaan Sapno Ki



2.7.2 Way Forward

The State may prioritize actions based on the following suggestions to further strengthen its startup ecosystem.

Capacity Building

- ❖ The State Government may hold quarterly sensitization workshops for various Government departments and officials to encourage them to interact with startups to understand their concerns.
- ❖ The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States. This will help in exploring mutual learning opportunities. This training can be conducted by industry experts to mitigate operational and functional impediments.
- ❖ The State could develop the capacity of incubators through various training programs. The State may cover topics related to Intellectual Property Rights (IPR), Business Incubation Models, designing programs for startups, setting up virtual incubation services, incubator management training, etc.
- ❖ The State may conduct monthly virtual programs spread across various districts to sensitize potential investors on investment in startups. These programs can be knowledge sharing sessions, and one-on-one interactions to facilitate investor to investor connect. These programs may be designed to channel investment from within the community to support local innovators sustainably using local resources.

List of Figures

Figure A: Achievements of the Uttar Pradesh Startup Ecosystem	5
Figure B: Broad pillars of Uttar Pradesh Startup Policy	6
Figure C: Flowchart of Uttar Pradesh Startup ecosystem	7
Figure D: Highlights of Uttar Pradesh Startup ecosystem	8
Figure E: Uttar Pradesh State Startup Portal	9
Figure F: Uttar Pradesh State Startup Portal in Hindi Language	10
Figure G: Grievance Redressal on the State Startup Portal	11
Figure H: Startup Bootcamp 2021 conducted by Uttar Pradesh Government	13
Figure I: Policies available on the State Startup Portal	15
Figure J: Capacity Building Workshop for Grassroot Entrepreneurs	16
Figure K: Startup Expo UP	18
Figure L: Digital Governance #DigitalUP	18
Figure M: Events Reports on the Startup Portal	19
Figure N: List of Incubators on the State Startup Portal	20
Figure O: Incubation Centres set up by the State Government in Uttar Pradesh	21
Figure P: Knowledge and Experience Sharing Session for the Incubators in the State	21
Figure R: Prototype Development Support: Funding Assistance	24
Figure Q: Uttar Pradesh Virtual Pitching Event 2021	24
Figure S: List of Mentors on the State Startup Portal	26
Figure T: Mentoring Process on State Startup Portal	27
Figure U: Mentoring Program for Women Entrepreneurs	27
Figure V: Sensitization Workshops Conducted for Startups in Uttar Pradesh	30
Figure W: Speakers of Sensitization Workshop for Startup Investors in Bareilly	30
Figure X: Sensitization Workshop for Startup Investors in Bareilly	30
Figure Y: Capacity Development Workshops for Women Entrepreneurs #SHELEADS	31
Figure Z: Titliyaan Udaan Sapno Ki	32

List of Abbreviations

AIFs	Alternative Investment Funds
CoE	Center of Excellence/Entrepreneurship
EDP	Entrepreneurship Development Programs
EMD	Earnest Money Deposit
HEI	Higher Education Institutions
IIT	Indian Institute of technology
IIM	Indian Institute of Management
KNIT	Kamla Nehru Institute of technology
IoT	Internet of Things
MSME	Micro, Small, and Medium Enterprises
NGO	Non-Governmental Organisation
SIDBI	Small Industries Development Bank of India
SEBI	The Securities and Exchange Board of India
UPLC	UP Electronics Corporation Ltd

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