



75  
Azadi Ka  
Amrit Mahotsav

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



# STATES' STARTUP RANKING 2021

NATIONAL REPORT

#startupindia





GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE AND INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

# **STATES' STARTUP RANKING 2021** on Support to Startup Ecosystems

## **PUBLISHED BY:**

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

**#startupindia**  




पीयूष गोयल  
PIYUSH GOYAL



सत्यमेव जयते



आजादी का  
अमृत महोत्सव

वाणिज्य एवं उद्योग,  
उपभोक्ता मामले, खाद्य और सार्वजनिक  
वितरण तथा वस्त्र मंत्री, भारत सरकार  
MINISTER OF COMMERCE & INDUSTRY,  
CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION AND  
TEXTILES, GOVERNMENT OF INDIA



### MESSAGE

I am delighted to learn about the State Startup Ranking Exercise 2021 initiated by Startup India. Startup India was initiated to further the vision of Hon'ble Prime Minister Shri Narendra Modi of making India a leading startup nation. India now has nurtured one of the world's fastest and strongest startup ecosystems as a result of the collaborative efforts between entrepreneurs, states and the Department for Promotion of Industry and Internal Trade. India is today, the third largest startup ecosystem in the world, with over 71,000 recognized startups and has experienced unprecedented growth in the number of unicorns, with more than 100 unicorns now.

The Government has enacted 52 regulatory changes to support the Ease of Doing Business for startups and to facilitate their growth. Indian startups have raised over USD 42 billion in funding during the calendar year 2021, surpassing funding raised in any other calendar year previously. This momentum has continued forward in 2022, with startups raising over USD 11 billion in the first quarter of 2022 itself. The growth of the Indian startup ecosystem is a part of the larger Indian economic growth story as India's overall exports for merchandise and services reached an all-time high of USD 669 billion in 2021-22.

As India steps into the new horizon of being a global startup and economic leader, collaborative policymaking is pivotal in supporting our entrepreneurs. The principles of cooperative and competitive federalism which underlie the principles of the States' Startup Ranking Framework are a true reflection of India as a nation, working towards 'Sabka Sath, Sabka Vikas'. I would like to congratulate all the stakeholders who participated in this exercise, contributing meaningfully to the collective vision of building an Aatmanirbhar Bharat.

Piyush Goyal





श्रीम प्रकाश, मा.प्र.से. (से.नि.)  
**SOM PARKASH, I.A.S. (Retd.)**  
सोम प्रकाश, आई.ए.एस. (रिटा.)



## FOREWORD

राज्य मंत्री  
वाणिज्य एवं उद्योग मंत्रालय  
भारत सरकार  
**Minister of State  
Commerce & Industry  
Government of India**

The Startup India initiative was launched in 2016 under Hon'ble Prime Minister Shri Narendra Modi's Ji vision of 'Startup India, Standup India'. Since its inception, the Startup India initiative has been pivotal in helping a startup emerge from each of the 36 States and Union Territories in India. This expansion from the grassroots, with over 640 districts having atleast one startup showcases the entrepreneurial potential in the country and the impact of sustained support.

Over the years, we have seen Department for Promotion of Industry and Internal Trade (DPIIT) launch schemes with a significant impact in the country. The Government of India had formed a fund of Rs. 10,000 crore to increase capital availability as well as to catalyze private investments and thereby accelerate the growth of the Indian startup ecosystem. The Fund was set up as a Fund of Funds for Startups (FFS), established by the DPIIT in June 2016. As of 30<sup>th</sup> April 2022, SIDBI has committed Rs. 7,225.45 crore to 86 Alternative Investment Funds (AIFs) and further Rs. 2,537.09 crore have been distributed to 60 AIFs. A total of Rs. 9,571 crore has been injected to boost 599 startups. The commitment of Rs. 7225.45 crore by SIDBI has catalyzed Rs. 47,195 crore in the Indian startup ecosystem, a ~7X multiplier effect.

The Startup India Seed Fund Scheme (SISFS) was announced by the Hon'ble Prime Minister Shri Narendra Modi Ji in January 2021. As of 30<sup>th</sup> May 2022, the scheme has already seen more than Rs. 320 crore being approved to 86 incubators from more than 20 states and UTs, which is further being disbursed to startups. So far, 395 startups have been selected for funding under the scheme with more than Rs. 60 crores approved for them till 30<sup>th</sup> May 2022.

DPIIT recognized startups can self-certify their compliance against 9 labor laws and 3 environmental laws, easing their compliance burden. Startups are also provided tax exemptions under Section 80-IAC and Section 56(2)(viib) of the Income Tax Act. The States' Startup Ranking Exercise comprehensively through 26 action points gauges the support provided to the startup ecosystem in a state. It also vitally provides State's with support in addressing areas of intervention that will help the ecosystem develop. We now have 31 State startup policies across the country which is a testament to the capacity building exercises conducted as part of the ranking exercise. This development is the impact of the capacity building workshops which were conducted as part of the exercise. The 'Knowledge Exchange Week' conducted as part of the capacity building exercise saw the participation of 34 States and Union Territories.

I wish to congratulate all the States and Union Territories who participated in this and also like to acknowledge and laud DPIIT for its continuous work in supporting the growth of startups in the country.







अनुराग जैन, भा.प्र.से.  
सचिव  
**ANURAG JAIN, I.A.S.**  
Secretary



भारत सरकार  
उद्योग संवर्धन और आंतरिक व्यापार विभाग  
वाणिज्य एवं उद्योग मंत्रालय  
GOVERNMENT OF INDIA  
DEPTT. FOR PROMOTION OF INDUSTRY  
AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY

## FOREWORD

Startup India initiative was launched by the Hon'ble Prime Minister in 2016 with the vision of fostering and recognising entrepreneurship. India's innovation landscape has undergone a remarkable transformation in the past few years with concerned efforts of the stakeholders across the country enabling it to become the world's third largest startup ecosystem.

The States' Startup Ranking Exercise was launched by DPIIT in 2018 with a focus on creating awareness of the startup ecosystem and associated policies amongst the entrepreneurial community. This one of its kind exercise in the world is undertaken annually to identify good practices and appreciate the efforts of the States and UTs and promotes learning and experience sharing among stakeholders in the true spirit of cooperative federalism. Today, administrations across the nation are pro-actively creating a network of incubators, mentors, and funding agencies to encourage the youth with ideas, converting them into commercial enterprises, thus not only helping them become job and wealth creators, but also contributing to the overall economic growth and sustainable development of the nation.

It was a great pleasure to be part of the third edition of States' Startup Ranking Exercise. The 2021 ranking exercise evolved to focus more on the implementation and grassroots impact of the policies and it evaluated measures undertaken during the period of 1st October 2019 to 31st July 2021. We witnessed highest ever participation of 31 States and UTs enriching the whole exercise. I extend my gratitude to the Evaluation Committees for meticulous assessment of responses across various parameters and to the Startup India team for collecting feedback across various reform areas from more than 7000 beneficiaries.

The initiatives undertaken and their impact reported by in this exercise are testimony of on-ground efforts being executed. 27 States and UTs have developed a dedicated online portal for startup ecosystem in vernacular languages. 40 government backed seed, venture or fund of funds have been established. Capacity building of more than 350 state supported incubators has been undertaken.

I congratulate all the States and UTs on working towards strengthening the startup ecosystem in the country. The National Report, which includes the framework and highlights key features and impact of the policies, will serve as an important literature in guiding startup policy reforms.

Startups, as the drivers of knowledge and innovation economy are crucial for the Amrit Kaal leading to India @ 2047. Let us all march together to achieve the vision of ascending new heights of prosperity for the citizens of India.

  
(Anurag Jain)



The logo for the 75th Azadi Ka Amrit Mahotsav is centered on a white circular background. It features a large, stylized number '75' in a dark brown color. To the right of the '75' is a stylized representation of the Indian national flag, with three horizontal stripes of orange, white, and green, and the Ashoka Chakra in the center. Below the '75' and the flag, the text 'Azadi Ka Amrit Mahotsav' is written in a dark brown, sans-serif font. The word 'Azadi' is on the top line, 'Ka' is on the second line, and 'Amrit Mahotsav' is on the third line.

**75**  
**Azadi Ka**  
**Amrit Mahotsav**



ERECTED TO COMMEMORATE THE LANDING  
IN INDIA OF THEIR IMPERIAL MAJESTIES  
KING GEORGE VI AND QUEEN ELIZABETH  
ON THE SECOND OF DECEMBER MCMXLVI

# TABLE OF CONTENTS

<b>01   Understanding the Startup Ecosystem in India</b>	<b>13</b>
1.1 Startup Ecosystem in India	14
1.2 Lifecycle of a Startup	15
1.3 Support to Startups by Startup India	16
1.4 Support to Startups by Government Departments	21
1.5 Startup Ecosystem Resources	23
<b>02   COVID-19 and Startup Resilience</b>	<b>35</b>
2.1 COVID-19 and its Impact on Startups	36
2.2 COVID-19 and IPO Rush	39
2.3 COVID-19: Support to Startups by Startup India	40
2.4 COVID-19: Support to Startups by Government Departments	42
2.5 COVID-19: Support to Startups by Private Sector	45
<b>03   Designing States' Startup Ranking Framework 2020</b>	<b>49</b>
3.1 Vision of States' Startup Ranking Framework	50
3.2 Evolution of States' Startup Ranking Framework	50
3.3 States' Startup Ranking Framework 2020	51
3.4 Revision of Framework considering the Impact of COVID-19	53
<b>04   Implementation and Evaluation</b>	<b>55</b>
4.1 Overview of Methodology	56
4.2 Capacity Building of States and Union Territories	56
4.3 Process of Assessment	61
<b>05   Results</b>	<b>63</b>
5.1 Overview of Participation	64
5.2 Performance Categorization	65
5.3 Overview of Performance	66
5.4 Snapshot of Performance	67
<b>06   Reform Area Analysis</b>	<b>69</b>
6.1 Reform Area 1: Institutional Support	71
6.2 Reform Area 2: Fostering Innovation and Entrepreneurship	85
6.3 Reform Area 3: Access to Market	95
6.4 Reform Area 4: Incubation Support	109
6.5 Reform Area 5: Funding Support	123
6.6 Reform Area 6: Mentorship Support	135
6.7 Reform Area 7: Capacity Building of Enablers	145
<b>07   Impact of Ranking Exercise</b>	<b>155</b>
7.1 Key Highlights of the Ranking Exercise	156
<b>08   Way Ahead</b>	<b>161</b>
<b>List of Figures</b>	<b>164</b>
<b>List of Charts</b>	<b>166</b>
<b>Abbreviations</b>	<b>167</b>





# 01 | UNDERSTANDING THE STARTUP ECOSYSTEM IN INDIA

# 1.1 | STARTUP ECOSYSTEM IN INDIA

The Indian Startup landscape has shown tremendous growth over the past decade and has become the third-largest startup ecosystem in the world.

Over the past 7 years (2015-2022), there has been:



**9x Increase** in Number of Investors

**7x Increase** in Total Funding of Startups

**7x Increase** in Number of Incubators

The Startup India Action Plan was launched in January 2016 by the Hon'ble Prime Minister. The vision of the action plan is to build a strong startup ecosystem that nurtures innovation, drives sustainable economic growth, and generates large-scale employment opportunities.

Department for Promotion of Industry and Internal Trade (DPIIT), the nodal department for startups in India, regularly engages with stakeholders to invite consultations on regulatory issues raised by startups, investors, and others in the ecosystem.

These efforts are essential in easing and strengthening the regulatory environment in which startups set up and operate. These will, in turn, play an important role in boosting innovation and entrepreneurship in the country.





# KEY STATISTICS



## 67,128

Startups Registered with DPIIT



## 30

States and UTs with Startup Policy



## 643

Districts with Startups



## 49%

Startups from Tier 2 & 3 Cities<sup>1,1</sup>



## 720K+

Employment through Startups



## 11

Average Employees per Startup



## 47%

Startups with Women Directors

## 37,506

Number of Women Directors

<sup>1,1</sup> Tier 1 Cities include NCT of Delhi, Mumbai, Bangalore, Chennai Hyderabad, Kolkata, Ahmedabad and Pune. (As per HRA classification [https://web.archive.org/web/20140811040431/http://cg.nic.in/ias/View\\_Reports.aspx?fn=1](https://web.archive.org/web/20140811040431/http://cg.nic.in/ias/View_Reports.aspx?fn=1))

# 1.2 | LIFECYCLE OF A STARTUP

## 01 | Ideation

Ideation is categorised by the importance of testing the feasibility and viability of the products and services offered. Such tests can help answer larger questions about Government aid, regulations, and other aiding factors as the business inches to the next stage.

## 02 | Validation

This stage involves defining goals, developing a value proposition, and validating the same through customer feedback to understand potential outcomes of the product and service. It provides viable proof to the entrepreneur on the ideation stage features through a strategic approach and tactical test implementation.



## 03 | Early Traction

It is at the Early Traction stage that the first wave of users may test the efficacy of the product and service offered. At this stage, a startup may acquire and retain more customers by actively seeking funds from crowdfunding agencies, angel investors or networks, incubators, and seed grants from Government. Some startups may pivot their business strategy to accommodate changes in industry and customer preferences.



## 04 | Growth / Exit

In the fourth stage of the startup lifecycle, the company has attained true economic health, has sufficient size and product-market penetration to ensure economic success, and earns average or above-average profits. The company can stay at this stage indefinitely, provided environmental changes do not hinder its market niche or ineffective management reduces its competitive abilities. At this stage, the company may choose to scale up or expand its market through mergers and acquisitions or preparing for an Initial Public Offering (IPO).

# 1.3 | SUPPORT TO STARTUPS BY STARTUP INDIA, DPIIT

The main role of the Government in promoting startups has been to set the direction of growth through effective policy design. Since the inception of the Startup India initiative, DPIIT has catalysed networking, training, and mentoring, along with targeted entrepreneurship outreach campaigns across the country.

## STARTUP INDIA HUB

Startup India Hub was launched in April 2016 to provide a one-stop digital platform for the entire startup ecosystem in order to enable knowledge exchange and access to funding. The portal serves as a virtual incubator to startups by providing access to information, knowledge, industry programmes, Government schemes, and networking opportunities within startup community.

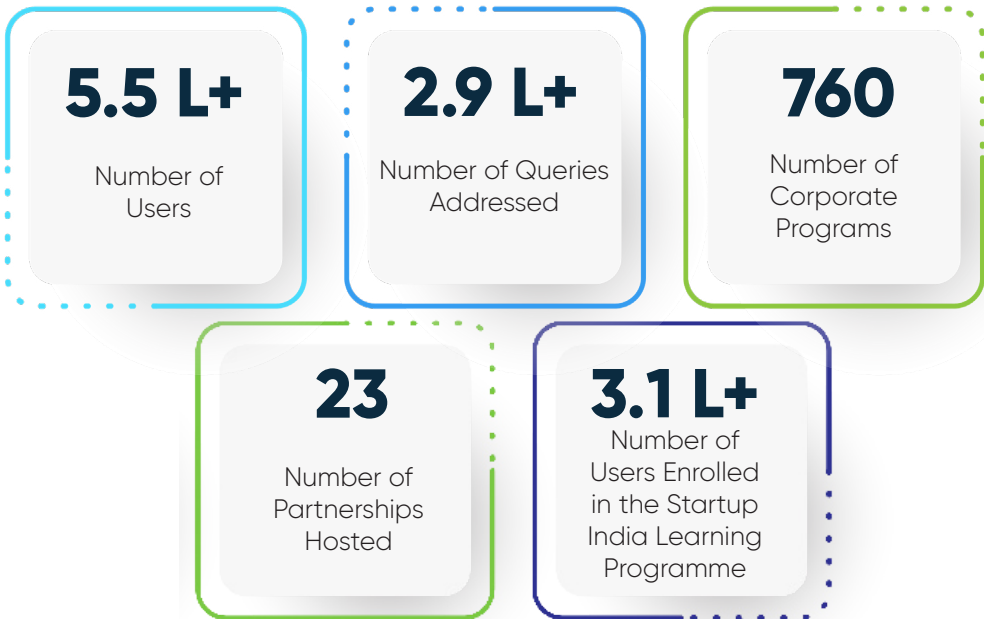
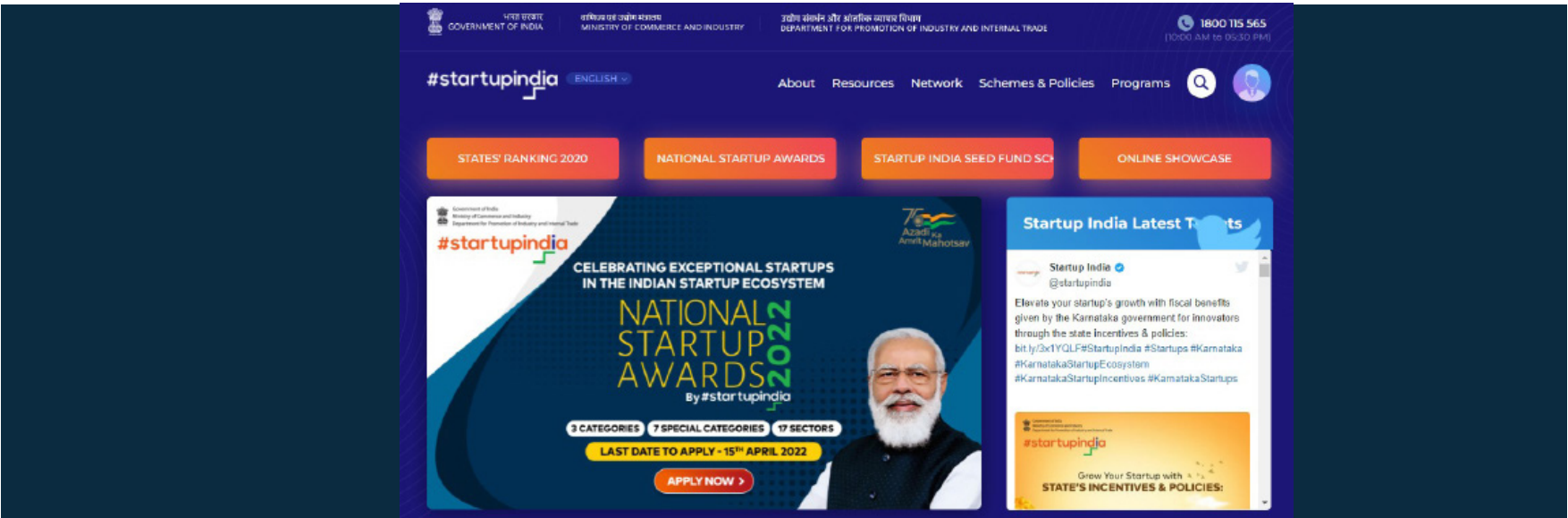


Figure 1.3.A: Startup India Hub<sup>1,2</sup>



<sup>1,2</sup> "Home", Startupindia website, www.startupindia.gov.in/content/sih/en/home-page.html accessed 03 May 2022

## DPIIT has supported the startup ecosystem in the following ways:



### Legal Support:

Self-certification of 3 environmental laws and 6 labour laws

### Intellectual Property Rights(IPR):

Rebates in cost of patent application and assistance in IPR filing

### Relaxed Public Procurement Norms:

Equal platform to startups vis-à-vis the experienced entrepreneurs and companies



### Fund of Funds:

With an initial corpus of INR 2,500 crore and a total corpus of INR 10,000 crore, for investment into startups

### Tax Exemptions:

Income tax exemption for 3 years



**Fostering Industry and Academia Partnership** through development of incubation centres and research parks

**Infrastructure support** by building R&D Parks and Innovation Centres at national institutes



Sensitization of **High Net-worth Individuals (HNI)** through knowledge workshops

**Capacity building workshops** for various State Government Officials, and potential investors like family businesses, corporate houses, and small entrepreneurs

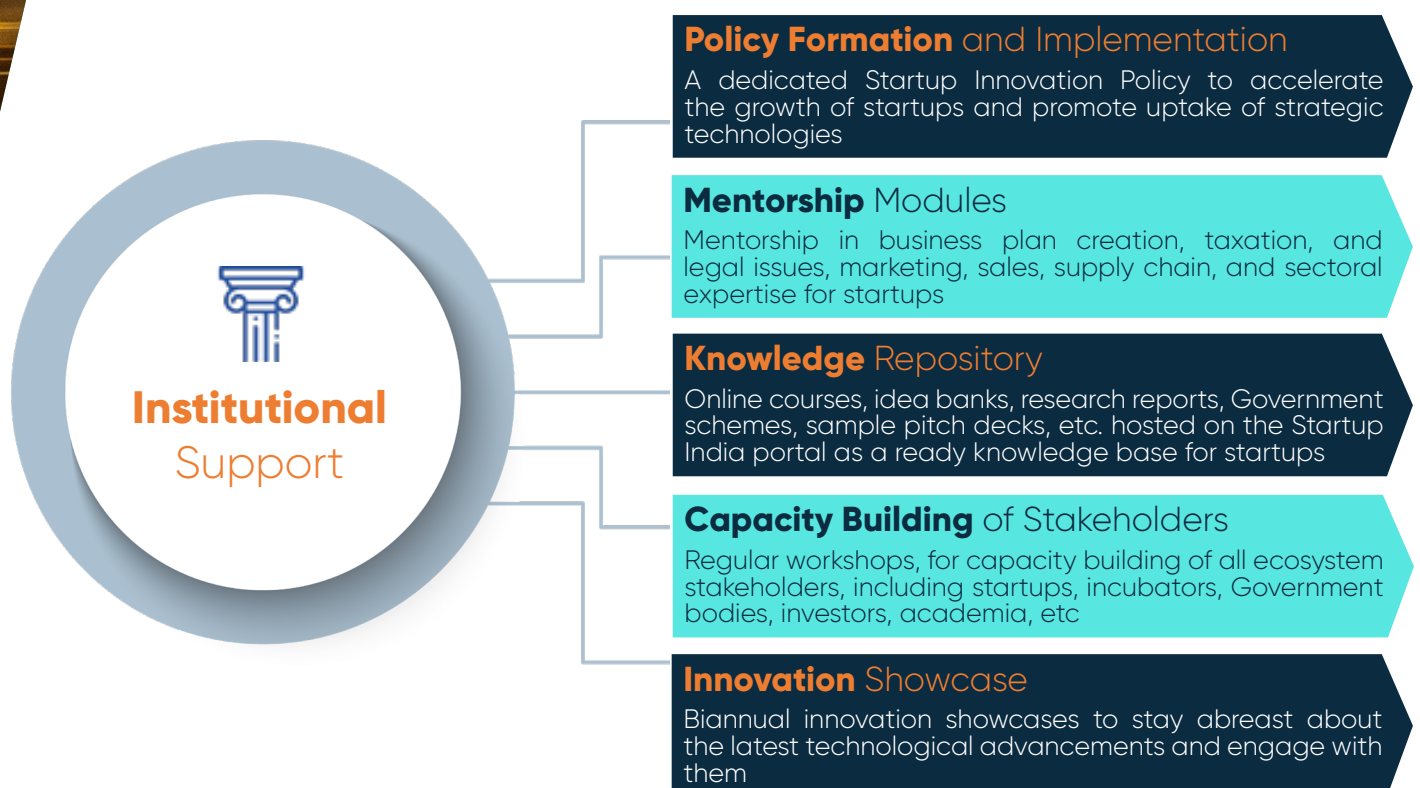
# SUPPORT FROM STARTUP INDIA TO OTHER GOVERNMENT DEPARTMENTS

Startup India works with Central Ministries, Central Government Departments, and Central Public Sector Units (CPSUs), to engage startups and innovators in supporting national endeavours undertaken by the Central Government. Support is extended either through 'Innovation Challenges', open call for applications to identify relevant solutions, or programs with key industry stakeholders. These engagements have channelized Government as well as private sector agencies to work with startups, incorporating the spirit of innovation and entrepreneurship.



## Broad Pillars of Support

Startup India supports startups and fosters innovation through **four broad pillars**:





### Set-up New and Upgrade existing Incubators

New startup incubation centres to support students and researchers to explore the commercialization of their R&D  
Upgrading existing infrastructure to enhance capacity

### Conduct Programs with Incubation Partners

Open call to applications in partnership with a corporate partner or incubator for startups and innovators, providing 9-12 months of incubation to enable their growth

### Pitching Sessions

Platform to showcase product or service for relevant Investors, Venture Capital (VC) Funds, and Angel Networks

### Seed Grant

Support to early-stage startups and innovators in the form of **Cash Prizes or Seed Grant** in the ideation, validation, and commercialization phases

### Fund of Funds

Infusing capital into the ecosystem for both early and late-stage startups. Mainly enables funding to startups with market traction that are looking to scale up operations



### Public Procurement

Buyer-Seller Meets organized at regular intervals with all Central and State Government Departments, PSUs, Corporate entities, and Industry Associations, to encourage them to procure from startups

### Pilot Opportunities

Selection of startups through Innovation Challenges or other models, to help them showcase their products and services

### B2B Facilitation

Network of corporate entities, industry associations, Government departments, and PSUs, leveraged to provide procurement opportunities to startups



# 1.4 | SUPPORT TO STARTUPS BY GOVERNMENT DEPARTMENTS

Each Ministry and Department has an important role to play in promoting startups in their respective sectors. Following Government initiatives are leading the way in efforts toward strengthening the startup ecosystem.

## Digital India Initiative

Digital India is a flagship program of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy.

Startups have emerged as the biggest beneficiaries of Digital India. Key sectors such as education, banking, finance, B2B trade, commerce, governance, delivery of essential services, and agriculture have been transformed by startup innovation enabled by policy intervention.



## Department of Biotechnology

**Biotechnology Industry Research Assistance Council (BIRAC)<sup>1,3</sup>**, an industry-academia interface to empower emerging biotech enterprises, has supported more than 450 startups. BIRAC is promoting product and technology development by Indian startups in different areas of biotechnology through various funding schemes and partnerships programs.



**Biotechnology Ignition Grant (BIG):** A flagship scheme of BIRAC which recognizes and invests in innovative ideas in the biotech sector. It supports individual entrepreneurs and startups from ideation to Proof-of-Concept (PoC) stage and provides a grant-in-aid of up to INR 50 lakhs for a period of 18 months. It has supported more than 50 startups in the year 2021.

## Atal Innovation Mission (AIM), NITI Aayog

Since its inception in 2016, AIM has established more than 9500 Atal Tinkering Labs<sup>1,6</sup> which engages more than 75 lakh students across 34 States and Union Territories. AIM has supported more than 2200 startups and created a strong mentor network while conducting innovation challenges across the nation. Bridging the gap between inclusion, innovation, and sectoral penetration, AIM has been continuously bringing innovation to life through collaborations.



<sup>1,3</sup> "Birac Home", *Birac website*, <https://birac.nic.in/big.php> accessed 9 March 2022

## Ministry of Electronics and Information Technology (MeitY)

MeitY has formulated the National Policy on Software Products 2019<sup>14</sup> for the holistic growth of the IT industry. The policy aims to provide a germinating ground for software product startups, encourage R&D and innovation, and improve the domestic demand to develop India as a Software Product Nation.



Through this policy intervention, the Software Product industry is estimated to grow at a CAGR of ~40% to reach INR 5-6 Lakh Cr by 2025<sup>15</sup> and generate direct and indirect employment for 3.5 million people by 2025. Its various initiatives include the TIDE Scheme and SAMRIDH program.

Several ministries are actively engaging with startups and some of the recently launched initiatives have huge potential to give a boost to the startup ecosystem.



## Indian Space Research Organization (ISRO)

introduced Space Enterprise Encouragement & Development (SEED), an early-stage encouragement program for startups keen on developing products or services in focus areas of ISRO, with the space agency allowing them to use its facilities



## Directorate General of Civil Aviation (DGCA)

permitted Central, State Government bodies and private drone manufacturers to become drone pilot training schools, to promote the Drone Tech sector in India<sup>16</sup>

## MINISTRY OF DEFENCE (iDEX)



aims at creating an ecosystem to foster innovation and technology development in Defence and Aerospace by engaging Industries including MSMEs, startups, individual innovators, R&D institutes academia.

<sup>14</sup> "National Policy on Software Products - 2019", *meitystartuphub website*, <https://meitystartuphub.in/policies/nsp-2019> accessed 9 March 2022

<sup>15</sup> "Technology Incubation and Development of Entrepreneurs (TIDE) 1.0", *meitystartuphub website*, <https://meitystartuphub.in/incubators/schemes/tide-1-0> accessed 9 March 2022

<sup>16</sup> "DGCA Nod For Govt Bodies, Drone Manufacturers To Become Pilot Training Schools", *Inc42 website*, <https://inc42.com/buzz/dgca-nod-for-bodies-drone-manufacturers-to-become-training-schools/> accessed 17 October 2020



# 1.5 | STARTUP ECOSYSTEM RESOURCES

## INCUBATORS, ACCELERATORS AND MENTORS

Startups do not thrive in isolation. While innovative business ideas are key to the success of a startup, support from various other organizations speed up the growth journey of a startup. The essential players that provide support to startups are Incubators, Accelerators, Mentors, Research Institutes, Local and Global markets, and Funding organizations.

### INCUBATORS

Incubators are facilitators that help startups grow their businesses, especially in the early stages. An Incubator is like a college for startups. Their focus is to provide support to startups in the form of providing financial assistance, workspace, training, networking, mentoring, marketing, and business management opportunities. Incubators can be State-funded or private, and within various Higher Education Institutions (HEIs) . Figure 1.5.A shows the spread of incubators across the country<sup>1.7</sup>.

**700+** Active incubators in India supporting Startups

**60** Atal Incubation Centres setup across India to nurture innovative Startups

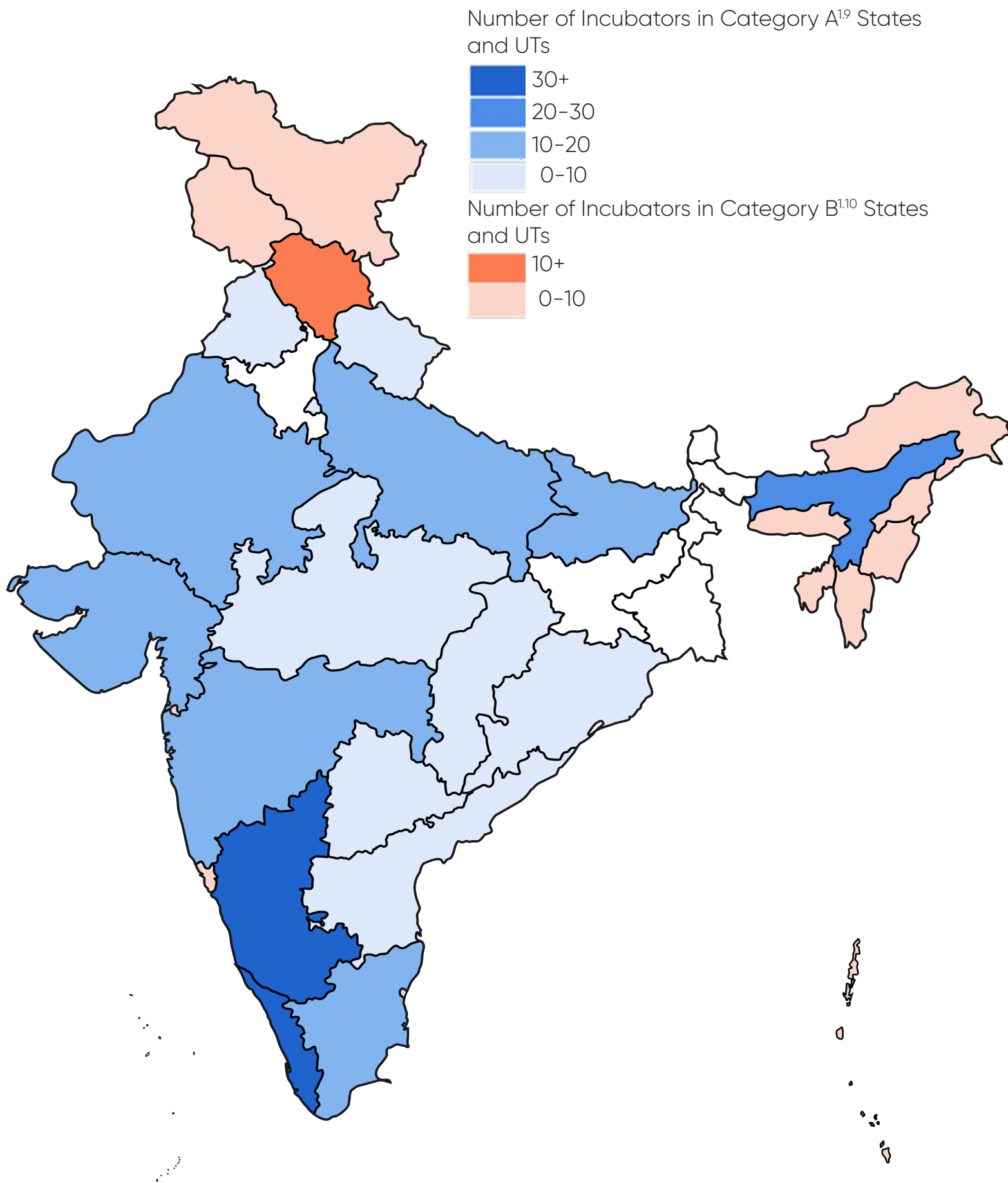
**14K+** Incubation capacity of incubators in India

**7x** Increase in number of Incubators and Accelerators in India 2015-21<sup>1.8</sup>

<sup>1.7</sup> "Selected Atal Incubation Centre", *Atal Innovation Mission website*, <https://aim.gov.in/selected-atal.php> accessed 9 March 2022

<sup>1.8</sup> The Indian Unicorn Landscape, Invest India , *Invest India website*, <https://www.investindia.gov.in/indian-unicorn-landscape> accessed 25 April 2022

Figure 1.5.A: Distribution of Incubators across States and UTs



<sup>1.9</sup> Category A includes States and UTs except those in Category B -Generally, these are State/UTs with a population of more than 1 crore (data from Census 2011).

<sup>1.10</sup> Category B includes States and UTs which satisfy the following criteria: (a) All States/UTs with a population of less than 1 crore (data from Census 2011) (b) All UTs except Delhi (c) All North-eastern States except Assam.

## ACCELERATORS

Startup accelerators provide support to startups in their growth stages. This is usually done through a cohort-based program, providing support through education, mentorship, and funding. Acceleration programs usually culminate in a graduation or demo day. These programs are organized by corporates, incubators, State and Central Governments, and even HEIs. There are numerous accelerators in India, more than 150 of which are registered on Startup India Hub.



### K-ACCELERATOR Program

**Implementing Agency:** Kerala Startup Mission (KSUM)

**Duration:** 3 months

K-Accelerator acceleration program<sup>111</sup> helps disruptive startups grow their business at a faster pace and expand to tier 1 cities. The program has helped startups increase their customer size by 120% and revenue by 45%. The first month is for setting goals for the startup and second month for guidance on increasing their customer base. The last month closes with a bootcamp or demo day where startups connect with various investors and mentors.

### Entrepreneur in Residence Program

**Implementing Agency:** Centre for Innovation Incubation and Entrepreneurship (CIIE), IIM Ahmedabad

**Duration:** 1 year

This acceleration program supports startups with mentorship, office space, and guidance. It is specifically for startups working in the sector of technology and social impact.

It offers a monthly fellowship grant of INR 3,60,000 for a year to minimize the risk involved in pursuing a startup.

<sup>111</sup> "K-Accelerator", *Startupmission.kerala website*, <https://startupmission.kerala.gov.in/programs/k-accelerator/> accessed 9 March 2022

## MENTORS



Mentors guide startups throughout their growth journey by sharing knowledge and experiences with young entrepreneurs. They also provide networking opportunities for startups founders. Mentorship is provided by a wide range of experts, including corporate leaders, Government officials, academic researchers, and various business leaders. Mentors can also register themselves on Startup India Hub and provide support to startup founders. HEIs also have dedicated mentorship programs for budding entrepreneurs.

### GOVERNMENT MENTORSHIP PROGRAM

**Implementing Agency:** Telangana State Innovation Cell (TSIC)

Through this program, startups connect with Government officials who provide guidance to startups in getting market access opportunities.

The program is meant for startups working in Big Data, Machine learning, Artificial Intelligence (AI) and all other emerging technologies which would be useful for solving various problems of the Government.

The program received over 200 applications from all over the country.



## HIGHER EDUCATION INSTITUTES

Higher Education Institutes are essential for nurturing the next generation of entrepreneurs. Universities provide entrepreneurship courses as well as mentoring opportunities to budding entrepreneurs. Many universities also have incubation centres for students to turn their ideas into startup ventures.

Startup India has undertaken various initiatives to empower:

- 1) Student entrepreneurs in the country to become influential change-makers and solve the most pressing challenges
- 2) Academic institutions of India to encourage students to venture into the world of entrepreneurship

### Together Series

Virtual initiative by Startup India, and Schulich School of Business, York University, Canada.

The 7-day program takes students through the journey whilst allowing them to work with peers and mentors from across the globe.

Startup India has successfully completed Together 2021 and 2022 programs.

### Entrepreneurship Cells

With the aim to get entrepreneurship at the forefront of all colleges and universities in India, Startup India handed colleges and universities and helped them build their e-cells to support students seeking to create their own ventures.

A total of 14 Indian universities participated in the program.

## Society for Innovation and Entrepreneurship (SINE)

### IIT Bombay's Incubation Centre

SINE provides start to scale support for technology-based startups. Students are provided with an opportunity to convert valuable research ideas into startup ventures. It also has an Entrepreneurship cell, which provides a startup idea showcase opportunity to students.

The centre provides infrastructure, technical, product development and manufacturing, financial, testing, and certification support. So far, SINE is home to 190+ startups<sup>1,12</sup> and 800+ entrepreneurs<sup>1,12</sup> and has raised funding of **INR 4425 Crore**<sup>1,12</sup>.

## Ministry of Shipping Technology Centre at IIT Madras

Ministry of shipping has set up a national technology centre for ports and waterways at IIT Madras, to bring about **technological innovation to India's Shipping industry**.

The centre **provides research-based solutions and scientific support** to the problems faced by maritime sector. It is an effort to link Government, academia and industry. The centre works on futuristic projects which include simulation of ships in inland waterways and measuring carbon footprint of shipping industry.

## RESEARCH INSTITUTES

Research Institutes provide knowledge support to startups to improve their products and services. In India, IITs have taken the lead and established centres to provide research support to the startup ecosystem.



IIT Madras has set up a centre – CREST (Centre for Research on Startups and Risk Financing) to study the Indian startup ecosystem. The aim of the centre is to encourage research in entrepreneurship, innovation and risk capital.

It aims to create a data repository on Indian startups and ventures to further facilitate world class research in the area. The centre links academic researchers and Indian startups in order to strengthen the spirit of innovation.

<sup>1,12</sup> "ABOUT SINE" , SINE website, <https://sineiitb.org/> accessed 05 May 2022

# I LOCAL AND GLOBAL MARKETS

Access to markets is key to the growth journey of startups. Three major market resources for startups are Corporates, Government, and Foreign Markets.

The Government has been a proactive player in providing market access support to startups by simplifying public procurement rules and giving startups access to the Government e-marketplace (GeM) portal.

Startup India has collaborated with various international stakeholders to promote startups in the international market. This initiative has enabled Startup India to support over 150 corporate and Government departments in scouting startups and providing dedicated support and benefits worth INR 25 Cr. The Government, Corporations, and Investors support startups with initiatives such as soft-landing programs, which help in the launch of products and services in new markets in a controlled manner.

**150+** Programs undertaken  
to provide showcase  
opportunities for startups

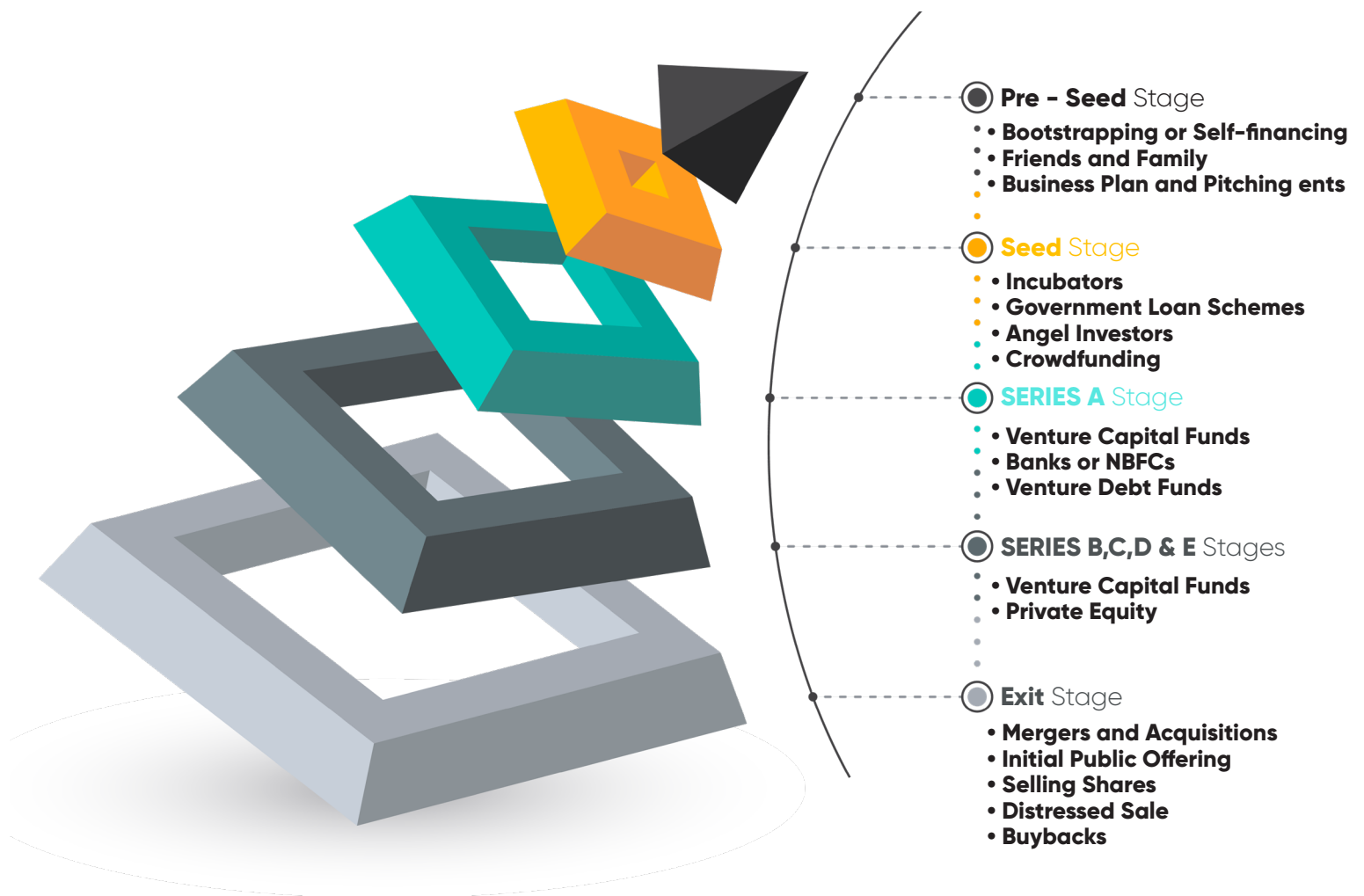


# FUNDING ORGANISATIONS

Funding refers to the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing, office spaces, and inventory. There are multiple sources of funding available for startups. However, the source of funding should typically match the stage of operations of the startups. Raising funds from external sources is a time-consuming process and could take over 6 months to convert. The type of funding can be in the form of equity, debt, or grants.

The startups go through various stages of funding during their lifecycle. A representation of the stages of funding has been presented below.

## STAGES OF FUNDING FOR STARTUPS



In terms of the total funding raised by the startups in India, there has been an impressive 8 times growth from INR 40K Cr in 2014 to more than INR 3.7 lakh Cr in 2021<sup>1.13</sup>.

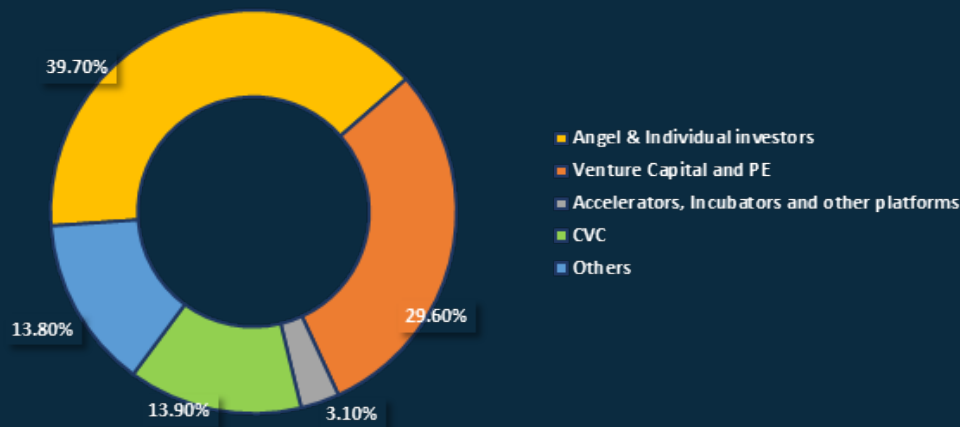
Currently, there are 2487<sup>1.14</sup> active investors in the country. Various types of investors invest in startups depending on the lifecycle and the growth journey of the startup. The key funding organizations for startups in India are:

## ANGEL INVESTORS



They usually provide support to startups at the Seed stage, when the startup has a prototype ready and needs to conduct field trials to test the viability of the product. They provide a one-time investment or capital injection to early-stage startups in exchange for an equity ownership interest. In India, angel investors have contributed significantly to the growth of startups. 40%<sup>1.15</sup> of the Indian startups are backed by angel investors (refer Chart 1.5.A). Some of the examples of angel networks in India are India Angel Network, Lead Angels, and Mumbai Angels.

Chart 1.5.A: Investor Split by Category of Investors (2014-2020)



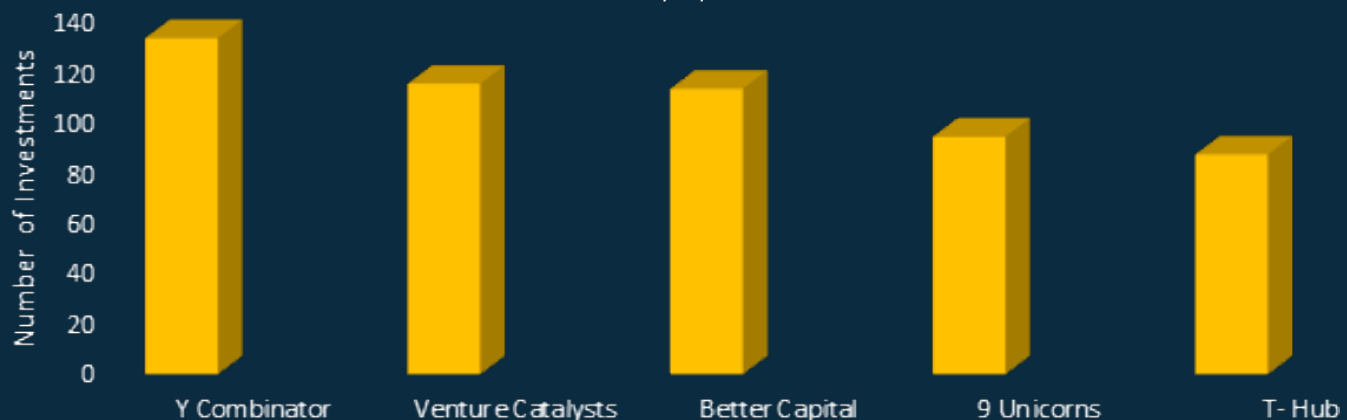
Source: Indian Tech Startup Funding Report 2021, INC24

## INCUBATORS

Incubators usually provide support to startups in the seed stage. Financial assistance provided by incubators is in the form of grants, debt, and equity investments (refer Chart 1.5.B). Some incubators invest in startups at later stages as well.



Chart 1.5.B: Number of Investments by Top 5 Incubators or Accelerators in India



Source: Tracxn Geo Annual Report, India Tech 2021 and Tracxn Geo Quaterly Report, India Tech March 2022

<sup>1.13</sup> "Tracxn Geo Annual Report", India Tech 2021, 2021 and "Tracxn Geo Quaterly Report", India Tech March 2022, March 2022

<sup>1.14</sup> Indian Tech Startup Funding Report 2021, INC24, 2021

<sup>1.15</sup> State of Indian Startup ecosystem report 2021, Inc42, 2021



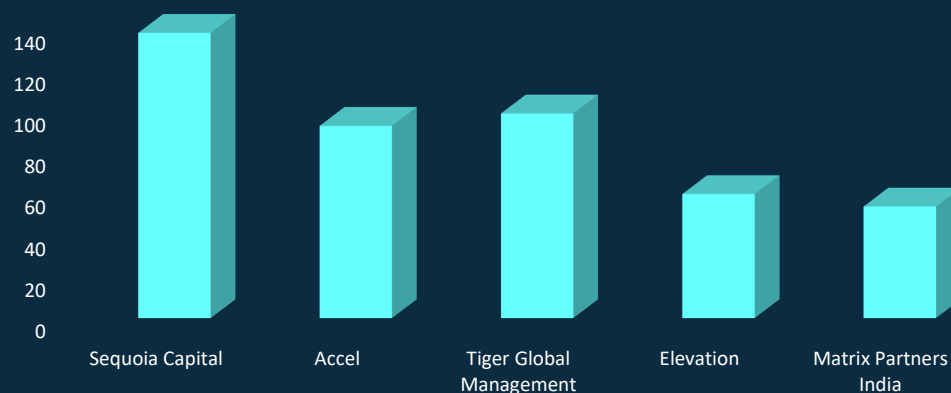
## GOVERNMENT LOAN SCHEMES

The Government releases various loan and collateral-free debt schemes for startups seeking funding support. At the seed stage, various Government schemes are available to startups. One example is the MUDRA Yojana which provides loans up to INR 10 lakh. Another scheme called the Venture Capital Scheme provides financial assistance in the form of interest-free loans. This scheme is specifically meant for agripreneurs to make investments in setting up agribusiness projects.

## VENTURE FUNDS

These funds are professionally managed investment funds for high-growth startups in the early stage. Venture capital firms invest in startups in exchange for equity or an ownership stake. In the case of corporate venture funds, corporates invest in a minority stake with an offer to support the growth of startups (refer Chart 1.5.C). Some corporates even fund joint projects with startups. When venture capital firms look to support startups in the late stage, a pool of VCs come together in a collaborative effort.

Chart 1.5.C: Top 5 Venture Capitals of India



Source: Tracxn Geo Annual Report, India Tech 2021 and Tracxn Geo Quaterly Report, India Tech March 2022

## BANKs and NBFCs

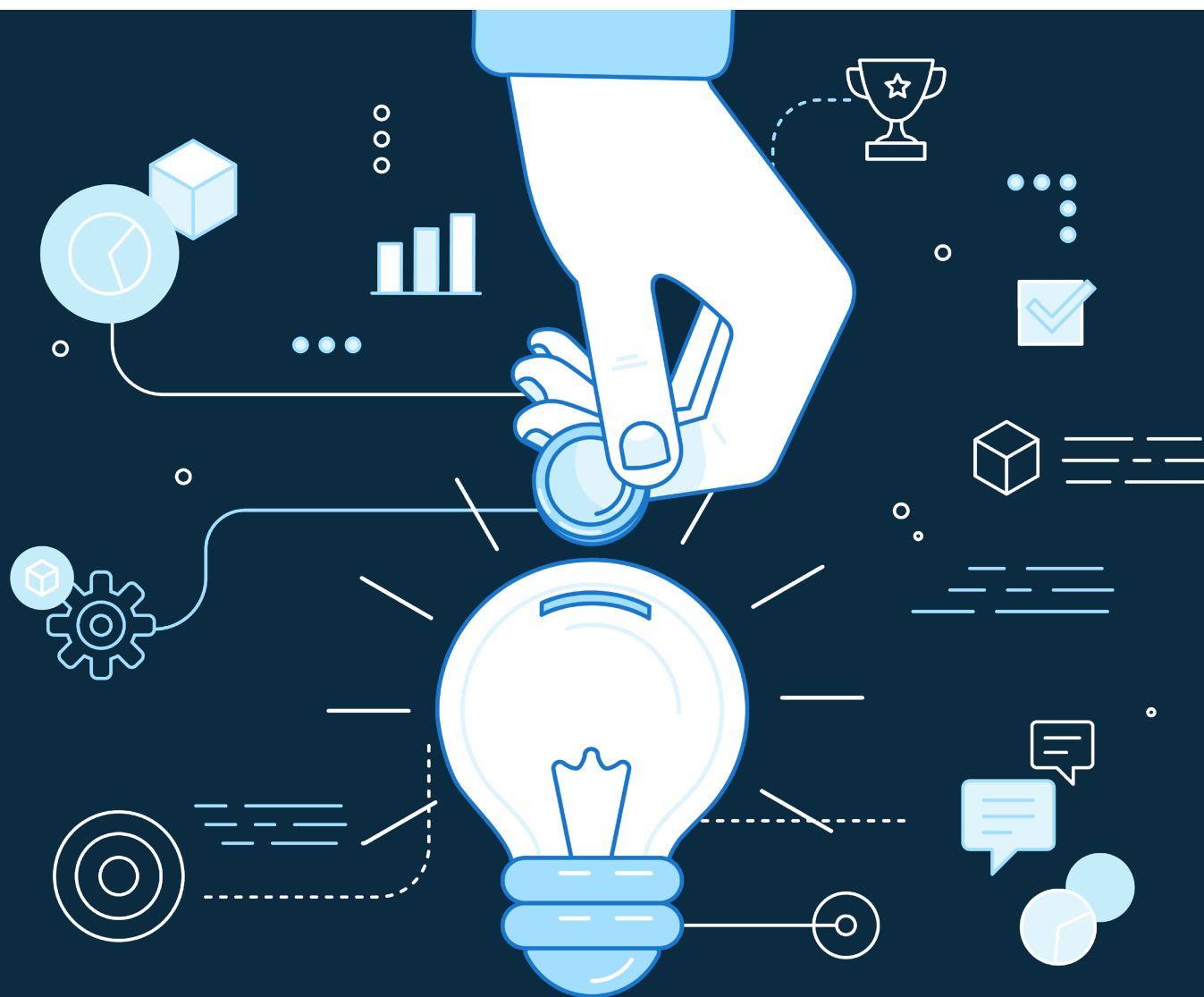
Formal debt can be raised from banks and NBFCs at the stage when a startup can show market traction and revenue to validate its ability to finance interest payment obligations. This is especially applicable for working capital. Some entrepreneurs might prefer debt over equity as debt funding does not dilute equity stake.

## PRIVATE EQUITY and INVESTMENT FIRMS

Private equity and Investment firms generally do not fund startups. However, lately some private equity and investment firms have been providing funds for fast-growing late-stage startups who have maintained a consistent growth record.

## OTHER SOURCES OF FUNDING

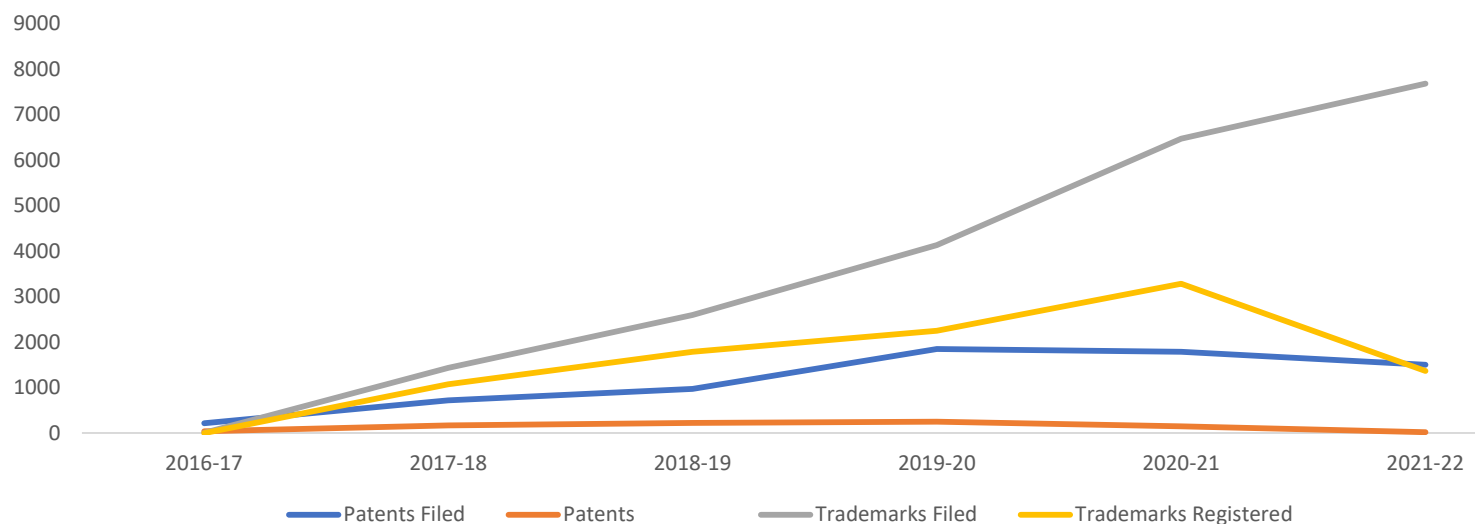
For startups who are in the ideation phase, outside funding is not available. Startups founders at early stages usually rely on one's own savings and investment. Funding support could be provided by friends and family and other people in the informal network. Some startups raise money by participating in various business competitions and challenges. Another source of funding that has gained popularity in today's world is crowdfunding. Money or capital required for business is raised from the public who are willing to contribute. This may be done via various online crowdfunding platforms.



# PATENTS AND INTELLECTUAL PROPERTY RIGHTS

Intellectual property is a form of intangible asset created with respect to the business and its operations. These may include trademarks, copyrights, and patents apart from designs, and geographical indication. Research institutes and universities help startups to gain industry knowledge, develop business plans, by offering innovative product, process, or service solutions. The number of patent and trademark applications have increased rapidly from 2016 (refer Chart 1.5.D).

Chart 1.5.D: Status of Patent and Trademark applications by startups from 2016 to March 2022

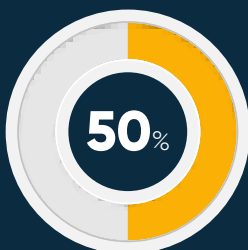


Source: Startup India

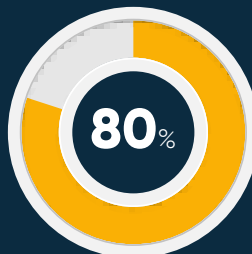
Indian Government has taken several initiatives to protect IPRs and to ensure enthusiasm around innovations.

**1629<sup>1.16</sup>**  
**Patent applications by startups**

**India Patents Act 1970** has been amended to adjust to the Trade-Related Aspects of Intellectual Property Rights (TRIPs).



Rebate in **trademark filing fees**



Rebate in **Patent filing fees**

<sup>1.16</sup> Annual Report 2021-22, Department for Promotion of Industry & Internal Trade, 2022





# 02 | COVID-19 AND STARTUP RESILIENCE

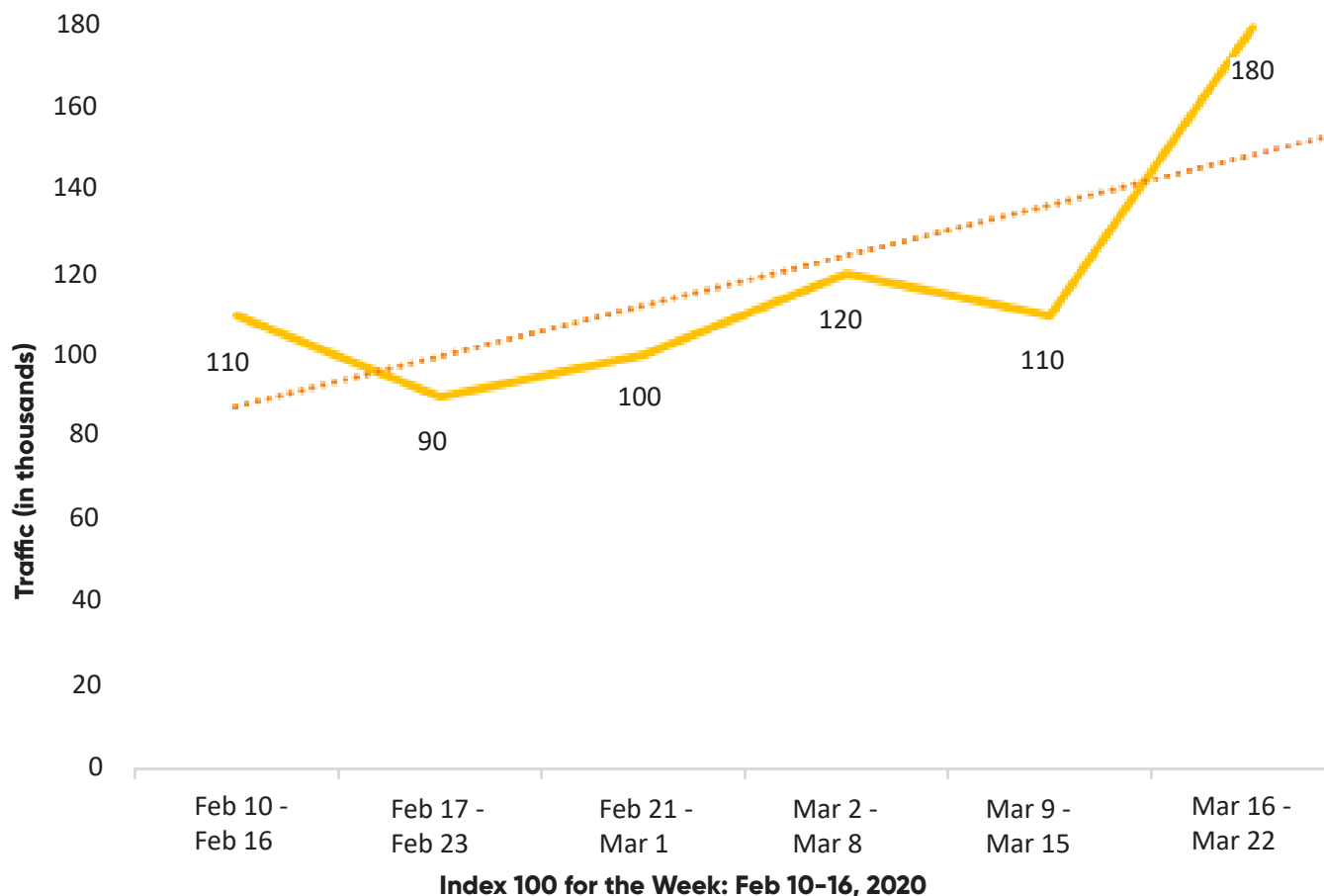
## 2.1 | COVID-19 AND ITS IMPACT ON STARTUPS

The COVID-19 pandemic transformed the landscape of the global economy, resulting in a worldwide economic downturn and causing disruptions in nearly all sectors of the economy. The containment measures induced by COVID-19 led to a rapid increase in economic uncertainty and businesses saw a sharp decay in revenue.

In India, as soon as the lockdown was announced in March 2020, traffic on digital media started surging (refer Chart 2.1.A). Innovative and nimble startups were quick to react and altered their business models in line with the growing needs. This increasing digitalization offered an opportunity for technology companies, spurring changes that are defining the “new normal”. These digital startups are harnessing technology to develop and transform various products and services.

Such digital intensive startups are beneficial to the economy in the long run as they create more employment opportunities for people. Within 10 years of entry, digital intensive startups have shown 2 times employment growth as compared to non-digital startups<sup>2.1</sup>.

Chart 2.1.A: Traffic on Digital Media websites increased in the pandemic



Source: COVID-19 Startup Impact Report 2020, Inc42, 2020

<sup>2.1</sup> Digital startups are those startups whose main assets are linked to technological investments. Digital-intensive industries include Computer & electronics, Machinery and equipment, Transport equipment, Telecommunications, IT, Legal & accounting, Scientific R&D, Marketing & other and administrative services.

# SECTORAL TRENDS

With temporary closures and travel restrictions induced by the pandemic, various sectors including hospitality, aviation, travel and tourism, and automobiles, were hit hard. With lockdowns and social distancing, physical shopping centres took a step back and e-commerce stepped in. Big e-commerce players saw an exponential increase in demand during the pandemic and this trend is likely to continue. Similarly, demand for online food delivery started increasing as restaurants closed, for containing the virus.

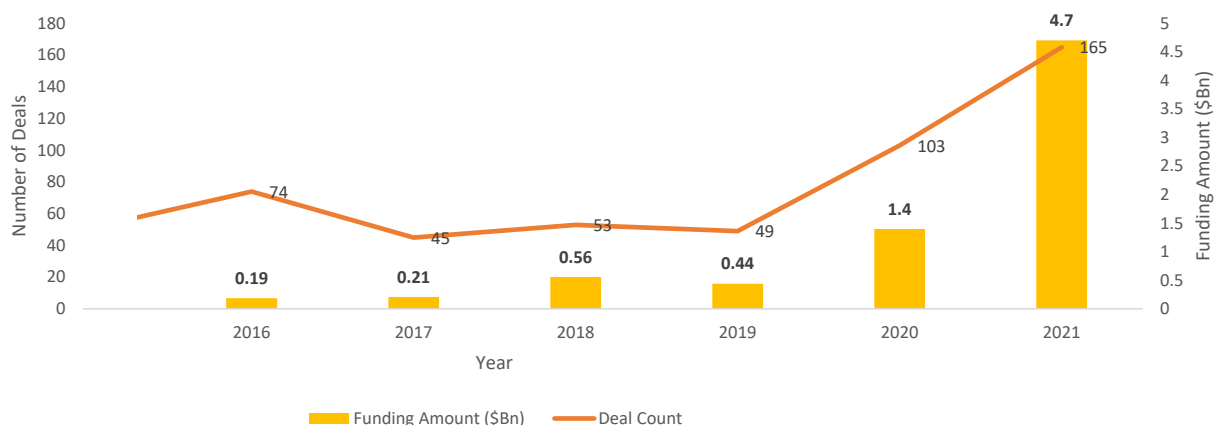
## The main sectors of startups that emerged during the past year are:



Although the pandemic had pushed investors to the edge, investor momentum in the startup sector continued to grow. Three sectors<sup>2.2</sup> – Consumer Tech, SaaS, and Fintech accounted for nearly 75%<sup>2.2</sup> of all VC investments by value during 2020–22, with Consumer Tech attracting the maximum funding.

EdTech emerged as the biggest sector in 2020 with several new startups exploring the Edtech space (refer Chart 2.1.B). The investment in Edtech has been high in the last 2 years, fuelled by a strong increase in end-user adoption and the rise of digital classrooms. Thus, owing to the increasing growth in this sector, Edtech recorded a 3.4x YoY<sup>2.3</sup> increase in funding amount during 2019–2021.

Chart 2.1.B: Funding deals more than doubled for EdTech despite COVID-19



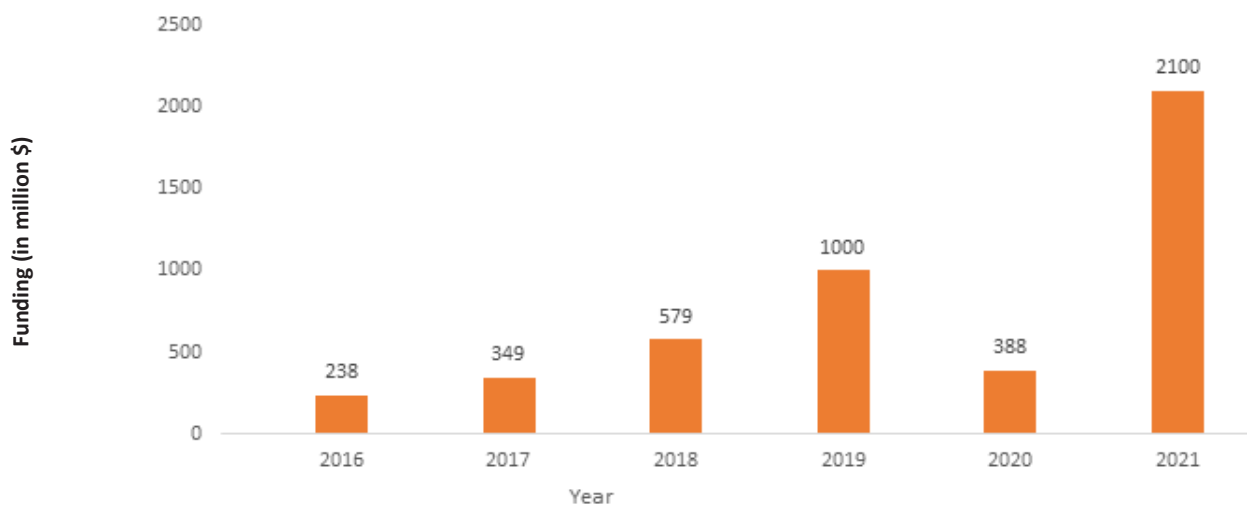
Source: COVID-19 Startup Impact Report 2020, Inc42, 2020

<sup>2.2</sup> India Venture Capital Report 2022, Bain & Company Inc., 2022

<sup>2.3</sup> "With 3 New Unicorns, India's Edtech Startups Raised \$4.7 Bn In 2021", Inc42 website, <https://inc42.com/features/with-3-new-unicorns-indias-edtech-startups-raised-4-7-bn-in-2021/> accessed 27 April 2022

Health Tech is another key sector that saw substantial growth post-pandemic. When the health care system of the country was overburdened due to rising COVID-19 cases, health tech startups provided support in terms of testing, teleconsulting, online medicine delivery, PPE kit manufacturing and AI-powered health solutions. Realizing the potential of such health tech startups in the long run, the sector attracted major funding following the COVID-19 pandemic (refer Chart 2.1.C).

Chart 2.1.C: YoY Funding trend in Health Tech



Source: Health Tech India Report 2021, Tracxn, 2021





# 2.2 | COVID-19 AND IPO RUSH

The COVID-19 pandemic coincided with an IPO rush for startups in India. Lockdowns induced by the pandemic led to a rapid increase in digitisation of business models, especially in startups. This led the market forces to look at technology-led companies as a reliable bet for the future and startups directly benefitted from this investor sentiment. Numerous startup founders believed that reaching IPO would further help them to scale up in a post COVID-19 world.



The Government of India has a big role in facilitating this IPO rush with its 30-lakh crore 'Atmanirbhar Package', which provided the much-needed stimulus to the economy. The package helped turn the investor sentiment from negative to positive, tech companies being the main beneficiaries of the upturn in sentiment.

The Securities and Exchange Board of India (SEBI) also played a role in the IPO rush by relaxing several norms to make it easier for startups to get listed on Indian exchanges:

**16**  
Indian tech companies have filed for IPO during 2021-22<sup>2.4</sup>

Reduction in the time that early-stage investors need to hold **25 percent** of the **pre-issue capital to one year from two years earlier**

Amendment of regulations to allow startups to allocate up to 60% of the issue size of the IPO to an eligible investor subject to a lock-in period of 30 days

IPO activity has increased drastically during the pandemic, as compared to previous years. The momentum started building in 2020 with 3 tech companies filing for IPO in 2020 and 16 companies filing for IPO in 2021-22.

The IPO rush is mainly driven by new-age Indian tech companies. This trend is expected to spill over to 2022 with major e-commerce and edTech giants likely to file for IPO next year.

<sup>2.4</sup> "Tracxn Geo Annual Report", *India Tech 2021*, 2021 and "Tracxn Geo Quaterly Report", *India Tech March 2022*, March 2022

## 2.3 | COVID-19: SUPPORT TO STARTUPS BY STARTUP INDIA

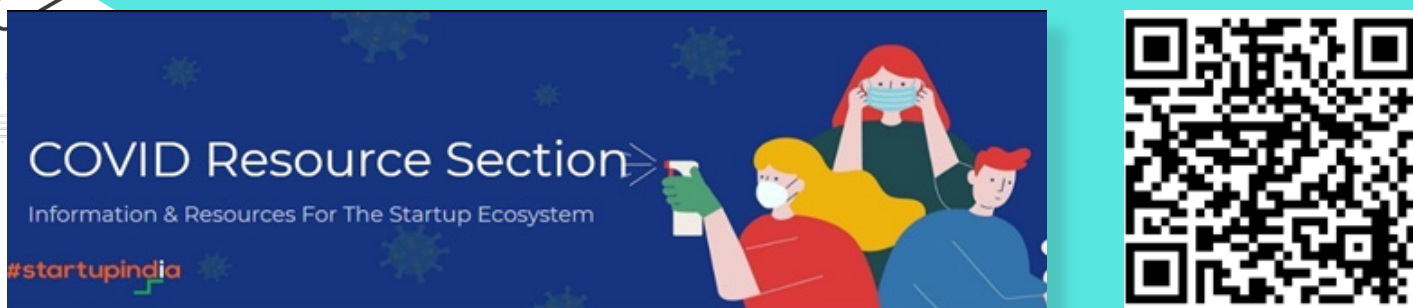
The COVID-19 pandemic posed unprecedented challenges for the startup ecosystem of India. Startup India (SUI) joined hands with various stakeholders to offer support to startups. SUI connected corporates with unique and innovative startups in various sectors ranging from defence, and agriculture to sustainability for mutually beneficial collaborations. Programs and challenges were regularly rolled out to build a lasting impact and to further fuel economic growth. Moreover, 446 Innovation Hunts and funding assistance programs were launched in collaboration with various Government departments and corporates.

Startups receive multiple benefits like cash grants and funding, exchange of cutting-edge technology, acceleration and incubation support, mentorship, opportunities for paid pilots, public relation coverage among many more.

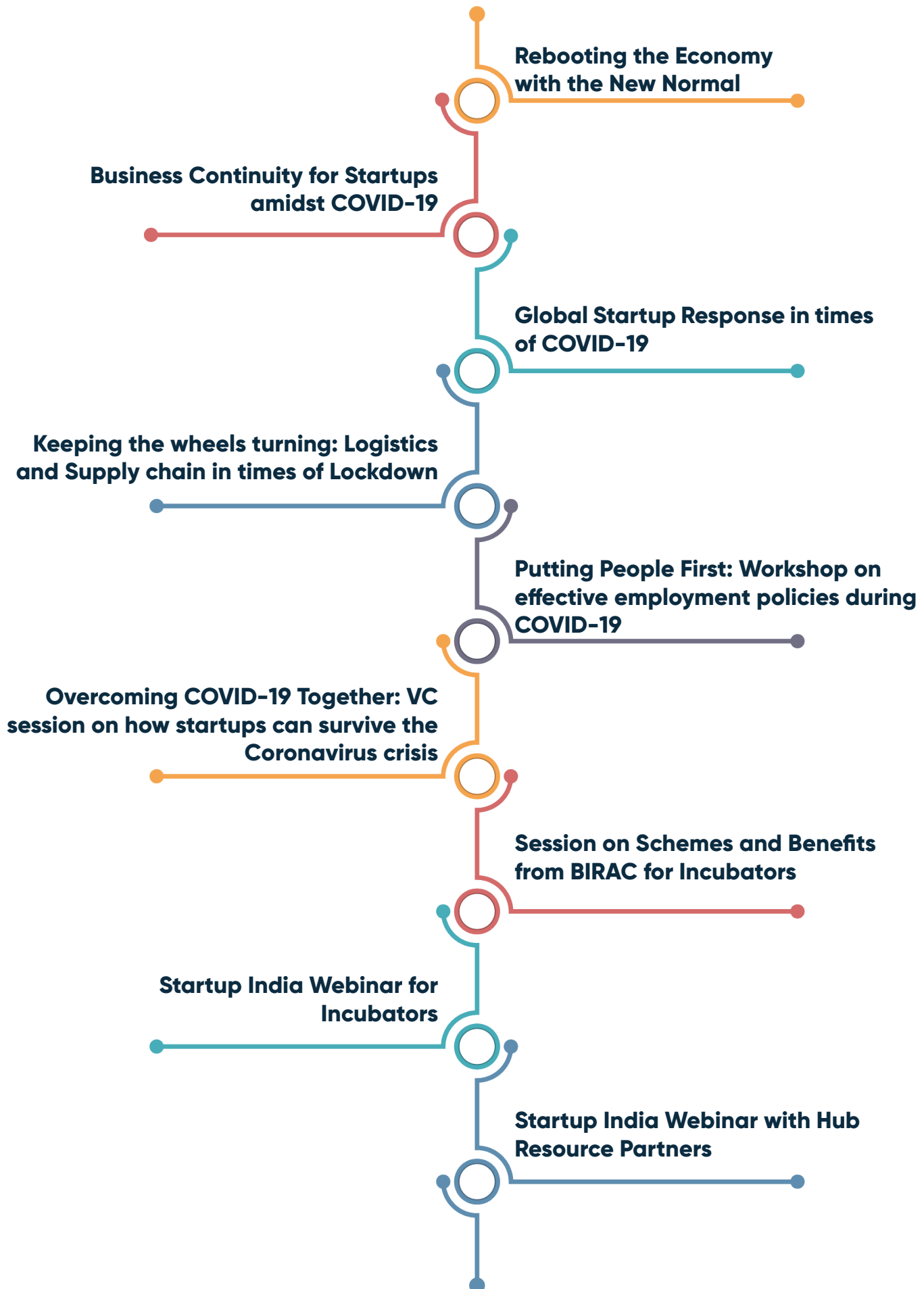
A dedicated COVID-19 Resource section was published on the Startup India website, which provides detailed information and resources for startups with respect to:

- Funding sources available to startups fighting COVID-19
- Regulatory reforms and economic support
- Open challenges against COVID-19
- Investor engagement

Figure 2.3.A: Resource Section header on Startup India with the QR code to access the portal



Startup India also conducted various sessions- webinars and AMA sessions providing information to startups as well as incubators on the type of support available. Some of these sessions were:



## 2.4 | COVID-19: SUPPORT TO STARTUPS BY GOVERNMENT DEPARTMENTS

The economic downturn created by the COVID-19 pandemic called out for an urgent policy response from the Government. Through the introduction of requisite policies and incentives and timely implementation of all necessary steps, the Government of India has supported the startup ecosystem of the country. The startups have received support in the form of funding, regulatory reforms, Government contracts, showcase opportunities, and capacity-building programs.

### FUNDING SUPPORT

The Government of India collaborated with various national and international stakeholders to provide financial assistance to startups. Several funding grants and schemes were launched for startups, among which the notable ones were:



सत्यमेव जयते  
Ministry of Electronics  
and Information  
Technology

**Ministry of Electronics and Information Technology** launched Scheme for Acceleration Startups Around Post-Covid Technology opportunities (SASACT) to support electronics hardware and ICT based tech entrepreneurial initiatives providing solutions in the post-COVID world. The scheme was initiated with a total outlay of INR 10 Crore over one year.

**Small Industries Development Bank of India (SIDBI)** launched the COVID-19 Startup Assistance Scheme (CSAS) for startups. The goal of the scheme is to aid innovative startups that have demonstrated the ability to adapt to economic impact from COVID-19. Startups would receive a loan amount of up to INR 2 Crore.



**United States - India Science and Technology Endowment Fund (COVID-19 Ignition Grants)** - The United States – India Science R&D Technology Endowment Fund seeks to support and foster joint applied R&D through the commercialization of technology developed through sustained partnerships between U.S.A and Indian researchers and entrepreneurs.

**Centre for Augmenting WAR with COVID-19 Health Crisis** is an initiative of National Science & Technology Entrepreneurship Development Board, Department of Science and Technology (DST). 50 startups that provided novel and effective interventions to control COVID-19 were identified and they received timely financial assistance for conducting trials and testing their innovative products.



सत्यमेव जयते  
Ministry of Science and  
Technology

## OTHER INITIATIVES

Acknowledging the hurdles created by COVID-19, the Government of India amended various laws, rules, and regulations and organized relevant programs. Some of the significant initiatives were:

- ✦ **GST:** For the startups with an annual turnover of fewer than 5 crores, the last date of filing GSTR-3B due in March, April, and May 2020 was extended to the last week of June 2020. No interest, late fee, or penalty was charged.
- ✦ **RBI:** In respect of all term loans, all commercial banks, co-operative banks, all-India Financial Institutions, and NBFCs were permitted to grant a moratorium of three months on payment of all installments falling due between 01 March 2020 and 31 May 2020.
- ✦ **Open Challenges and Programs:** The Government launched various open challenges calling out young minds, entrepreneurs, and innovators to provide innovative technological solutions to difficulties arising due to the pandemic.
- ✦ **DPIIT** launched a program, 'United against COVID-19 Innovation Challenge' to find innovative technological solutions to tackle the pandemic. The initiative aims to build a one-stop repository of various innovative solutions for easy access to all the stakeholders in the startup community.
- ✦ **Atal Incubation Centre started 'COVID-19 Demo Days'.** The Government of India set up an inter-ministerial working group to identify startups that could provide support during the COVID crisis. A total of 1,000+ COVID-19 related startup solutions were put through two rounds of evaluation. These solutions belonged to different categories such as medical equipment, hygiene-related and tech-based solutions.

State Governments across the country also undertook a wide range of interventions to complement the efforts taken by the Central Government. Some of the notable programs and initiatives focussing on how to combat COVID-19 and on survival in the post-COVID world were:

### **Student Open Innovation Challenge in Gujarat**

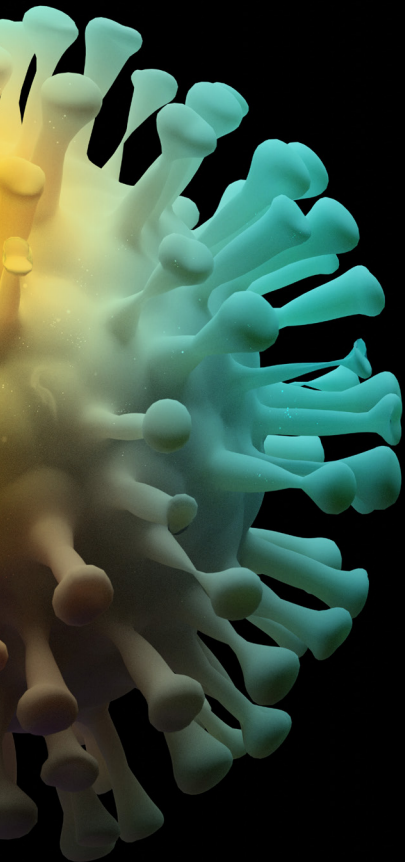
An open challenge launched by Student Startup and Innovation Policy Cell (SSIP), Education department, Government of Gujarat. It engages students, innovators, and startups to ideate and implement sustainable solutions to enable communities to respond to the health, social and economic challenges of the pandemic. Through this challenge, entrepreneurs could receive a seed grant of up to INR 2 lakh per project.

### **Break Corona in Kerala**

KSUM, the nodal agency of the Government of Kerala for promoting entrepreneurship, launched this hackathon to outsource ideas, innovations, and solutions crucial to combat COVID-19. Innovative ideas could range from supporting COVID-19 patients, preventing community outbreaks, effective logistics to supporting vulnerable people.

### **Rejig Hyderabad: mentorship program in Telangana**

A mentoring program launched by Telangana State Innovation Cell (TSIC), the agency responsible for promoting innovation and entrepreneurship in the State. The aim of the program was to support startups that struggled during pandemic. TSIC conducted this program in 2020 and 2021 and more than 100 startups received support through it.



## 2.5 | COVID-19: SUPPORT TO STARTUPS BY PRIVATE SECTOR

The COVID-19 pandemic created challenges for the private sector in terms of decreasing demand and revenues. Despite the disruptions, various private stakeholders came together to support startups in terms of providing funding grants and knowledge resources.

### | FUNDING SUPPORT

**Action COVID-19 Team (ACT)**, an **INR 100 Crore** grant was created by India's startup community to give wings to ideas that could combat COVID-19 with immediate impact. Capital-efficient, scalable solutions from NGOs and innovative startups which need an initial seed grant to fight the spread of the pandemic were eligible to apply for support.



**Open-Source Support Program (MOSS)** by Mozilla aimed to ensure that the internet is open and accessible to all. A COVID-19 solution fund was created for startups fighting COVID-19 and misinformation around it. Each startup using hardware (open-source ventilators) or software (3D printers or browser plugins to identify COVID-19 misinformation) solutions for COVID-19 could receive a grant of INR 40 Lakh.

**Rapid Response Funding by Omidyar Network India** invited startups for rapid response funding to tackle the challenges posed by the COVID-19 situation and the consequent socio-economic impact. They committed **INR 7.5 Crore (USD 1 million)** to the initiative.



**COVID-19 Action Fund** by Bexley Advisors, an investment bank, was designed as a bridge to capital for innovators on the frontlines of the pandemic. All participants were required to showcase solutions to the fight COVID-19 crisis. The shortlisted candidates were presented before investors for funding.

# KNOWLEDGE SUPPORT

Private stakeholders came forward to compile resource repositories and conduct webinars for information dissemination, to guide startups concerning the types of support available.

## 91 Springboard created a repository of resources

'Startups vs COVID-19', created for Indian startups solving challenges rising because of COVID-19. The platform provides information on various funding opportunities and innovations challenges offered by public and private stakeholders

## Research reports on the impact of COVID-19 on startups

Published by NASSCOM  
Webinars have been conducted on the same topic to provide advice on best practices for startups and incubators

Indian startups exhibited great resilience in response to the COVID-19 pandemic channelling innovation at the face of adversity. Entrepreneurial ventures remained at the forefront through provision of solutions like supplying health care equipment, educating students remotely, or facilitating remote working platforms. With adequate support from the Government, the entire startup ecosystem came together to fight the COVID-19 pandemic.











# 03

# DESIGNING STATES' STARTUP RANKING FRAMEWORK 2020

## 3.1 | VISION OF STATES' STARTUP RANKING FRAMEWORK

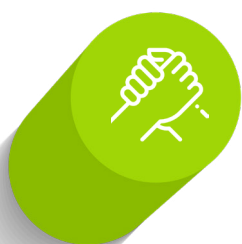
The vision of launching the States' Startup Ranking Exercise was laid in April 2017 under the leadership of Secretary, DPIIT, Ministry of Commerce and Industry, Government of India.

States' Startup Ranking Framework (SRF) is an ever-evolving tool aimed at identifying the relevant parameters to grade the startup ecosystem of States and UTs. The categorization of States and UTs into two different categories was introduced in SRF 2019, to bring all States and UTs on a level playing field. Due to the impact of COVID-19, the period of consideration for the third edition of the States' Startup Ranking was from 1st October 2019 to 31st July 2021. While the exercise has been undertaken through 2021 and thus referred to as States' Startup Ranking 2021, the framework docket was launched in 2020 and has been referred to as States' Startup Ranking Framework 2020.

## 3.2 | EVOLUTION OF STATES' STARTUP RANKING FRAMEWORK

Coming up with the third edition of the States' Startup Ranking Framework has been a collaborative effort with learnings from previous years and consultation with States and Union Territories.

### Three new Reform Areas have been introduced in the framework this year



#### CAPACITY BUILDING OF ENABLERS

The vision that startups are as effective as their enablers have been highlighted by Startup India through the introduction of this Reform Area. The Reform Area focuses on sensitizing and training potential investors, State-supported incubators, and State Government officials.



#### MENTORSHIP SUPPORT

Highlighting the importance of mentorship for the development of startup ecosystem, Startup India has introduced mentorship as a separate Reform area. The Reform Area focuses on support provided by State-supported mentors. Earlier, mentoring support was a part of the Startup policy portal focus area.

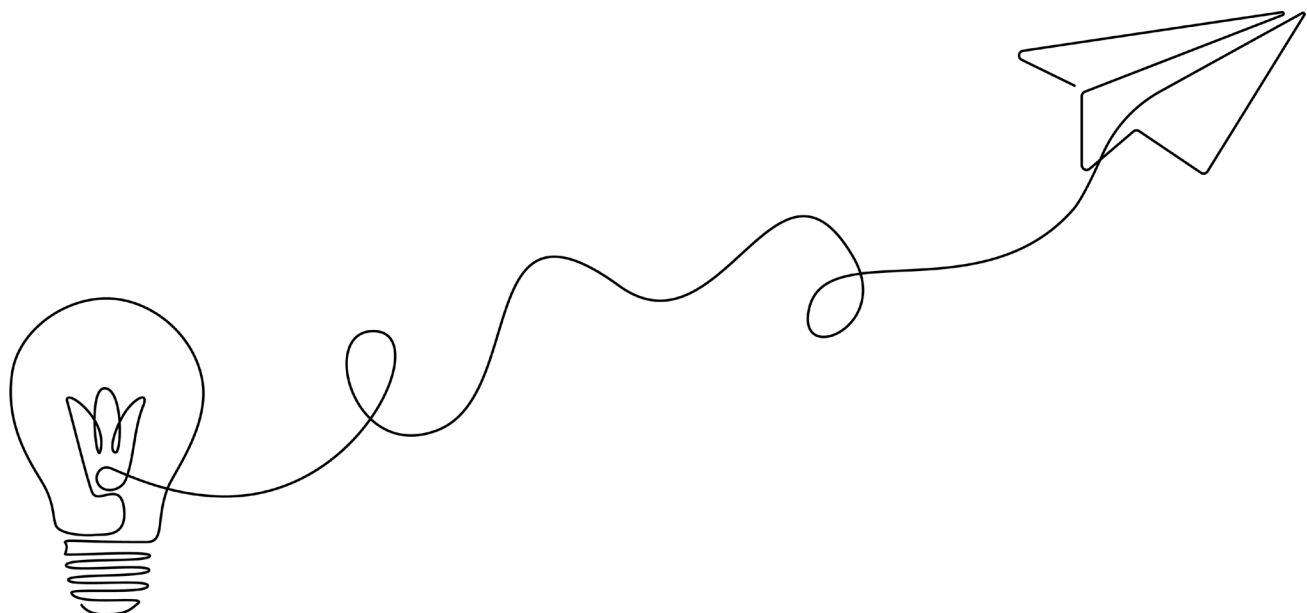
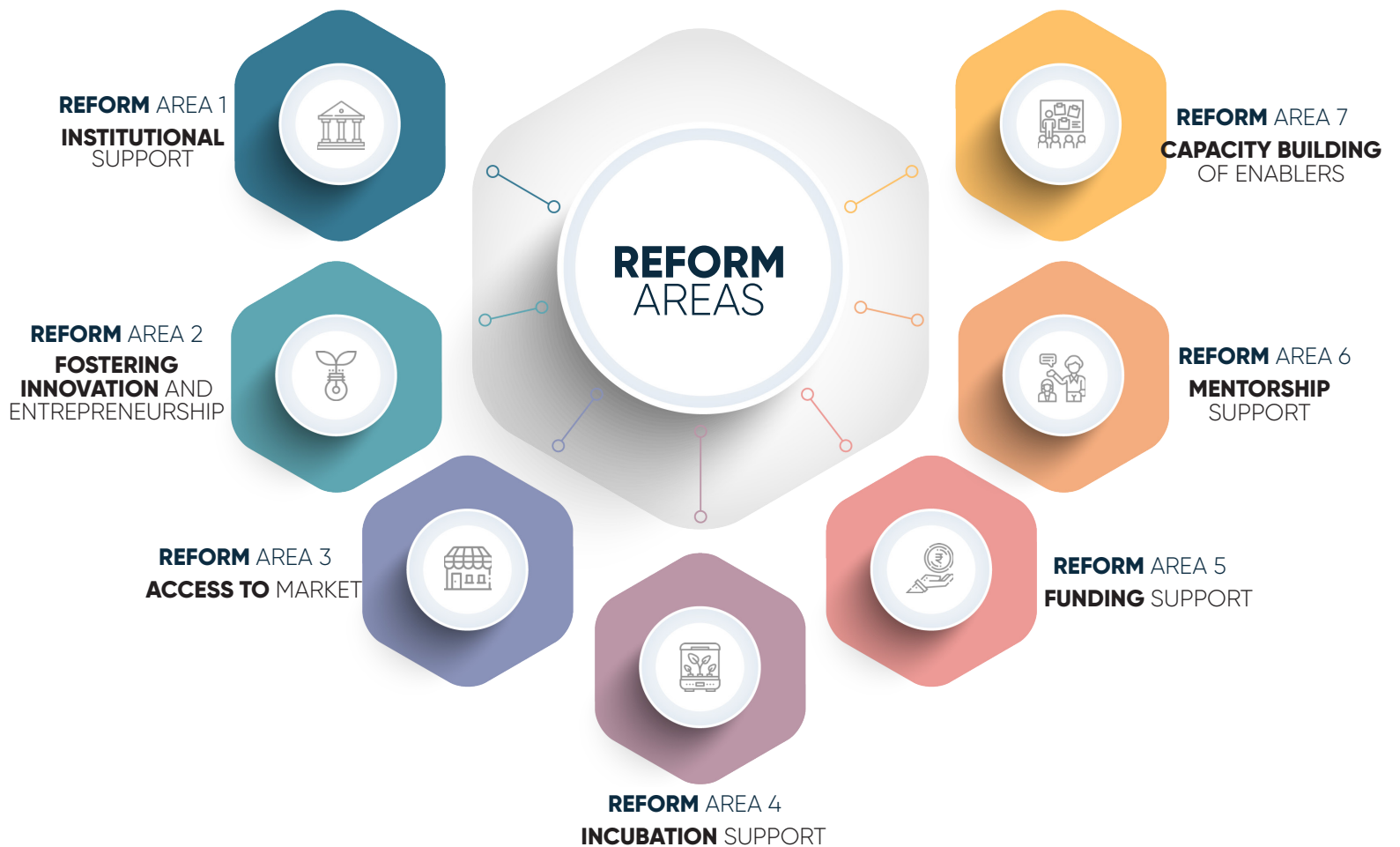


#### FOSTERING INNOVATION AND ENTREPRENEURSHIP

To give prominence to the spirit of innovation at grassroots and in HEIs, a new Reform Area on Fostering Innovation and Entrepreneurship has been introduced. This Reform Area captures grassroots innovation, disruptive policies for startups, and a spirit of entrepreneurship among students.

## 3.3 | STATES' STARTUP RANKING FRAMEWORK 2020

The States' Startup Ranking Framework is divided into Reform Areas which capture the essential pillars for development of the startup ecosystem. SRF 2020 is divided into seven Reform Areas.



## ACTION POINTS

Reform Areas are divided into Action Points where State's or UT's intervention is beneficial to the startup ecosystem. The SRF 2020 introduced 10 new Action Points, focusing on programs, workshops, and capacity building of Government officials as well as highlighting the growth of grassroots innovators. With a continued focus on the growth of the ecosystem, the States' Startup Ranking aims to create a more conducive environment across all States and UTs.

### Key areas highlighted in the new Action Points are:

**Startups with  
Grassroot  
Innovation and  
rural impact**



**Programs in  
HEIs for student  
entrepreneurs**



**Workshops for  
Incubators, Investors  
and Government  
officials**



**Online translation  
to local languages  
on the State  
Startup portal**



Many existing Action Points have been modified to make them more comprehensive. The scope of Grievance Redressal has been extended to include Incubation support, regulatory issues, funding support, and public procurement grievances. Earlier grievance redressal was only limited to public procurement.

The Action Point on the functionality of the State startup portal has been made more comprehensive with the inclusion of 12 parameters. These include information on mentorship support, incubation support, public procurement support, incubation support, and State-level approvals among many others. Earlier, the functionality of the startup portal only included 3 parameters: startup policy, startup registration and incentives.

## 3.4 | REVISION OF FRAMEWORK CONSIDERING IMPACT OF COVID-19

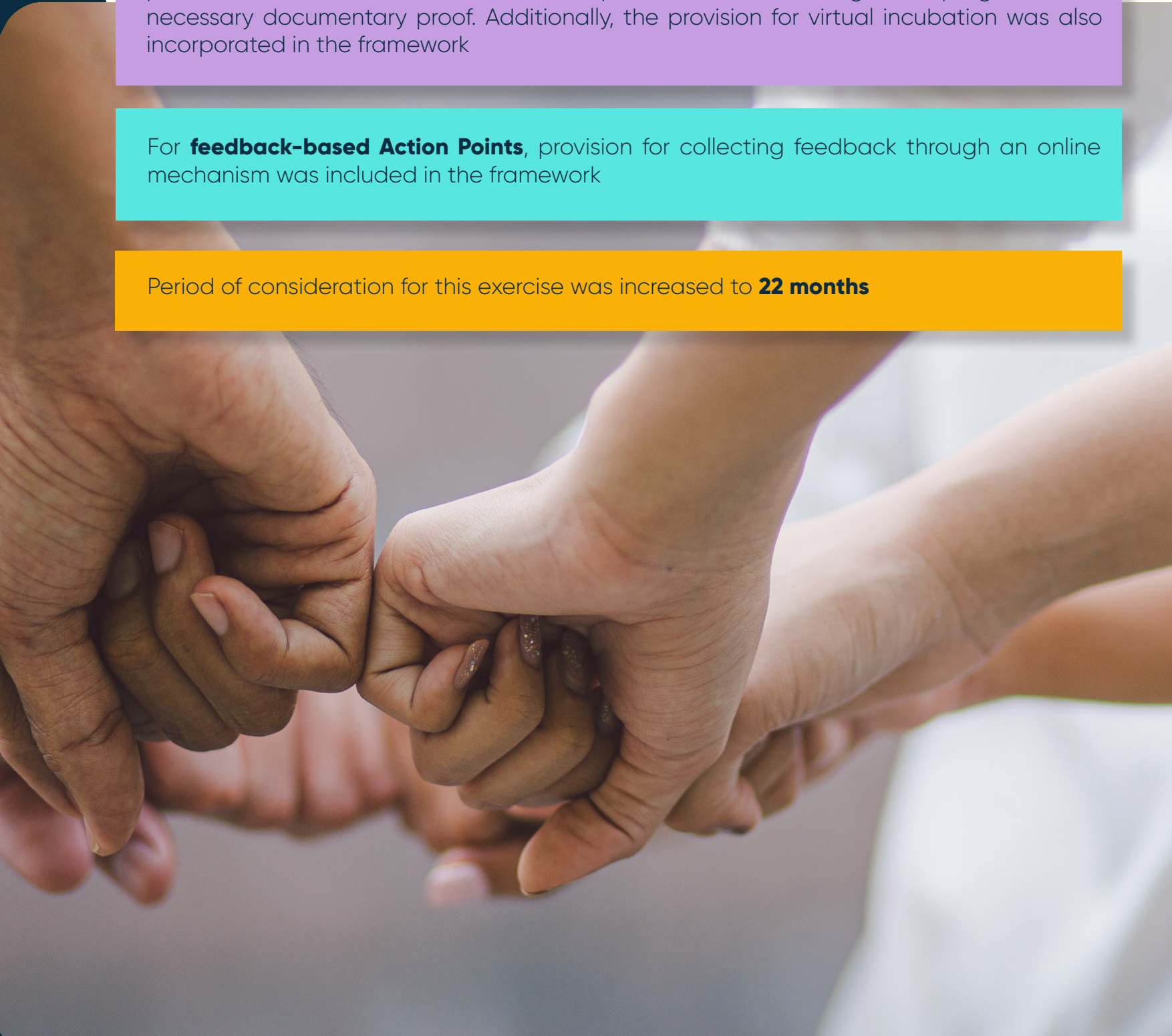
The COVID-19 pandemic catalyzed a digitalization boom across all sectors. The States' Startup Ranking Framework has evolved in response to the challenges brought by the pandemic.

### Following changes were included in the States' Startup Ranking Framework:

During COVID-19, many **programs and workshops were conducted online**, through virtual platforms. The framework included the provision for submitting such programs with necessary documentary proof. Additionally, the provision for virtual incubation was also incorporated in the framework

For **feedback-based Action Points**, provision for collecting feedback through an online mechanism was included in the framework

Period of consideration for this exercise was increased to **22 months**









# 04 | IMPLEMENTATION AND EVALUATION

## 4.1 | OVERVIEW OF METHODOLOGY

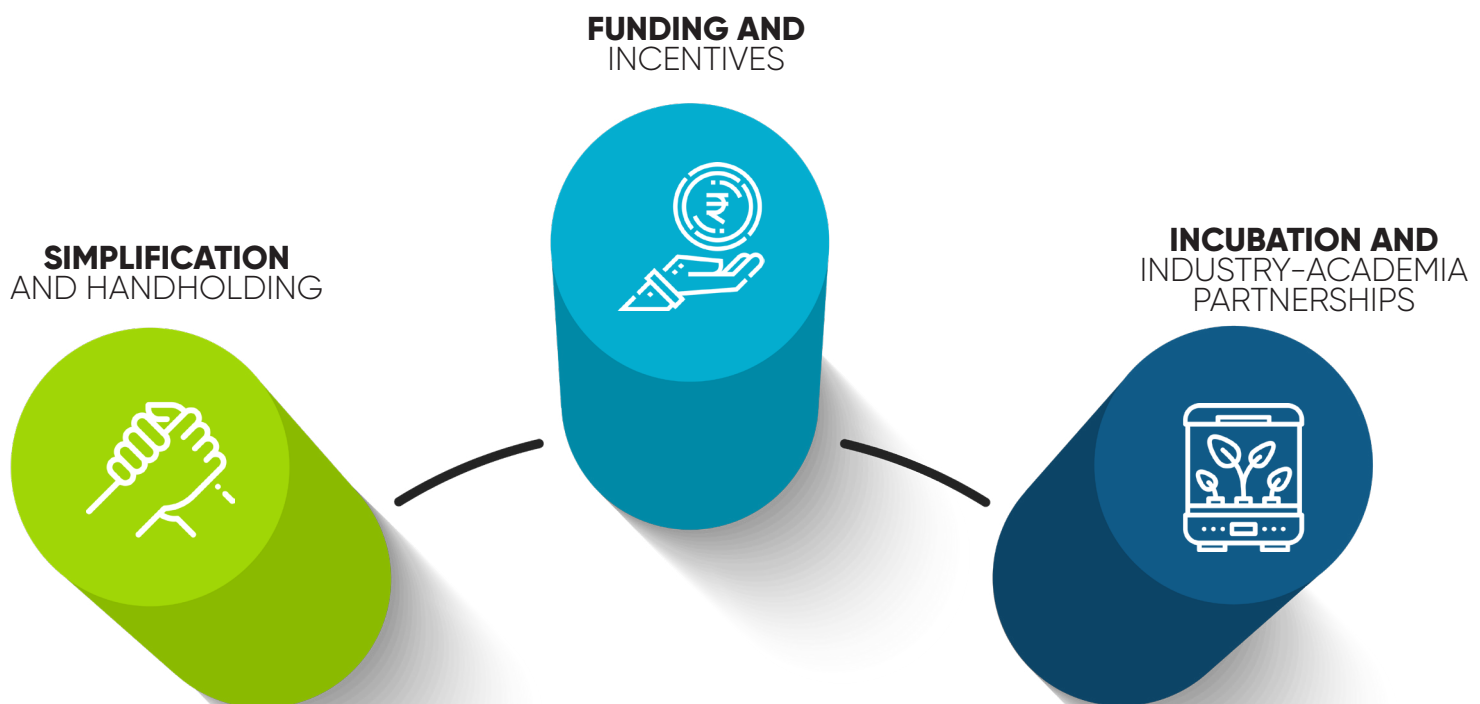
Startup India undertook multiple activities for the effective implementation of the ranking exercise across the country. These include State and UT Consultations, State and UT Sensitization, Knowledge Exchange Workshops, and Query Resolution through Video Conferencing Sessions. An Online Portal was also developed for submissions and analysis. Parallel evaluation of documentary evidence in addition to the collection of beneficiary feedback was undertaken.

## 4.2 | CAPACITY BUILDING OF STATES AND UNION TERRITORIES

### | FACILITATION SUPPORT

Startup India is a flagship initiative of the Government of India, intended to catalyze startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Capacity Building of States and Union Territories has been undertaken in various ways through the States' Startup ranking exercise.

### KEY PILLARS OF SUPPORT





## SIMPLIFICATION AND HANDHOLDING

To ease the norms and provide support to the individual State or UT startup ecosystem, the Startup India team has come up with numerous initiatives. The SUI team acts as a vital component in the startup ecosystem of India. Some major initiatives by SUI include:



- ✦ SUI Awareness Sessions for the State Government Officers in Karnataka and Telangana
- ✦ Inputs on rebranding and revamping the Goa Startup story
- ✦ Inputs on State startup recognition mechanism with Telangana and Tamil Nadu
- ✦ Startup India awareness session for entrepreneurs in J&K
- ✦ Inputs to JKTPO on boosting women entrepreneurship activities
- ✦ API integration of State Startup Portals with Startup India



- ✦ Inter-Department Sensitization Workshop for 33 Meghalaya Government officials of 10 State departments on 'Benefits and Pathways on Procurement from Startups' and 'Introduction to Startup India and Programs for Engagements with Startups'
- ✦ Organizing Azaadi Ka Amrit Mahotsav event with T-Hub in Telangana
- ✦ Organizing GeM workshop with Andhra Pradesh Innovation Society (APIS), UP and Assam Government
- ✦ Organizing SRF 3.0 exclusive workshops. Additionally, handholding provided to Government of Goa, Karnataka, MP, Odisha, Rajasthan, Sikkim, Tamil Nadu, Telangana, and J&K
- ✦ Organizing Kerala Big Demo Day 5.0
- ✦ Department sensitization session on engagement with startups for 7 departments during UP's Digital Governance Summit conducted in collaboration with Microsoft

## FUNDING AND INCENTIVES



- ✦ Sharing inputs on Himachal Pradesh Startup Seed Fund, which led to the launch of Seed Fund worth INR 10 Cr
- ✦ Organizing Kerala Seeding 2021 Summit which saw participation of over 150 startups, 100 HNIs, 20 investment funds, and 14 angel networks
- ✦ Assisting the Odisha Government with inputs on fund of funds worth INR 100 Cr

## INCUBATION AND INDUSTRY-ACADEMIA PARTNERSHIPS



- ✦ Conducting Incubator Round Table engagement with all the registered incubators across the Punjab, Odisha, and Uttarakhand to develop a robust incubation system for startups
- ✦ Multiple sessions on Startup India and Government support to startups for stakeholders in Uttarakhand
- ✦ Sharing inputs to Ladakh incubation team on the operations related aspects to the incubation centre team



- ✦ Facilitating State mentorship mechanism where Ladakh has been guided by Gujarat
- ✦ Collaborating with i-Hub and shared strategic inputs on three major initiatives, i.e., NISE, Startup Runway, and Startup School
- ✦ Connecting Startup Karnataka with various corporate partners to enable support and benefits to startups in Karnataka
- ✦ Organizing Maharashtra Startup Week 2021



# KNOWLEDGE EXCHANGE WEEK

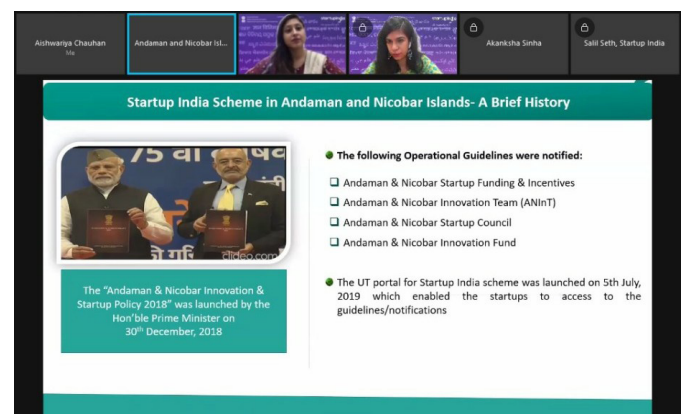
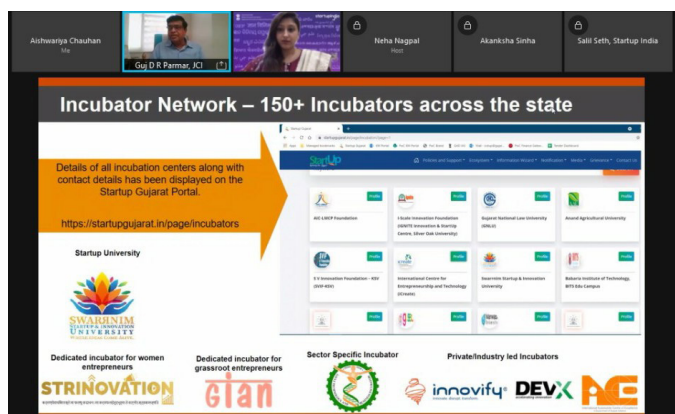
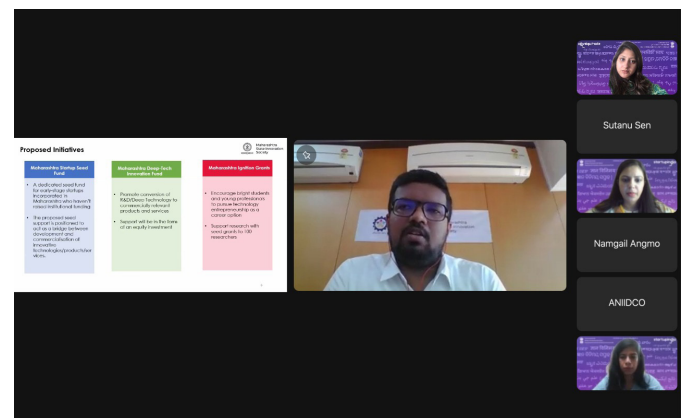
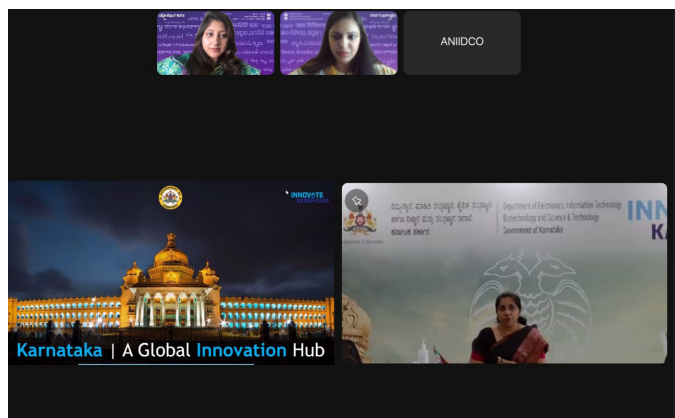
Startup India organised the Knowledge Exchange Week 2021 from 21st June to 25th June 2021. Each day of the Knowledge Exchange Week was centered on reform areas of the States' Startup Ranking.

The workshops were organised as an extraordinary opportunity for States and other enablers to learn about both domestic and global best practices to foster entrepreneurship in their regions. Presentations from international counterparts from the United Kingdom, Korea, Japan, Singapore, and Germany provided insight into the outstanding initiatives undertaken by them for startups.

Having had insights from Industry Associations, Academic Institutions, Corporates, and Incubators, the sessions were a testament to the scope of India's startup ecosystem and further highlighted how States can implement similar initiatives for sustained development.

Sessions also included presentations by the Champion States in India within the startup landscape. The workshop saw participation from over 100 representatives and became a platform for discussion, deliberation, and great knowledge exchange.

Figure 4.2.A: Some snapshots from the Knowledge Exchange Week



# STATES' STARTUP SHOWCASE

DPIIT organized a series of States and UTs showcase sessions on startup ecosystems. The sessions were structured in a way that gave the States and UTs a chance to showcase the evolution of their startup ecosystems and to specifically highlight good practices that have been instrumental in the development of the ecosystem.

Under this initiative, a total of eleven States have participated, i.e., Maharashtra, Himachal Pradesh, Karnataka, Gujarat, Andhra Pradesh, Odisha, Kerala, Punjab, Chhattisgarh, Nagaland, and Mizoram, and shared insights on their respective startup ecosystems.



*Scan the QR code above to access the Knowledge Center - The One-Stop Platform for all State Resources*



## 4.3 | PROCESS OF ASSESSMENT



### SUBMISSION OF DOCUMENTARY EVIDENCE

The States' Startup Ranking Exercise required States and UTs to share supporting documents under each Action Point, these documents serve as evidence for the progress under the concerned Action Points. Some of the documents include State policies, amendments, a list of startups, acknowledgment letters, proof of fund release, and event reports. The document assessment mechanism aids the States by comparing their performance against other similar but better performing States.



### COLLECTION OF BENEFICIARY FEEDBACK

Feedback exercise is an effective way of directly connecting with multiple stakeholders in the startup ecosystem. It helps put together a complete picture of the initiatives under the Action Point and helps the States/UTs achieve desired results.

In this year's framework, 8 Action Points required taking beneficiary feedback.



### ASSESSMENT BY EVALUATION COMMITTEES

The DPIIT appointed a dedicated Evaluation Committee comprising independent experts from the startup ecosystem to assess each reform area of the ranking framework. The members were a mix of experts from the Government and private organizations.

Figure 4.2.C: A snapshot of Evaluation Committee Meeting









# 05 | RESULTS

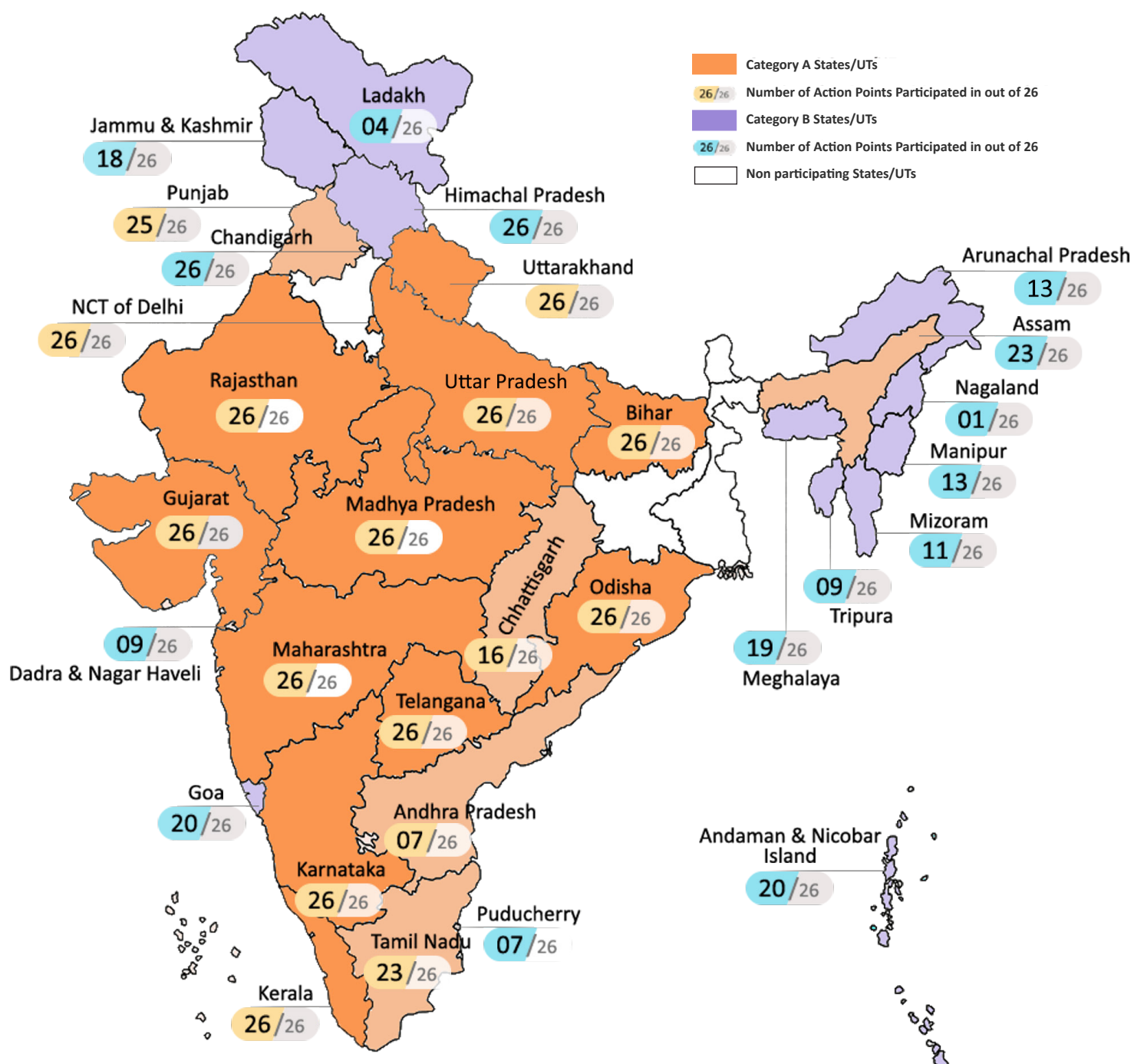
# 5.1 | OVERVIEW OF PARTICIPATION

The third edition of the States' Startup Ranking saw enthusiastic participation from States and UTs across the country. In every edition of the ranking exercise, the number of participating States and UTs have shown an upward trend. A total of 31 States and UTs took part in the exercise this year which included 24 States and 7 UTs. 7 out of the 8 States from the North-Eastern part of India participated in the exercise this year. States' Startup Ranking 2021 exercise assessed the States' performance across seven Reform Areas divided into 26 Action Points.

**14** States participated in all 26 Action Points

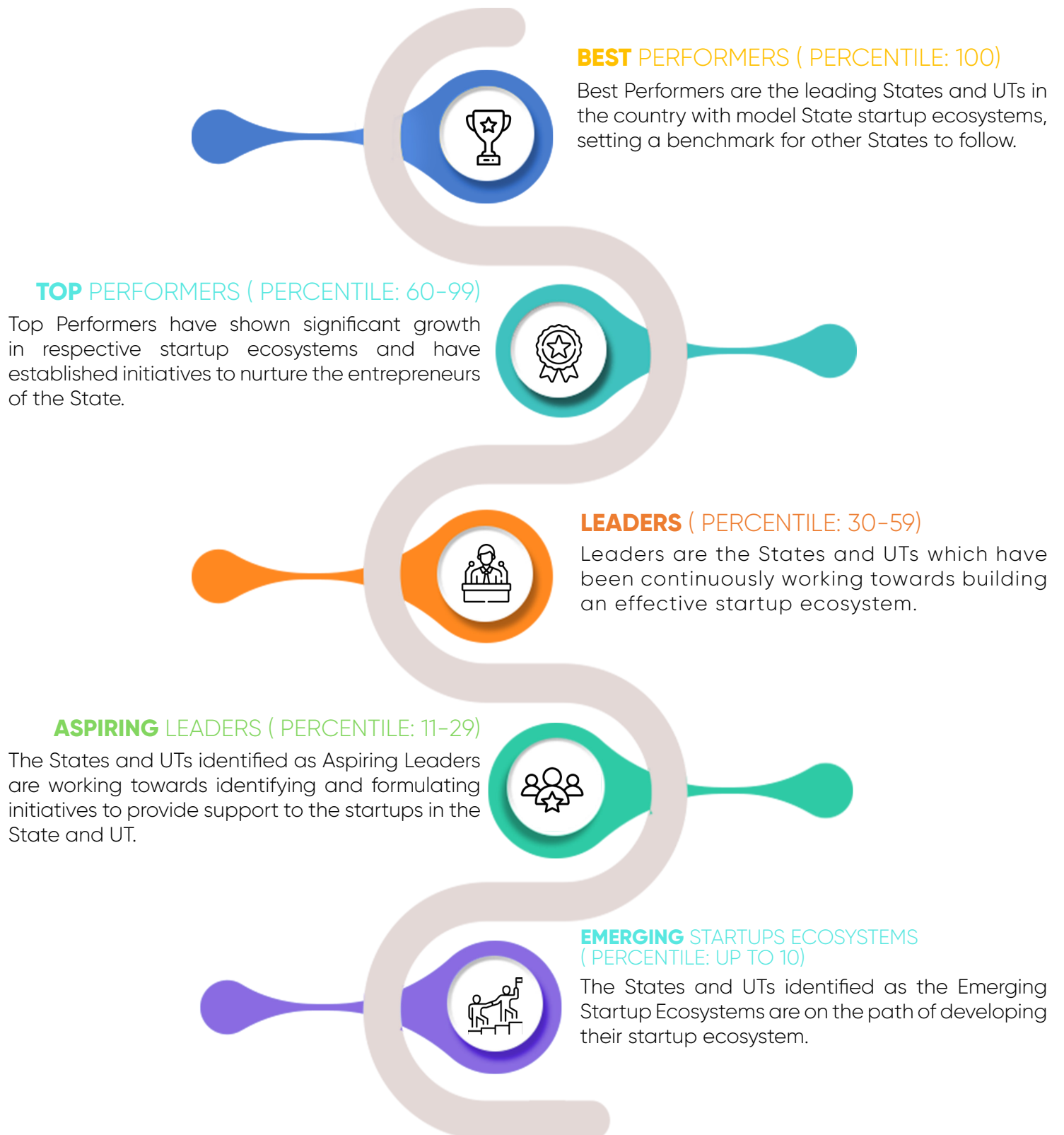
**31** States participated in States' Startup Ranking 2021

Figure 5.1.A: States and UTs participating in States' Startup Ranking 2021 Exercise



## 5.2 | PERFORMANCE CATEGORISATION

Based on the performance of the States and UTs in various Reform Areas, they have been categorized into five groups. The score of each State and UT is converted into percentiles which shows the relative performance of each State and UT compared to others. States and UTs with similar percentile scores are then categorized into one grading group. The five grading groups are explained below.



## 5.3 | OVERVIEW OF PERFORMANCE

According to each States' and UTs' performance in the States' Startup Ranking 2021, Category A<sup>5.1</sup> and Category B<sup>5.2</sup> States and UTs have been grouped as shown below:

### CATEGORY A STATES AND UTs

### CATEGORY B STATES AND UTs

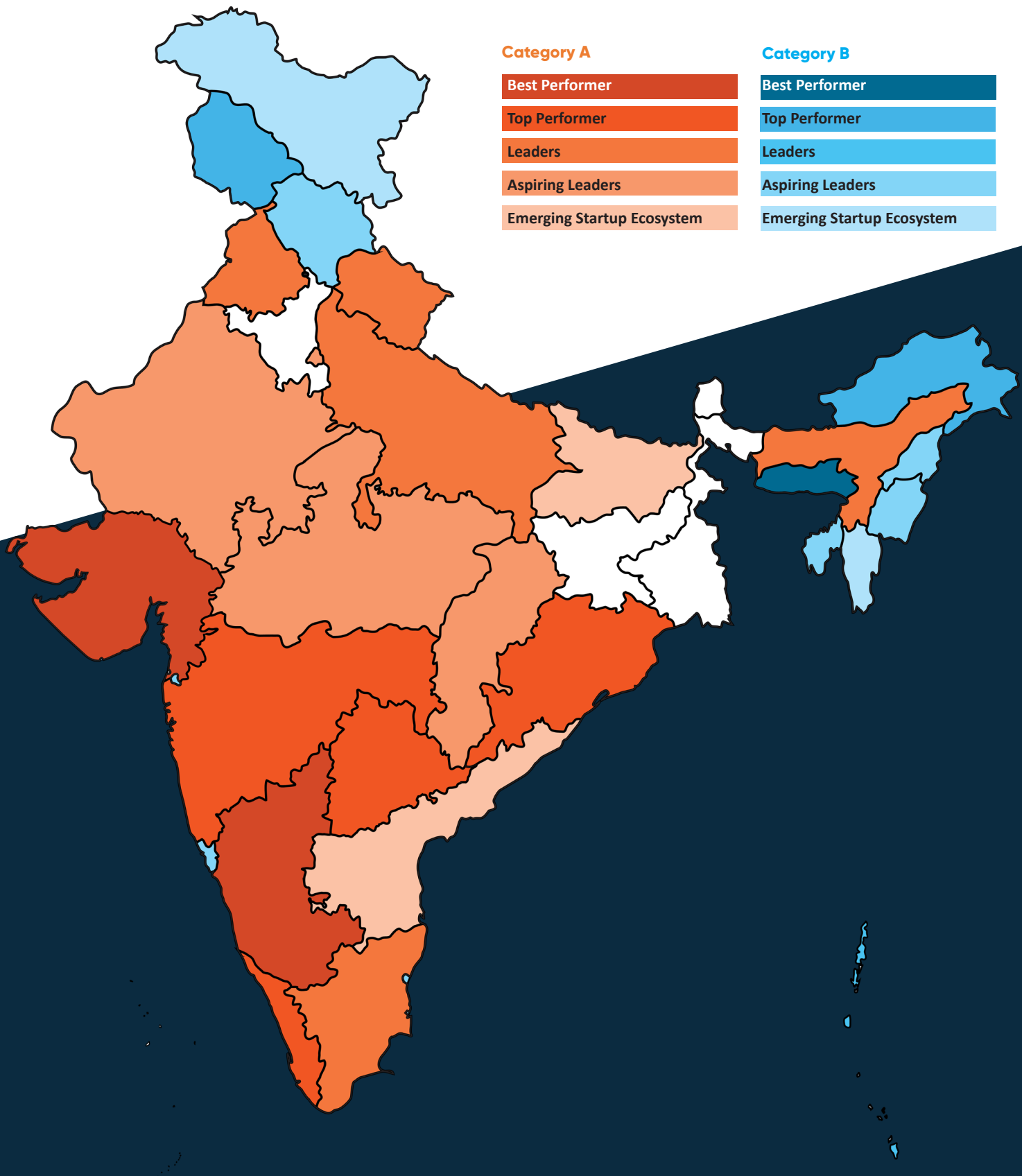


<sup>5.1</sup> Category A includes States and UTs except those in Category B - Generally, these are State/UTs with a population of more than 1 crore (data from Census 2011).

<sup>5.2</sup> Category B includes States and UTs which satisfy the following criteria: (a) All States/UTs with a population of less than 1 crore (data from Census 2011) (b) All UTs except Delhi (c) All North-eastern States except Assam.

# 5.4 | SNAPSHOT OF PERFORMANCE

The representation below provides a snapshot of the performance of States and UTs in the States' Startup Ranking 2021.







# 06 | REFORM AREA ANALYSIS







**REFORM AREA 1**  
INSTITUTIONAL SUPPORT

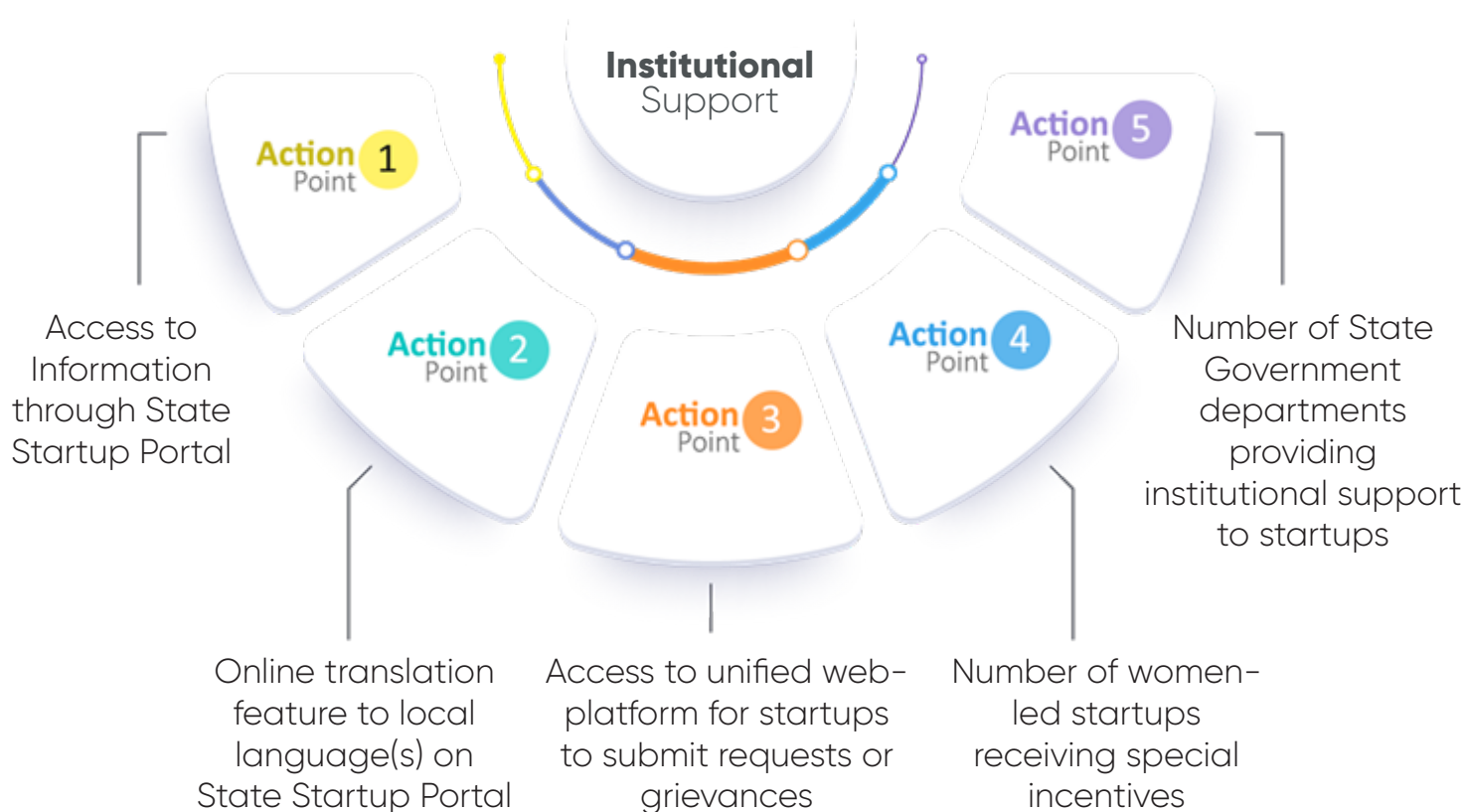
# 6.1 | REFORM AREA 1

## INSTITUTIONAL SUPPORT

Institutional Support focuses on the execution and facilitation of the State's startup policy through a comprehensive portal and specific incentives provided by various Government stakeholders. A holistic startup portal offers services ranging from startup registration to an efficient grievance redressal mechanism. It makes information accessible and inclusive through the functionality of local languages. A special focus has been drawn towards the women-led startups with specially tailored incentives and schemes to ensure equitable implementation.

This Reform Area has 5 Action Points, of which 4 Action Points are based on documentary evidence submitted by the States and UTs, and 1 Action Point is based on the feedback collected from beneficiary startups. The combined score for this Reform Area is 21 out of 100.

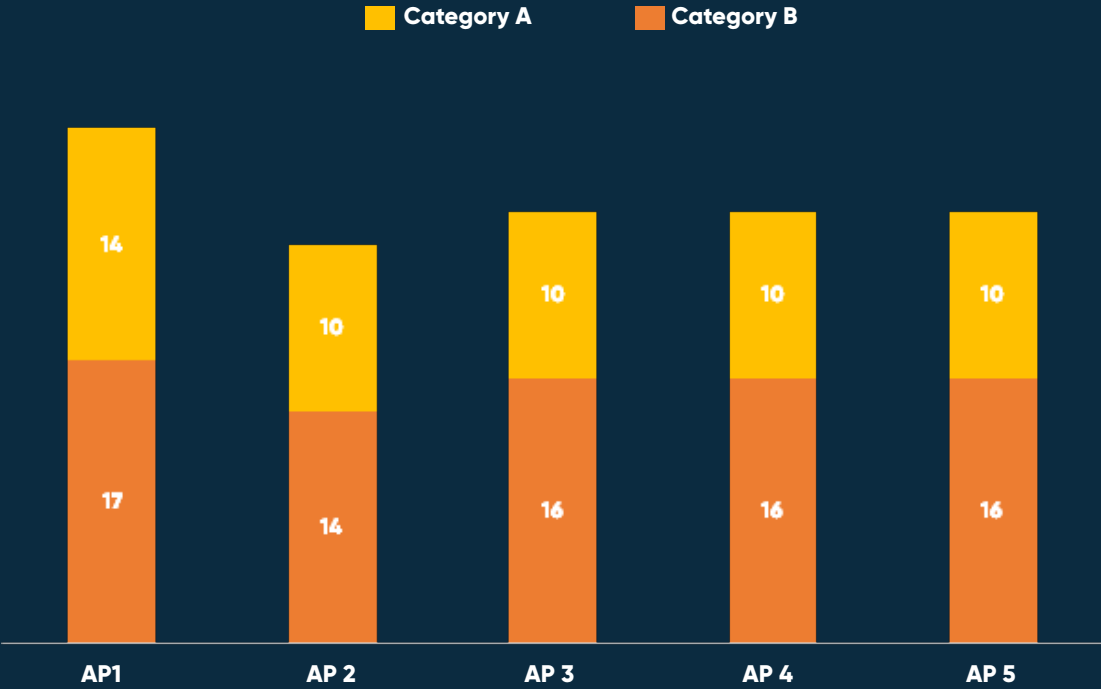
### ACTION POINTS OF INSTITUTIONAL SUPPORT



# PARTICIPATION SUMMARY

The Reform Area on Institutional Support saw enthusiastic participation from the States and UTs, with all States participating in Action Point 1 (refer Chart 6.1.A). This is a representation of a strengthened startup ecosystem across all the States and UTs in India.

Chart 6.1.A: Category-wise participation summary by States and UTs in all Action Points

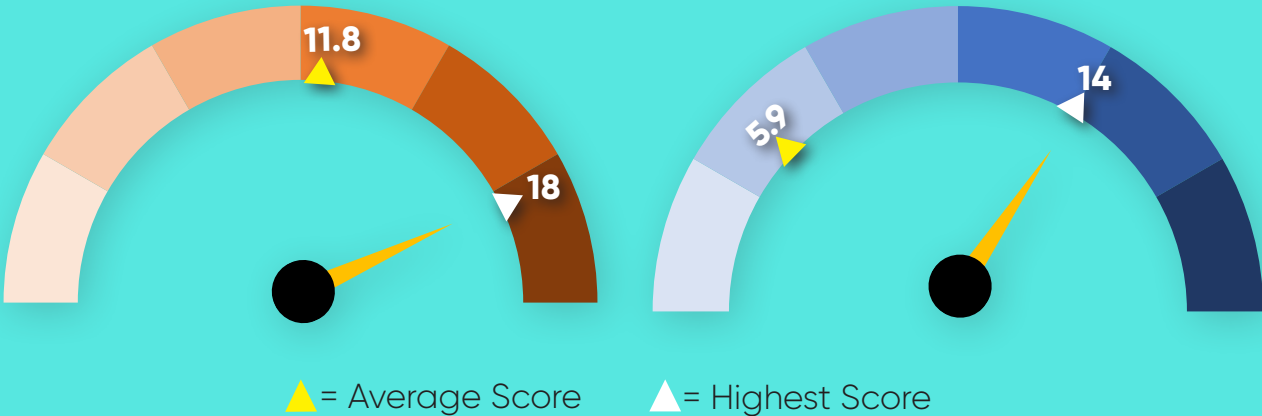


## ANALYSIS OF SCORES

The Reform Area on Institutional Support saw enthusiastic participation from the States, with all States participating in Action Point 1. As per the assessment, the national average for all States/UTs across both categories is 8.85. The category-wise average scores of this Reform Area stand at 11.8 for Category A States and UTs (refer Chart 6.1.B) and 5.9 for the Category B States and UTs (refer Chart 6.1.C). The maximum score to be awarded in this Reform Area was 21.

Chart 6.1.B: Category A - Analysis of Average score

Chart 6.1.C: Category B - Analysis of Average score



# NATIONAL PERFORMANCE

## ACTION POINT 1

(MAXIMUM SCORE - 6)

### Access to Information through State Startup Portal

Under this Action Point, access to information on the States'/UT's startup portal has been highlighted. A holistic portal includes features and information listed below.

A total of 17 States and UTs under category A and 14 States and UTs under category B have participated in this Action Point.



**State Startup Policy**



**State-level approvals and clearances**



**Nodal officer, Departments, and dedicated team**



**State-supported Incubators**



**Dedicated helpline for startups**



**List of mentors and mentor-connect**



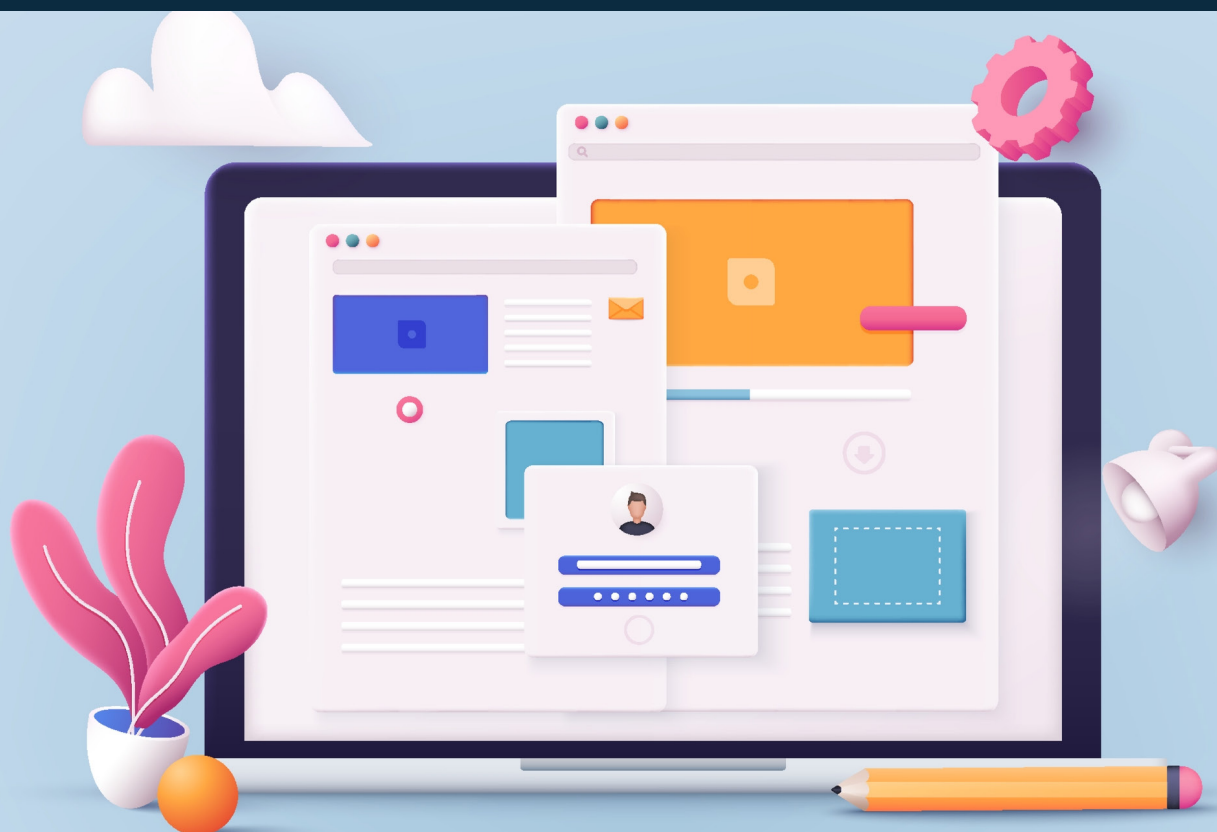
**Startup registrations with API integration to Startup India**



**Public Procurement and Funding Support information**



**Departments providing Institutional support**



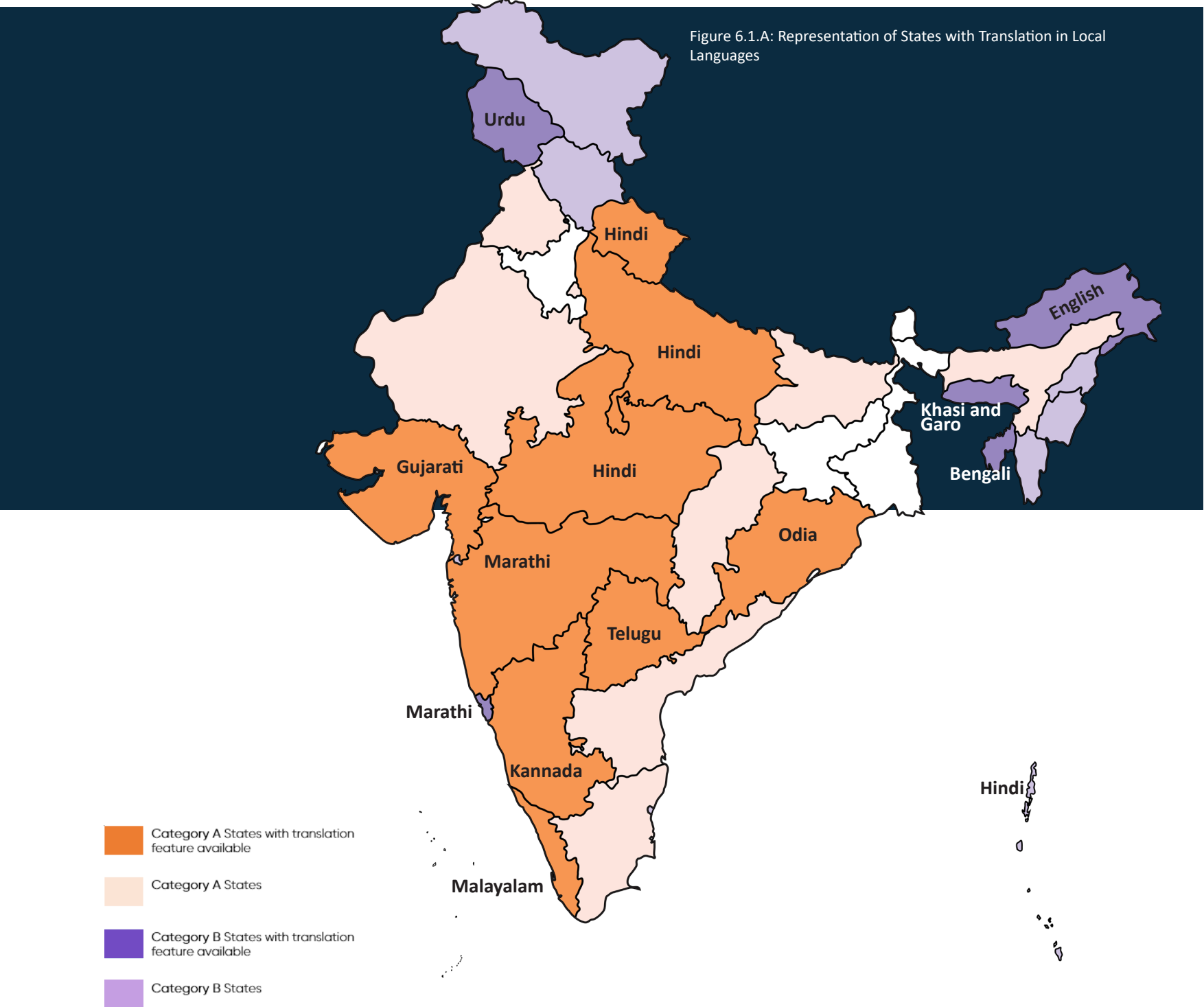
## ACTION POINT 2

(MAXIMUM SCORE - 2)

# Online translation feature to local language(s) on State Startup Portal

Under this Action Point, the ease of access to information with the introduction of an online translation feature of the States'/UT's startup Portal to local language(s) of the State/UT apart from English, has been analyzed. The feature to translate information into the local language must be visible on the State startup portal.

A total of 14 States and UTs under category A and 10 States and UTs under category B have participated in this Action Point. Information about startup ecosystems is available in 13 Indian languages (refer Figure 6.1.A).



## ACTION POINT 3

(MAXIMUM SCORE - 3)

### Access to a unified web platform for startups to submit requests or grievances

Under this Action Point, States'/UT's startup portals have been analyzed to check whether it permits the startups to register their grievances categorized across five different categories. These categories are Incubation support, Funding support, Public Procurement grievances, Regulatory issues, and other query or grievances.

A total of 16 States and UTs under category A and 10 States and UTs under category B have participated in this Action Point.



## ACTION POINT 4

(MAXIMUM SCORE - 5)

### Number of women-led startups receiving special incentives

Under this Action Point, the main objective is to underline the introduction and upgradation of schemes and policies for women entrepreneurs. Support for women-led startups has been evaluated under this Action Point by assessing the State/UT policy or number of scheme documents covering incentives for women-led startups. Incentives offered may include at least one of the following ways to qualify under this Action Point:



The details of incentives for women-led startups along with the types of incentive and the extent of the incentive offered have also been analyzed.

A total of 16 States and UTs under category A and 10 States and UTs under category B have participated in this Action Point. Support has been provided to women-led startups in following ways:



**Seed Funding**



**Venture Funding**



**Procurement Support**



**Incubation Support**



**Capacity Development workshops**



**Provision of Subsidized loans**



**Marketing Assistance**



**Mentorship**



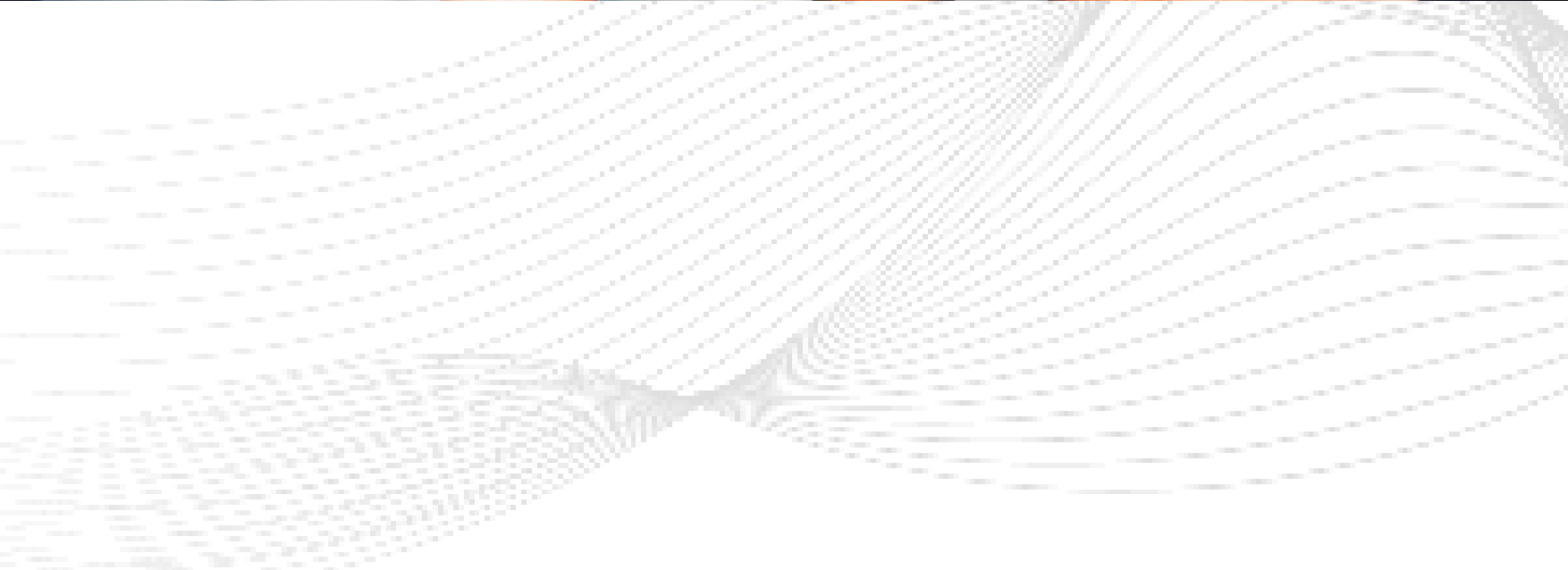
## **ACTION POINT 5**

**(MAXIMUM SCORE - 5)**

Number of State Government departments providing institutional support to startups (excludes support from the nodal department)

Under this Action Point, the number of State/UT Government departments providing institutional support to startups (excluding support from the nodal department) has been assessed. The initiatives of State Government offices supporting startups by conducting hackathons, grand challenges, incubation support, funding support, and other such programs have been considered for scoring.

A total of 16 States and UTs under category A and 8 States and UTs under category B have participated in this Action Point.

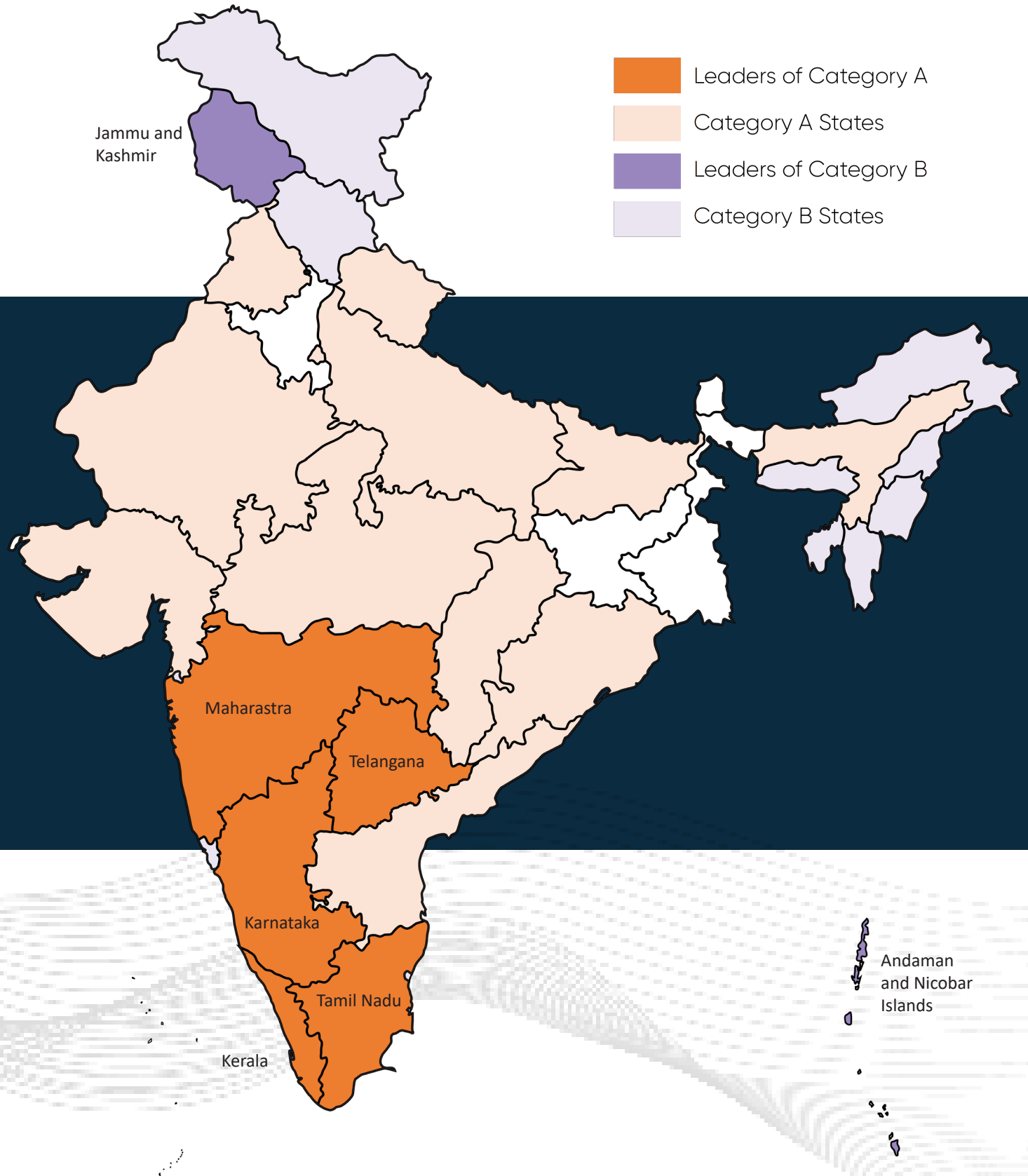




# CHAMPIONS OF INSTITUTIONAL SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Institutional Support, the following States and UTs have been featured in the top quartile<sup>6.1.1</sup>:

Figure 6.1.B: States which are Leaders in Institutional Support



<sup>6.1.1</sup> Top quartile - a term that describes the top 25% of the total dataset (States or UTs) in terms of scores or performance.

# PERFORMANCE SUMMARY OF INSTITUTIONAL SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Institutional Support, the number of States and UTs in the respective quartiles have been represented below. 9 States/UTs from Category A and 2 States/UTs from Category B are in the top quartile.

Chart 6.1.D: Number of States from Category A in each quartile

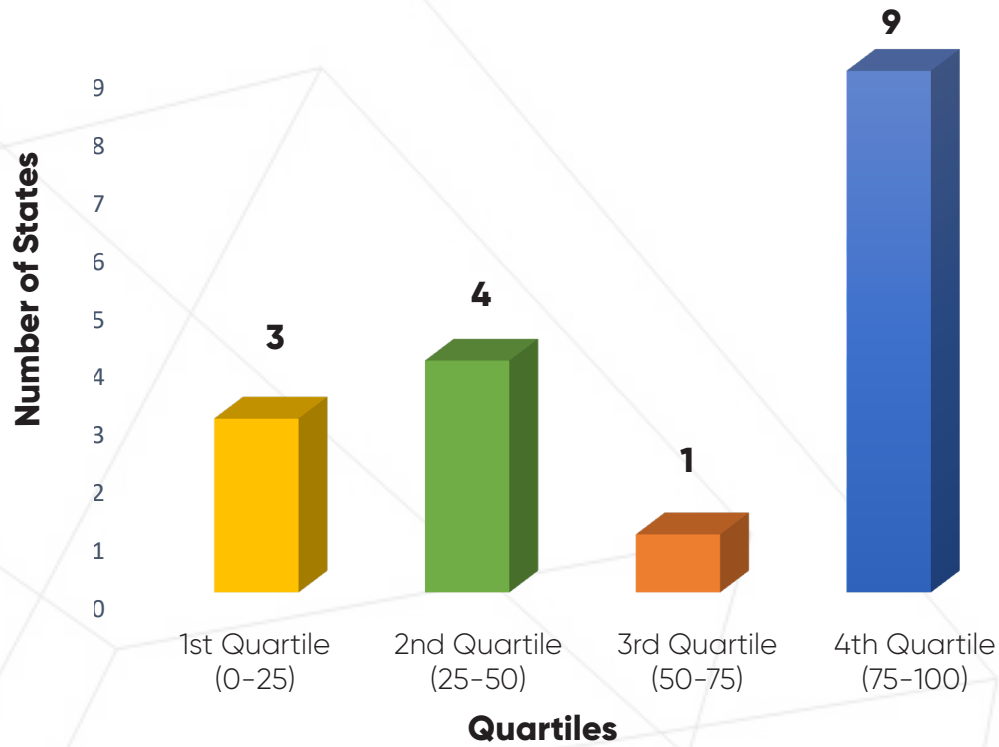
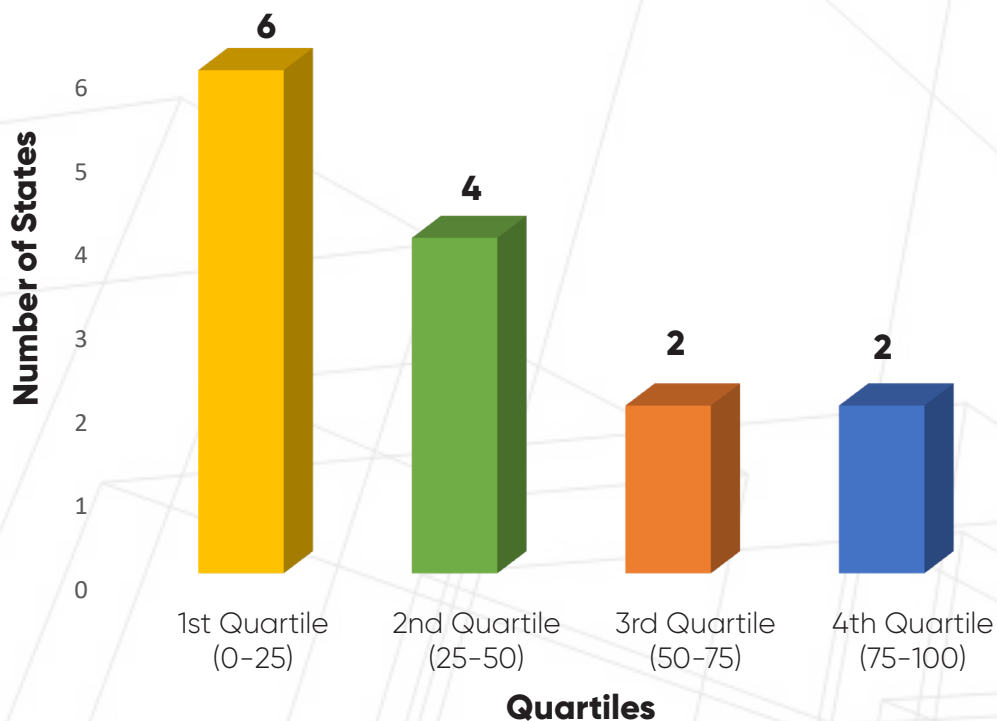


Chart 6.1.E: Number of States from Category B in each quartile



# BEST PRACTICES IMPLEMENTED

## Access to Information through State Startup Portal

### UTTAR PRADESH

StartinUP, the State startup portal, can be accessed at [startinup.up.gov.in](https://startinup.up.gov.in). The portal facilitates networking for startups, by connecting them to other State startup ecosystem stakeholders and is connected to Startup India as well.

A startup can access information on the portal, registration, incubation process, industry clearances as well as the incentives provided to startups by the State.

### TELANGANA

The Telangana State Startup Portal offers a robust mechanism to submit grievances, information to help startups in navigating details on the State nodal team, a dedicated helpline for startups, and State-level approvals. The information available on the portal can also be accessed in Telugu and Urdu languages apart from English, ensuring holistic access to aspiring startups.

Figure 6.1.E: Grievance redressal mechanism on Telangana startup portal <sup>6.1.4</sup>

Figure 6.1.C: Snapshot of StartinUP Portal <sup>6.1.2</sup>

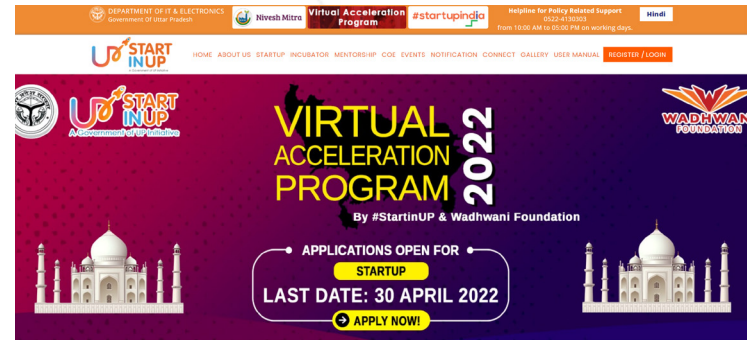
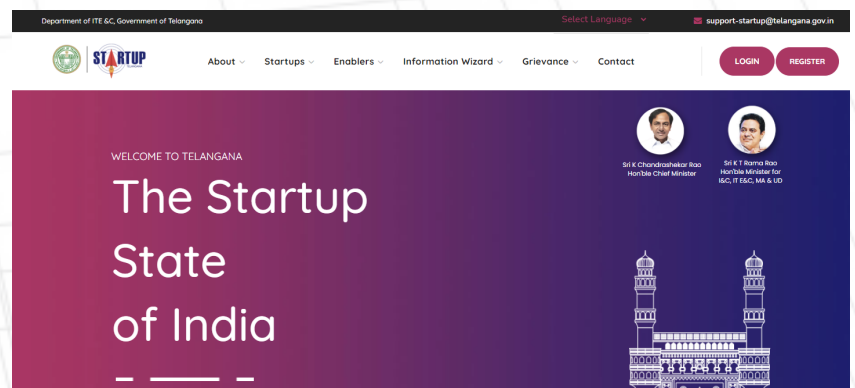


Figure 6.1.D: Snapshot of API Integration with Startup India <sup>6.1.3</sup>

Figure 6.1.F: Telangana Startup Portal <sup>6.1.4</sup>



<sup>6.1.2</sup> StartinUP Portal, *StartinUP Website*, <https://startinup.up.gov.in/> accessed 23 February 2022

<sup>6.1.3</sup> StartinUP Portal, *StartinUP Website*, <https://startinup.up.gov.in/> accessed 23 February 2022

<sup>6.1.4</sup> Startup Telangana Portal, *Startup Telangana Website*, <https://startup.telangana.gov.in/> accessed 23 February 2022

<sup>6.1.5</sup> Submit Grievance, *Startup Telangana Website*, <https://startup.telangana.gov.in/submit-grievance/> accessed 23 February 2022

## Incentives for women-led startups

### MAHARASHTRA

Maharashtra Government encourages women entrepreneurs through the Hirkani Nav Udyojak Maharashtrachi Scheme. The scheme involves promoting creative ideas of women entrepreneurs, arranging for fundamental mentorship at the tehsil level, creating basic facilities for the best innovative concepts, and providing financial aid to encourage business.

### MEGHALAYA

Promotion and Incubation of Market-Driven Enterprises (PRIME) is the flagship entrepreneurship program for aspiring entrepreneurs with incentivized reservations for women entrepreneurs in form of incubation and funding. 20% of the seats are reserved for women-led startups under the PRIME Incubation Program. 20% of the funds allocated to the PRIME Kickstart grant and PRIME Innovation Scaleup loan are reserved for women-led startups.

Figure 6.1.G: PRIME support for Women Entrepreneur



## Support provided through State departments

### ➤ KERALA

In Kerala, 9 departments have provided support to startups, which include the Department of Higher Education, Kerala Police Department, and Directorate of Sports and Youth Affairs.

The Higher Education Department in collaboration with the Additional Skill Acquisition Program initiated the Reboot Kerala Hackathon for providing students of HEIs a platform to solve pressing social problems and inculcate a culture of product innovation.

Kerala Police Department conducted a hackathon Hac'KP to discover technology-based innovative solutions for the Police to deal with new challenges in maintaining law and order and to effectively manage day-to-day policing in the post-COVID World.

### ➤ TAMIL NADU

The Industries Department in collaboration with the American Tamil Entrepreneurs Association (ATEA) has been providing funding support for startups. ATEA Digital Accelerator Grant worth INR 50 Cr was awarded to encourage innovation and automation through technology-based startups. 16 Startups were supported with mentorship assistance and 5 Startups with reimbursement-based grants worth INR 5 crore.

Figure 6.1.H: American Tamil Entrepreneurs Association







**REFORM AREA 2**  
FOSTERING INNOVATION  
AND ENTREPRENEURSHIP

## 6.2 | REFORM AREA 2

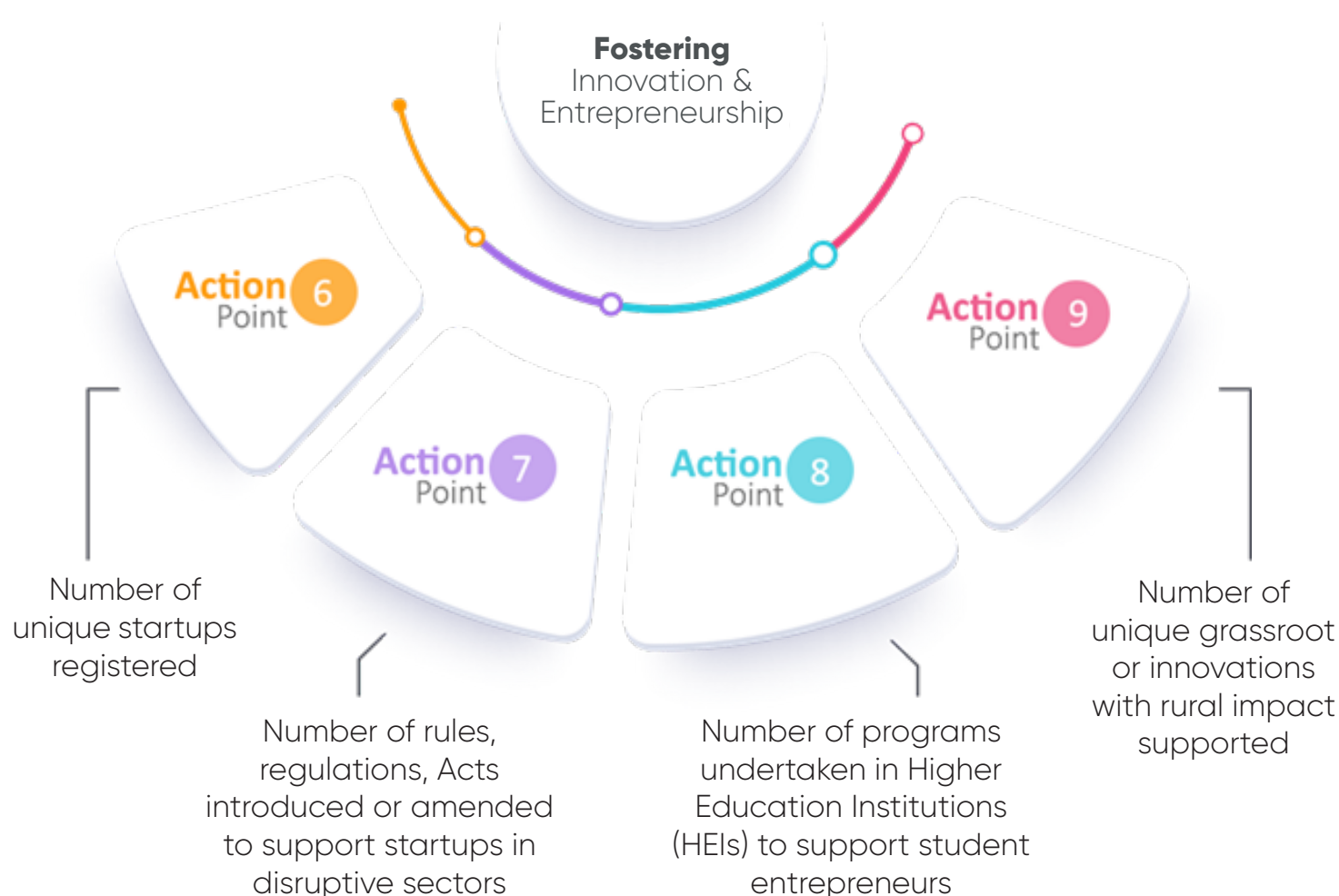
# FOSTERING INNOVATION AND ENTREPRENEURSHIP

Fostering Innovation and Entrepreneurship seeks to encourage the spirit of innovation through aspiring student entrepreneurs in Higher Education Institutions and rural entrepreneurs with grassroots impact. 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's support but also on the regulatory reforms undertaken to support startups in disruptive sectors. This Reform Area assesses the extent to which HEIs have been engaged in providing support to student entrepreneurs.

This Reform Area has 4 Action Points, of which 3 Action Points are based on documentary evidence submitted by the States and UTs, and 1 Action Point is based on the feedback collected from beneficiary startups. The combined score for this Reform Area is 14 out of 100.

### ACTION POINTS

## OF FOSTERING INNOVATION AND ENTREPRENEURSHIP

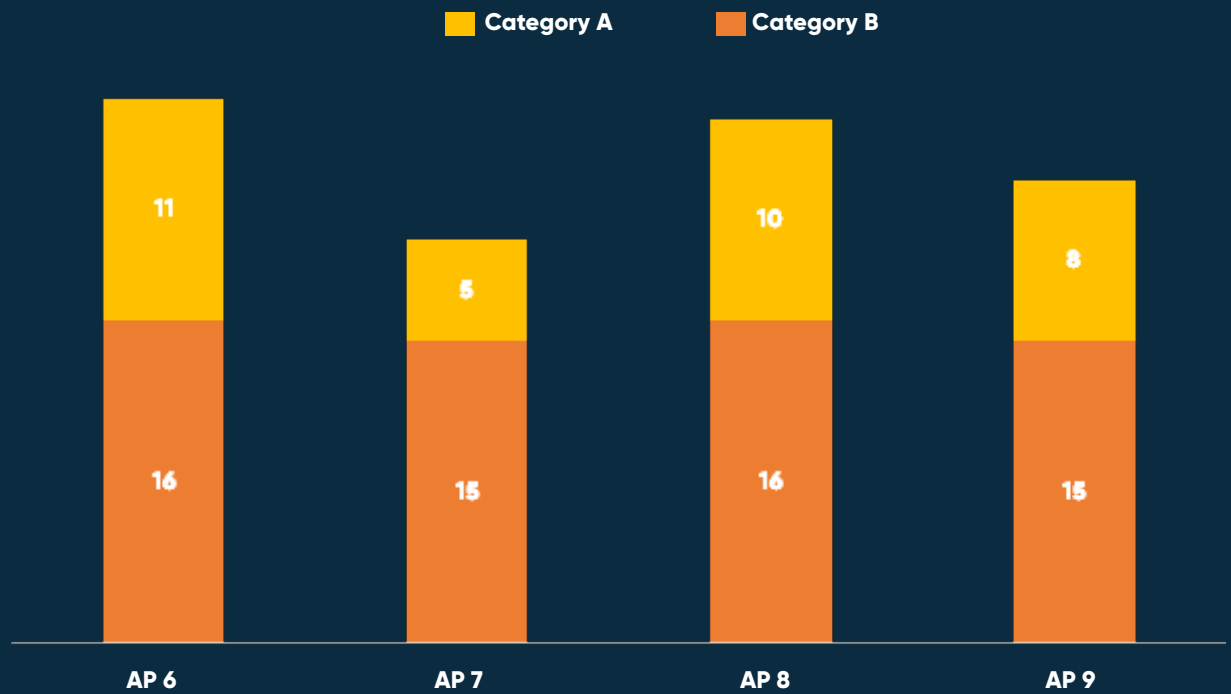




# PARTICIPATION SUMMARY

The Reform Area on Fostering Innovation and Entrepreneurship witnessed keen participation and submissions from all States and UTs (refer Chart 6.2.A).

Chart 6.2.A: Category-wise participation summary by States and UTs in all Action Points

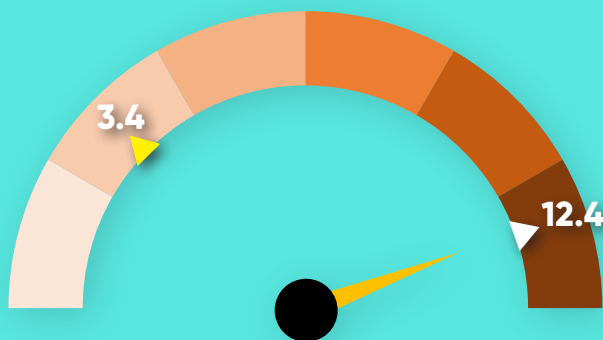


## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 2.5. The category-wise average scores of this Reform Area stand at 3.4 for Category A States and UTs (refer Chart 6.2.B) and 1.6 for the Category B States and UTs (refer Chart 6.2.C). The maximum score to be awarded in this Reform Area was 14.

Chart 6.2.B: Category A - Analysis of Average score

Chart 6.2.C: Category B - Analysis of Average score



▲ = Average Score

▲ = Highest Score

# NATIONAL PERFORMANCE

## ACTION POINT

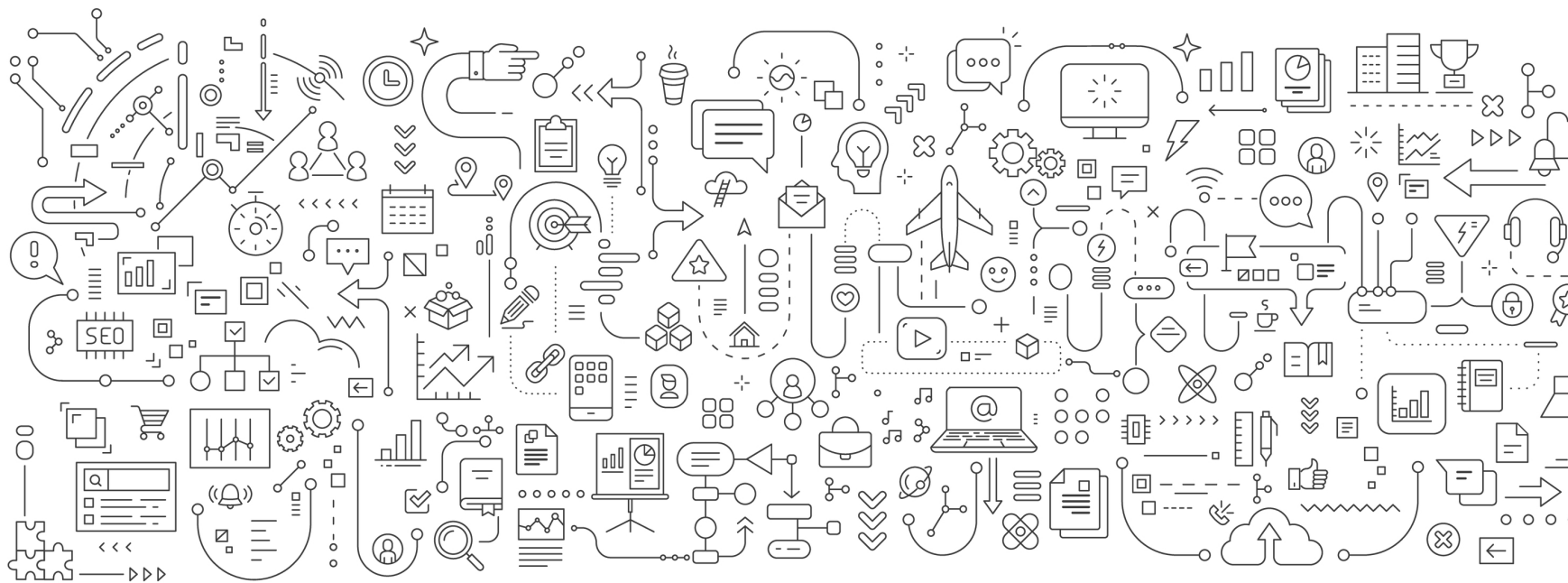
### ACTION POINT 6

(MAXIMUM SCORE - 4)

## Number of unique startups registered

Under this Action Point, startups registered with the DPIIT or respective State or UT Government before 31 July 2021 have been analyzed.

A total of 16 States and UTs under category A and 11 States and UTs under category B have participated in this Action Point.



### ACTION POINT 7

(MAXIMUM SCORE - 5)

## Number of rules, regulations, Acts introduced or amended to support startups in disruptive sectors

Under this Action Point, the efforts of the States and UTs in enabling startups in the disruptive sector have been analyzed. Disruptive technology is an innovation that significantly changes the way consumers, industries, or businesses operate in sectors such as e-commerce, online news sites, ride-sharing apps, artificial intelligence, blockchain, drone technology, EV, etc.

A total of 15 States and UTs under category A and 5 States and UTs under category B have participated in this Action Point.

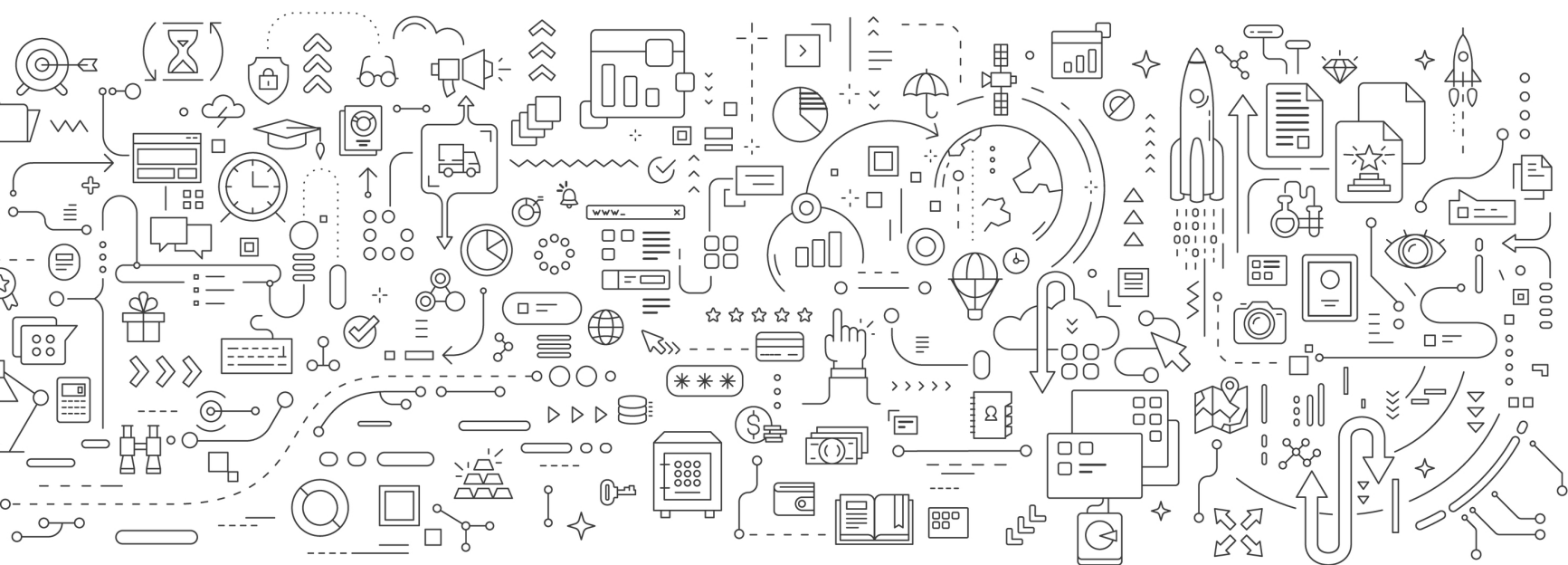
## **ACTION POINT 8**

**(MAXIMUM SCORE - 2)**

### Number of programs undertaken in Higher Education Institutions to support student entrepreneurs

Under this Action Point, the number of programs undertaken in HEIs to support student entrepreneurs has been analyzed. The list of programs with program reports has been assessed for information such as institution name, duration, venue, list of participating students, and activities performed.

A total of 16 States and UTs under category A and 10 States and UTs under category B have participated in this Action Point.



## **ACTION POINT 9**

**(MAXIMUM SCORE - 3)**

### Number of unique grassroots or innovations with rural impact supported

Under this Action Point, the type and extent of incentives provided to grassroots innovators during the period of evaluation have been analyzed. The analysis was based on special incentives being offered by the States and UTs in the following categories: seed funding, venture funding, procurement, incubation support, mentorship, capacity development workshops, provision of subsidized loans, or marketing stipends.

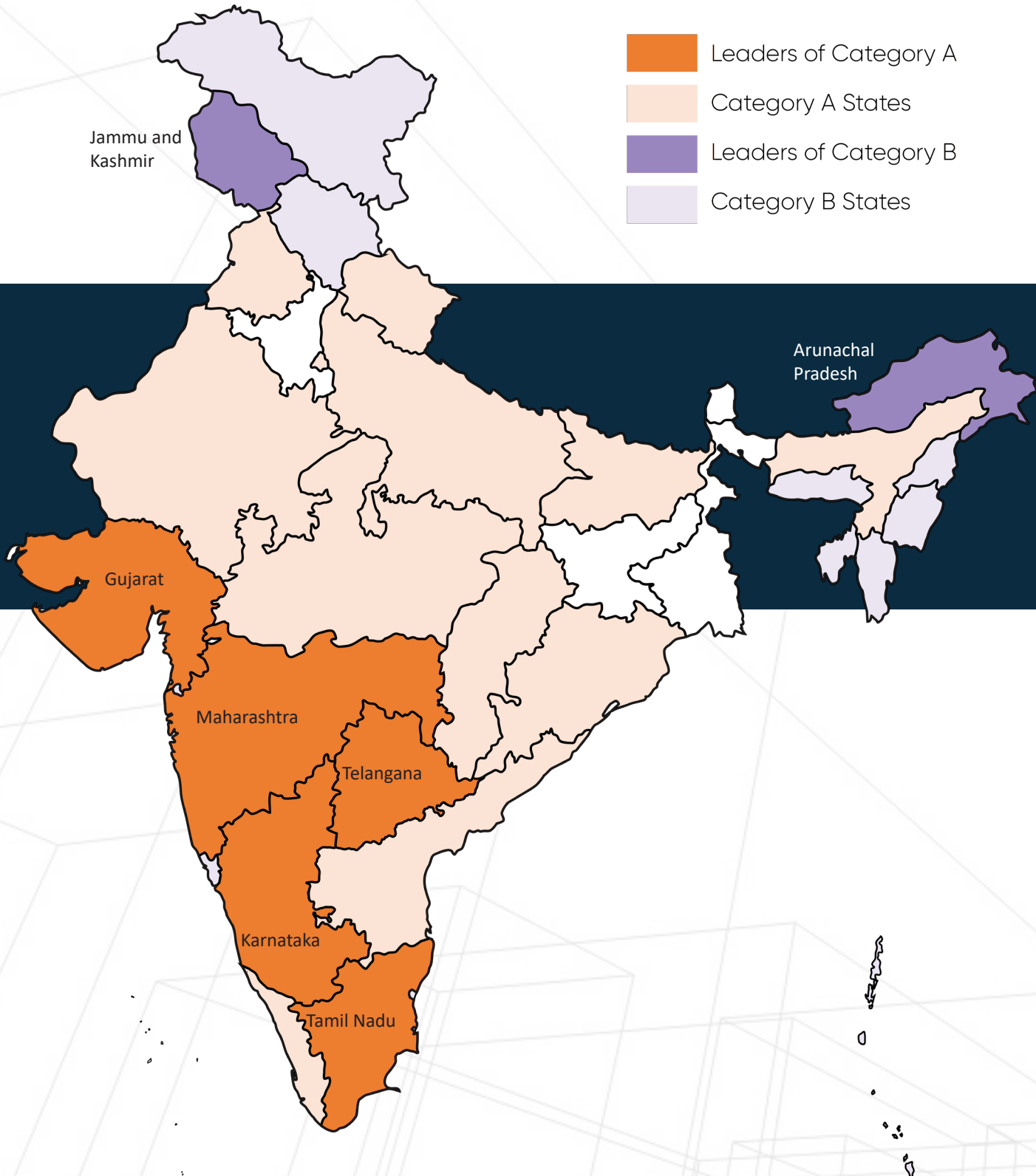
A total of 15 States and UTs under category A and 8 States and UTs under category B have participated in this Action Point.

# CHAMPIONS OF FOSTERING INNOVATION AND ENTREPRENEURSHIP

Several States and UTs have reported high numbers of registered startups. Many rules, regulations, and Acts have been introduced or amended to support startups in disruptive technology areas or business models. Special attention has been drawn towards initiating programs in HEIs to support student entrepreneurs and provide facilitation to unique grassroots innovations with rural impact.

The scores of the following States and UTs feature in the Top quartile under this Reform Area:

Figure 6.2.A: States which are Leaders in Fostering Innovation and Entrepreneurship



# PERFORMANCE SUMMARY OF FOSTERING INNOVATION AND ENTREPRENEURSHIP

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Fostering Innovation and Entrepreneurship, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.2.D: Number of States from Category A in each quartile

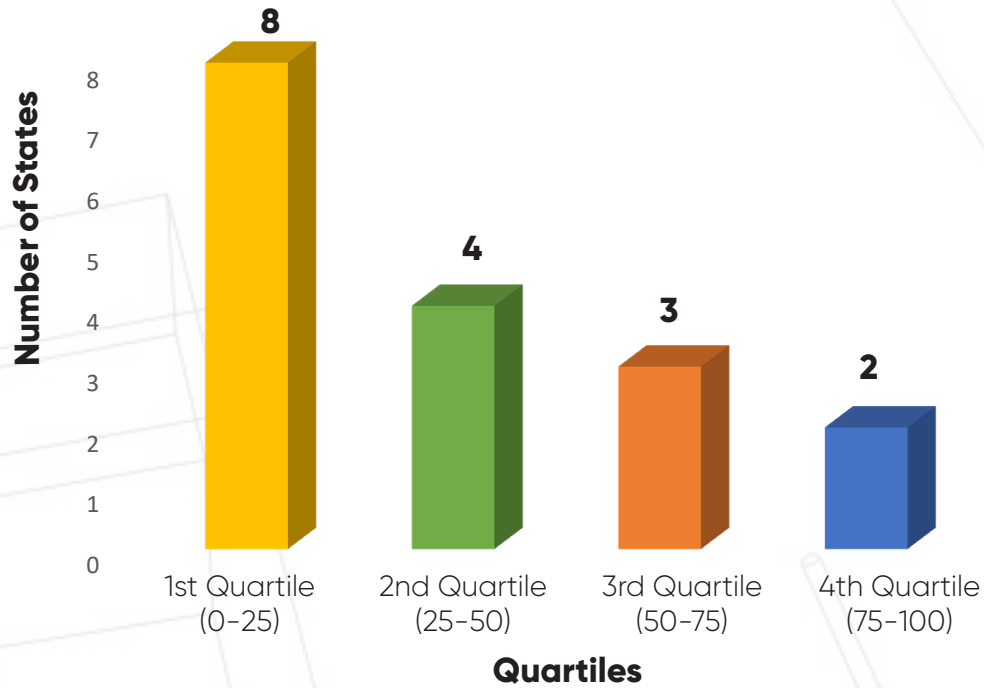
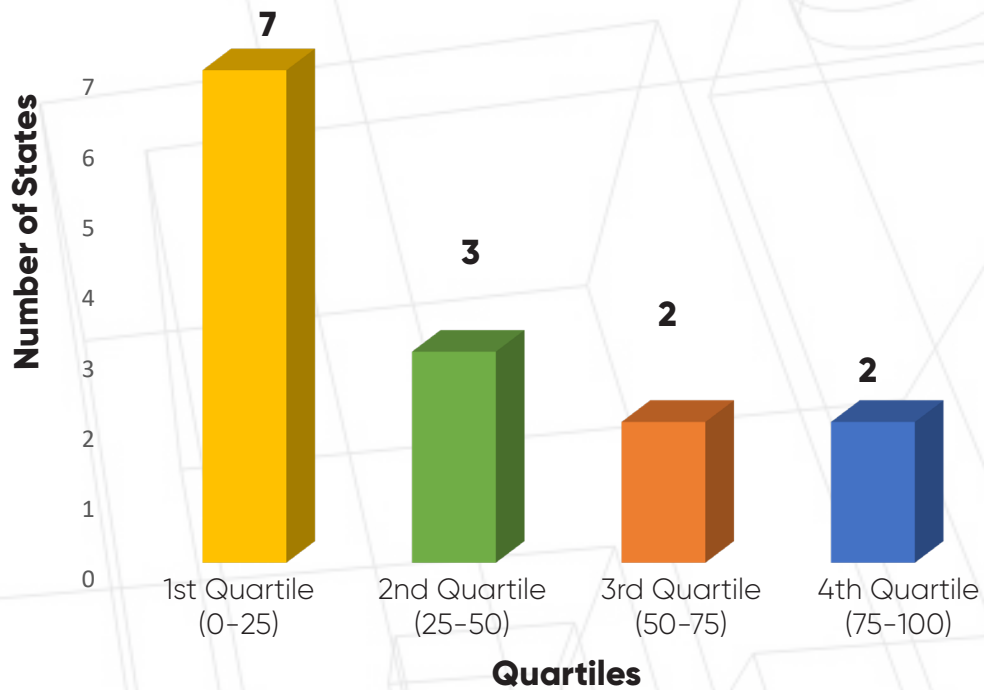


Chart 6.2.E: Number of States from Category B in each quartile



## BEST PRACTICES IMPLEMENTED

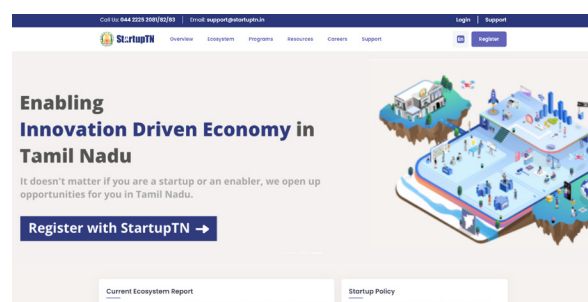
### Number of rules, regulations, Acts introduced or amended to support startups in the disruptive sector

#### TAMIL NADU

The Government of Tamil Nadu has undertaken initiatives in the disruptive sector to extend its support to startups. Tamil Nadu Electric Vehicle Policy 2019 encourages startups in the e-vehicle (EV) sector by offering incubation services to startups in the form of office space, common facilities, and mentoring support.

EV Venture Capital Fund has been planned by the Government to offer financial support to EV startups and enable them to scale up their business.

Figure 6.2.B: Tamil Nadu State Startup Portal<sup>6.2.1</sup>



#### JAMMU AND KASHMIR

The UT of J&K has introduced several rules, regulations, and acts to support startups in disruptive sectors including the Single Window Act. The inclusion of disruptive areas like the Internet of Things (IoT), AI, Robotics, Blockchain, etc. in its policy development, with special attention to the IT policy, has helped in enhancing the startup ecosystem of the UT.

### Programs are undertaken in Higher Education Institutions (HEIs) to support student entrepreneurs

#### UTTARAKHAND

Uttarakhand facilitated a variety of workshops and programs in HEIs to support student entrepreneurs. More than 3800 students participated in 30 in-person workshops across the State, showing a high level of engagement in the startup ecosystem of Uttarakhand.

One such program was the "Student Startup Entrepreneurship Development Program" which helped guide, train, and mentor aspiring student innovators on the nuances of entrepreneurship. The program included sessions on assessing entrepreneurship opportunities as well as a workshop on identifying problems related to startups.

Figure 6.2.C: Student Startup Entrepreneurship Development Program



<sup>6.2.1</sup> StartupTN, *StartupTN Website*, <https://startuptn.in/> accessed 23 February 2022

## Unique grassroots or innovations with rural impact supported

### ➤ GUJARAT

Under the 'Scheme for assistance for Startups and Innovation, Gujarat Industrial Policy, 2020', the State provides funding support to startups generating societal impact. The scheme document defines a "Grassroot Startup and Startup with Rural impact" specifying the areas of intervention eligible for receiving assistance up to INR 10 lakhs.

### ➤ TELANGANA

Under 'Schemes for Startups with Grassroot and Rural Impact' by the Information Technology, Electronics and Communications Department, Telangana has provided comprehensive definitions for grassroots innovation, and startups with grassroots and rural impact. Under this scheme, an incentive has been designed to provide early monetary support in the form of grants for innovative solutions that have the potential to solve local social problems.

It is noteworthy that, the State has also included provisions for public procurement related support under this scheme wherein startups with grassroots and rural impact that has worked with Telangana State Government departments or with district administrations, each of whom will either procure the goods and services or pilot the solutions of the entity in their departments and jurisdiction. Nearly 50 startups have received benefits under the mentioned scheme.









**REFORM AREA 3**  
ACCESS TO MARKET

## 6.3 | REFORM AREA 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 have been 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, etc., 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 compete against the established players in their respective sectors.

This Reform Area has 5 Action Points, of which 4 Action Points are based on the documentary evidence submitted by the States and UTs, and 1 Action Point is based on the feedback collected from beneficiary startups. The combined score for this Reform Area is 16 out of 100.

### ACTION POINTS

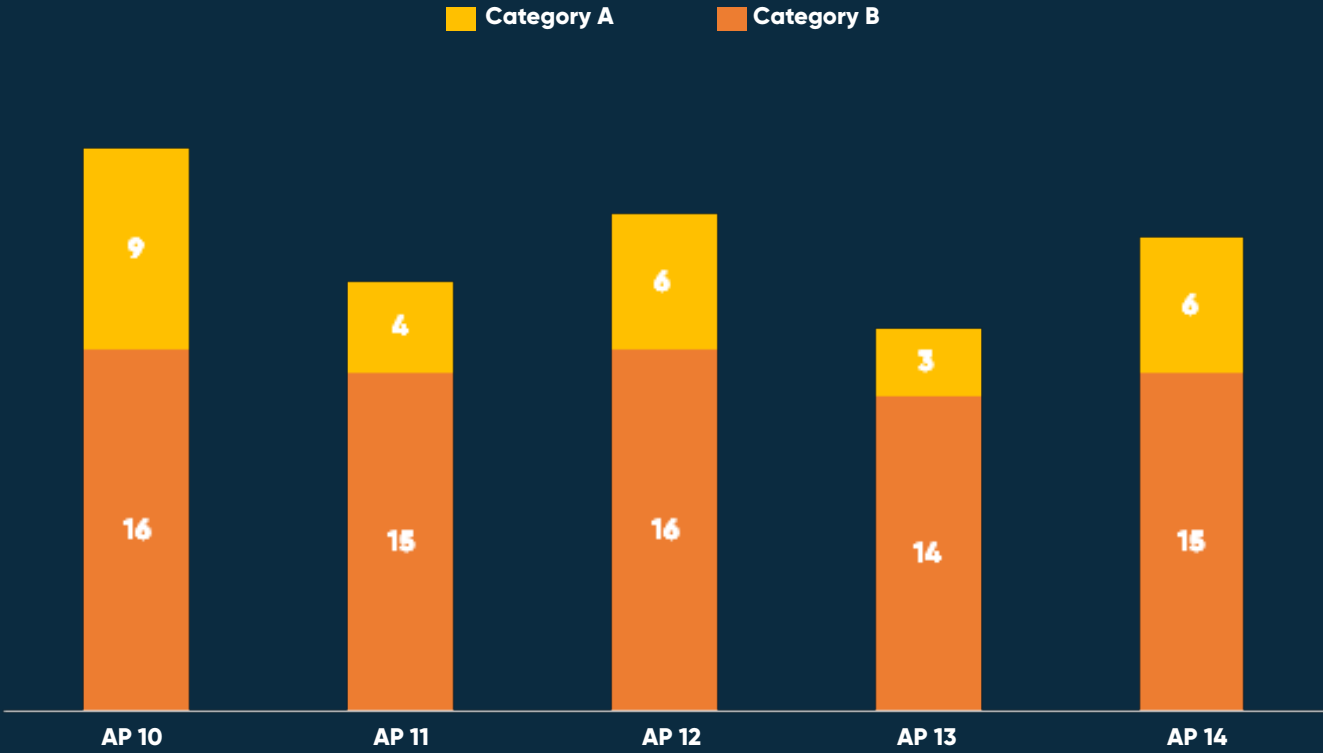
#### ACCESS TO MARKET



# PARTICIPATION SUMMARY

The Reform Area on Access to Market saw enthusiastic participation from the States with 25 States and UTs participating in Action Point 10 (refer Chart 6.3.A). This is a representation of a strengthened startup ecosystem across the States and UTs in India.

Chart 6.3.A: Category-wise participation summary by States and UTs in all Action Points



## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 1.95. The category-wise average scores of this Reform Area stand at 2.8 for Category A States and UTs (refer Chart 6.3.B) and 1.1 for Category B States and UTs (refer Chart 6.3.C). The maximum score to be awarded in this Reform Area was 16.

Chart 6.3.B: Category A - Analysis of Average score

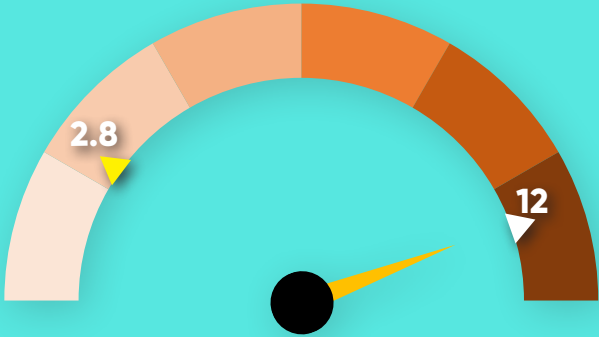
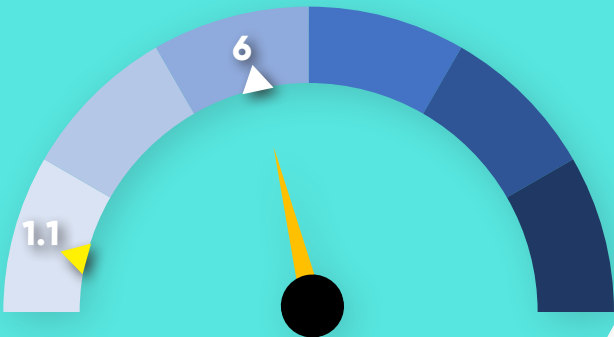


Chart 6.3.C: Category B - Analysis of Average score



▲ = Average Score    ▲ = Highest Score

# NATIONAL PERFORMANCE

## ACTION POINT

### ACTION POINT 10

(MAXIMUM SCORE - 2)

## Relaxations in the criteria to increase participation of startups in public procurement

Under this Action Point, States and UTs have been evaluated based on the Government Order(s) submitted by them, outlining relaxations on the criteria of prior turnover, prior experience, and EMD relaxations to startups for public procurement. Additionally, sample RFP documents submitted by the States and UTs highlighting these three exemptions have also been evaluated.

A total of 16 States and UTs under category A and 9 States and UTs under category B have participated in this Action Point.



### ACTION POINT 11

(MAXIMUM SCORE - 5)

## Number of programs undertaken to encourage the participation of startups in public procurement activities

Under this Action Point, States and UTs have been evaluated on the number of programs undertaken to encourage the participation of startups in public procurement activities. The programs conducted were assessed through their guideline documents and the list of attendees for each program submitted by the State and UT. The list of attendees submitted by the State and UT has been assessed to ascertain the presence of Government buyers and stakeholders.

A total of 15 States and UTs under category A and 4 States and UTs under category B have participated in this Action Point.

## ACTION POINT 12

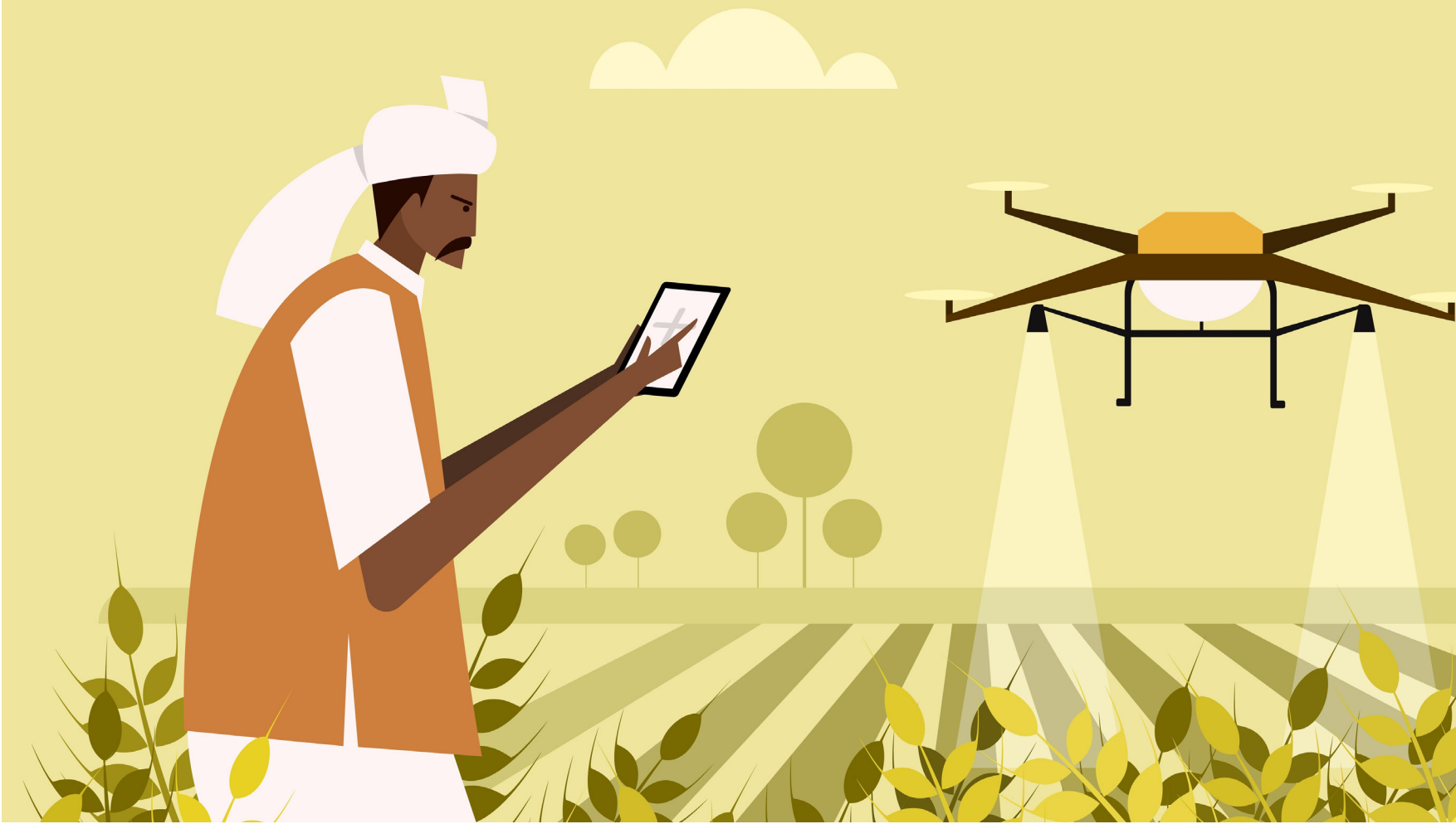
(MAXIMUM SCORE - 2)

Number of programs undertaken to provide product showcase opportunities to startups (for corporates, industry associations, and other private sector stakeholders)

Under this Action Point, States and UTs have been evaluated on the number of programs undertaken to provide product showcase opportunities to startups. The evaluation has been done based on a detailed summary document submitted by the States and UTs for each program conducted and a program-wise list of attendees (corporates, industry organizations, and other private sector stakeholders).

A total of 16 States and UTs under category A and 6 States and UTs under category B have participated in this Action Point.





## **ACTION POINT 13**

**(MAXIMUM SCORE - 4)**

### Number of unique grassroots or innovations with rural impact supported

Under this Action Point, States and UTs have been evaluated on the number of unique startups availing public procurement related exemptions and relaxations through programs such as GeM workshops, buyer-seller meets, demand days, hackathons, innovation zones, corporate innovation programs, national or international programs, showcase days conducted by the States and UTs.

This has been assessed through the summary report and list of participating startups submitted by the States and UTs for each program. Additionally, for procurement-related exemptions and relaxations, work orders awarded to the startups have been evaluated and considered.

A total of 14 States and UTs under category A and 3 States and UTs under category B have participated in this Action Point.

## ACTION POINT 14

(MAXIMUM SCORE - 6)

### Number of unique startups awarded purchase orders or work orders

Under this Action Point, the startups which have been awarded purchase orders or work orders through State and UT Government procurement processes have been evaluated. Startups receiving work orders as part of programs such as buyer-seller meets, demo or demand days, grand challenges or hackathons, innovation zones, or any other innovative product showcase opportunity have been evaluated. A list of startups and copies of purchase or work order submitted for each startup by the State/UT has been considered, subject to a minimum work-order value of INR 50,000 per startup.

A total of 15 States and UTs under category A and 6 States and UTs under category B have participated in this Action Point.

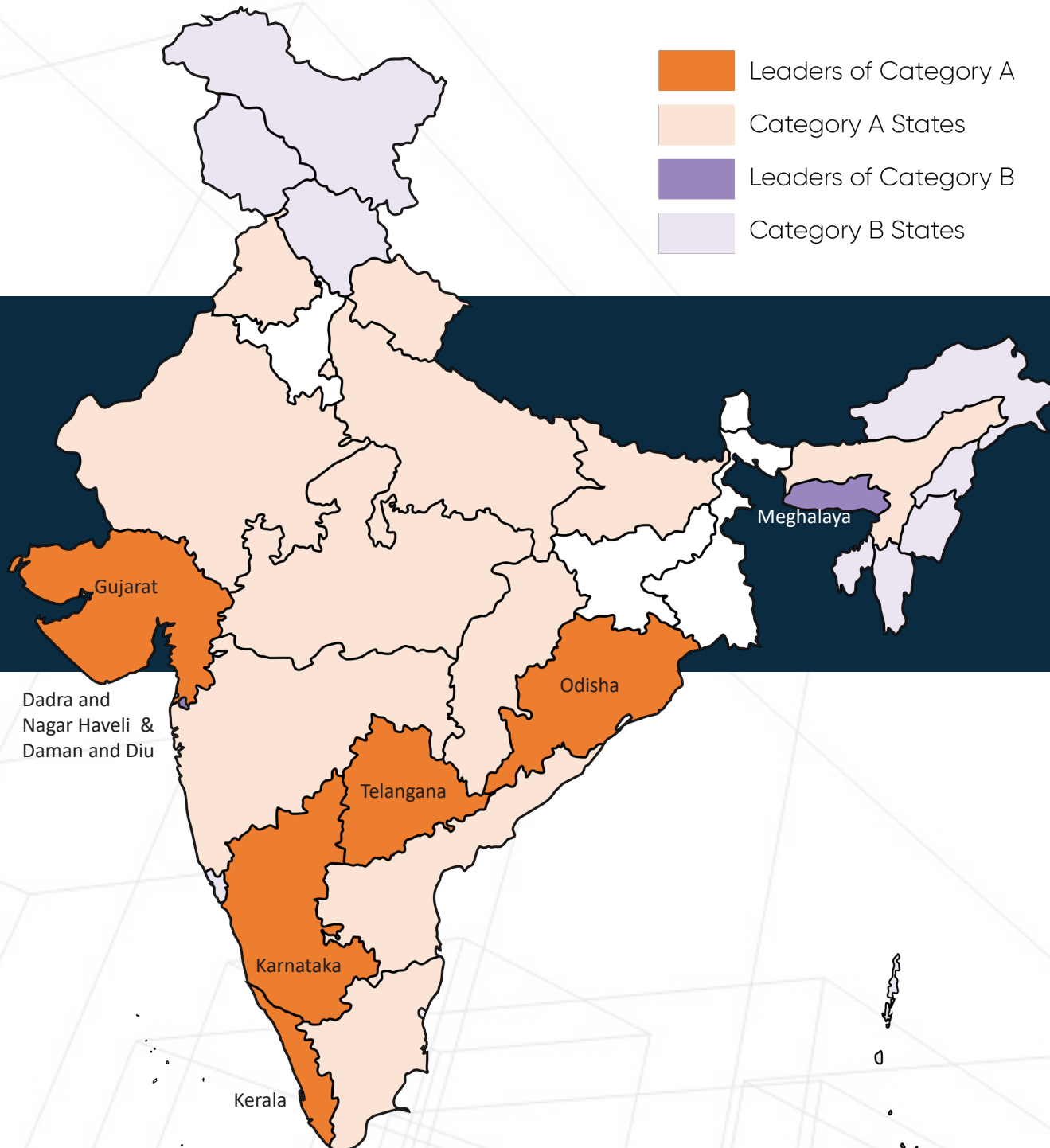


# CHAMPIONS OF ACCESS TO MARKET

Few of the States/UTs that participated in this ranking exercise have relaxed the criteria for prior turnover, prior experience, and submission of Earnest Money Deposit to encourage startups to participate in public procurement activities. This is one of the pillars where the State/UT Governments may benefit the most in terms of a sustainable ecosystem. Support to startups in accessing the market will not only promote startups to employ innovative solutions, products and services but also help startups in scaling up.

The scores of the following States and UTs feature in the top quartile under this Reform Area:

Figure 6.3.A: States which are Leader in Access to Market





# PERFORMANCE SUMMARY OF ACCESS TO MARKET

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Access to Market, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.3.D: Number of States from Category A in each quartile

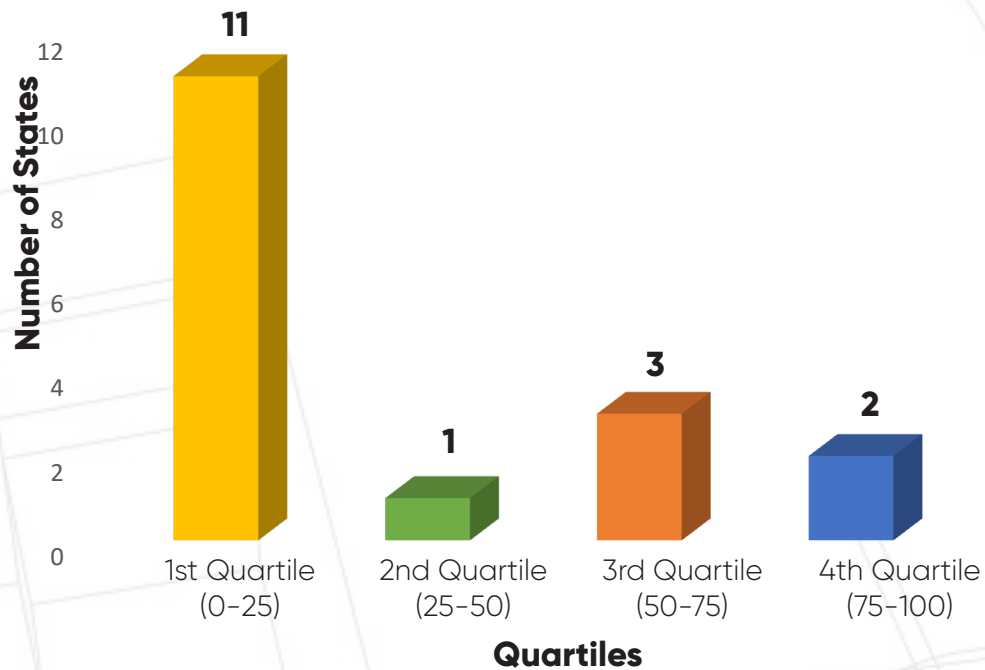
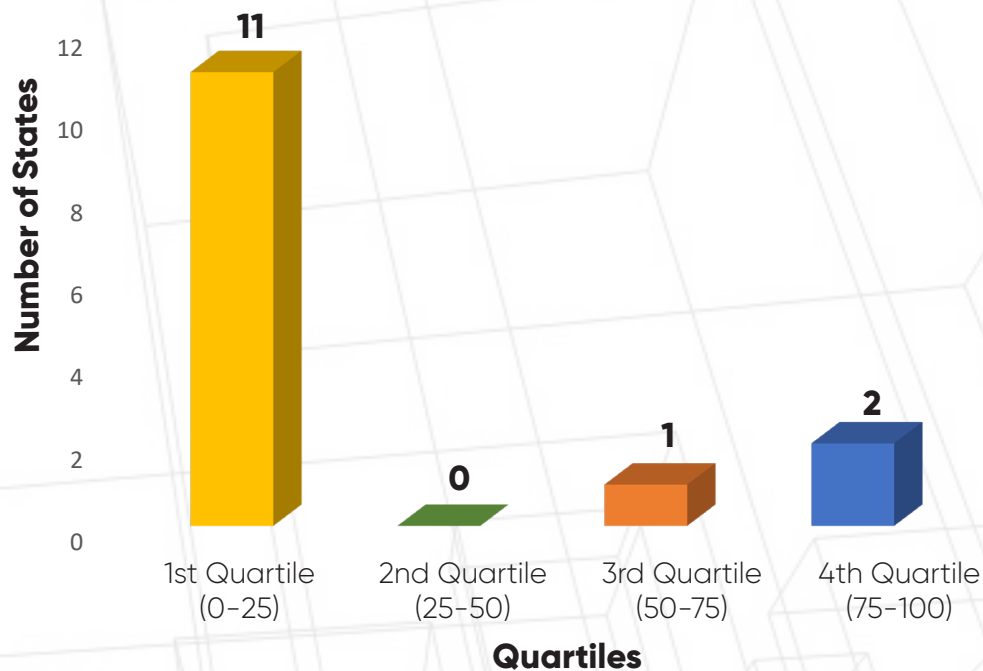


Chart 6.3.E: Number of States from Category B in each quartile



## BEST PRACTICES IMPLEMENTED

### Number of programs undertaken to encourage the participation of startups in public procurement activities

#### KARNATAKA

Karnataka has organized 12 programs to encourage the participation of startups in public procurement activities including Demo Day, Exhibition, and GeM workshops. These programs witnessed representation from more than 10 Government departments and benefited more than 20 participating startups.

The Department of Electronics, Information Technology and Biotechnology, Government of Karnataka in collaboration with the team from GeM conducted "GeM Workshop for Women Entrepreneurs", an awareness and outreach workshop on the GeM procurement portal to sensitize them on the benefits of selling their products online and encouraged them to bring the startups' innovation to the market.

Figure 6.3.B: Snapshot of GeM workshop for Women Entrepreneurs



#### ODISHA

Odisha has conducted more than 10 GeM workshops and more than 5 Startup Connect product showcase sessions for entrepreneurs to showcase their products and enable interaction with Government departments. These initiatives have helped in creating an enabling ecosystem for startups in the State.

Startup Odisha also conducted a Product Showcase program for startups in EV and allied sectors. Startups attending the showcase program demonstrated their product and services to the Government Departments. The range of innovative products included EVs like E Rickshaws, E Carts, E cycles, and Electric bikes.

Figure 6.3.C: Startup Odisha Logo



# Number of programs undertaken to provide product showcase opportunities to startups (for corporates, industry associations, and other private sector stakeholders)

## GUJARAT

The State has conducted close to 10 programs which include showcase days and national events to provide showcase opportunities for startups. The Department of Education, Government of Gujarat has supported the Entrepreneurship Development Centre at Parul University to conduct Startup Expo-Vadodara Startup Festival 2020, to provide startups with an opportunity to showcase their creativity and innovative ideas in the form of products and services during the event.

Figure 6.3.D: Participants at Startup Expo-Vadodara Startup Festival 2020



## PUNJAB

Punjab has conducted a two-day event, Progressive Punjab Investors Summit 2019 (PPIS 2019) which was organized at the ISB Mohali campus. This event highlighted the investment potential across various sectors of Punjab and offered opportunities for prospective collaborations with Punjab-based industries and entrepreneurs. 3500+ delegates from 12 countries participated in this program providing opportunities for networking and marketing to startups of the State.

Figure 6.3.E: Progressive Punjab Investor Summit and Invest Punjab Logo



## KERALA

GITEX Technology Week 2020 (Gulf Information Technology Exhibition) is an annual consumer computer and electronics trade show, exhibition, and conference that takes place in Dubai, the United Arab Emirates at the Dubai World Trade Centre. More than 300 startups from 40 plus countries attended this event wherein these startups got the opportunity to connect with more than 200 investors and venture capitalists. Kerala Startup Mission had exhibited 6 startups from Kerala as part of its international delegation at GITEX FUTURE STARS<sup>6.3.1</sup>.

Figure 6.3.F: GITEX Technology Week-Kerala Startup Mission



## Number of unique startups availing public procurement related relaxations/ exemptions/ programs

## TAMIL NADU

The Tamil Nadu Startup and Innovation Mission "StartupTN" has undertaken the S2G (Startup-to-Government) Sandbox Initiative to showcase, demonstrate, and connect startups with Government Departments. It supports startups through showcases and demos. It also connects startups with Government Departments and supports them by providing test beds for their innovative solutions.

Figure 6.3.G: S2G Sandbox Initiative



<sup>6.3.1</sup> Supernova challenge which is the highlighted startup pitch competition at GITEX FUTURE STARS with a prize pool of USD 200,000

## Number of unique startups awarded purchase orders or work orders

### ➤ MEGHALAYA

Meghalaya has supported close to 5 unique startups through different work orders with a total amount of more than INR 1 crore during the period of evaluation. The services included planning, designing, and implementing support services for branding and positioning of Meghalaya on the Social Media Platform and content development for films on Khasi hills. The State also invited startups to participate in handling the calls to the State of Meghalaya using the COVID-19 helpline.

### ➤ DADRA & NAGAR HAVELI AND DAMAN & DIU

Dadra & Nagar Haveli and Daman & Diu have taken the initiative to award work orders to close to 5 startups during the period of consideration. The Department of Medical and Public health has provided support to the startups by provisioning work orders worth more than INR 3 Lakhs. The Union Territory is providing a nurturing ecosystem for startups to flourish.







## **REFORM AREA 4**

### INCUBATION SUPPORT

## 6.4 | REFORM AREA 4

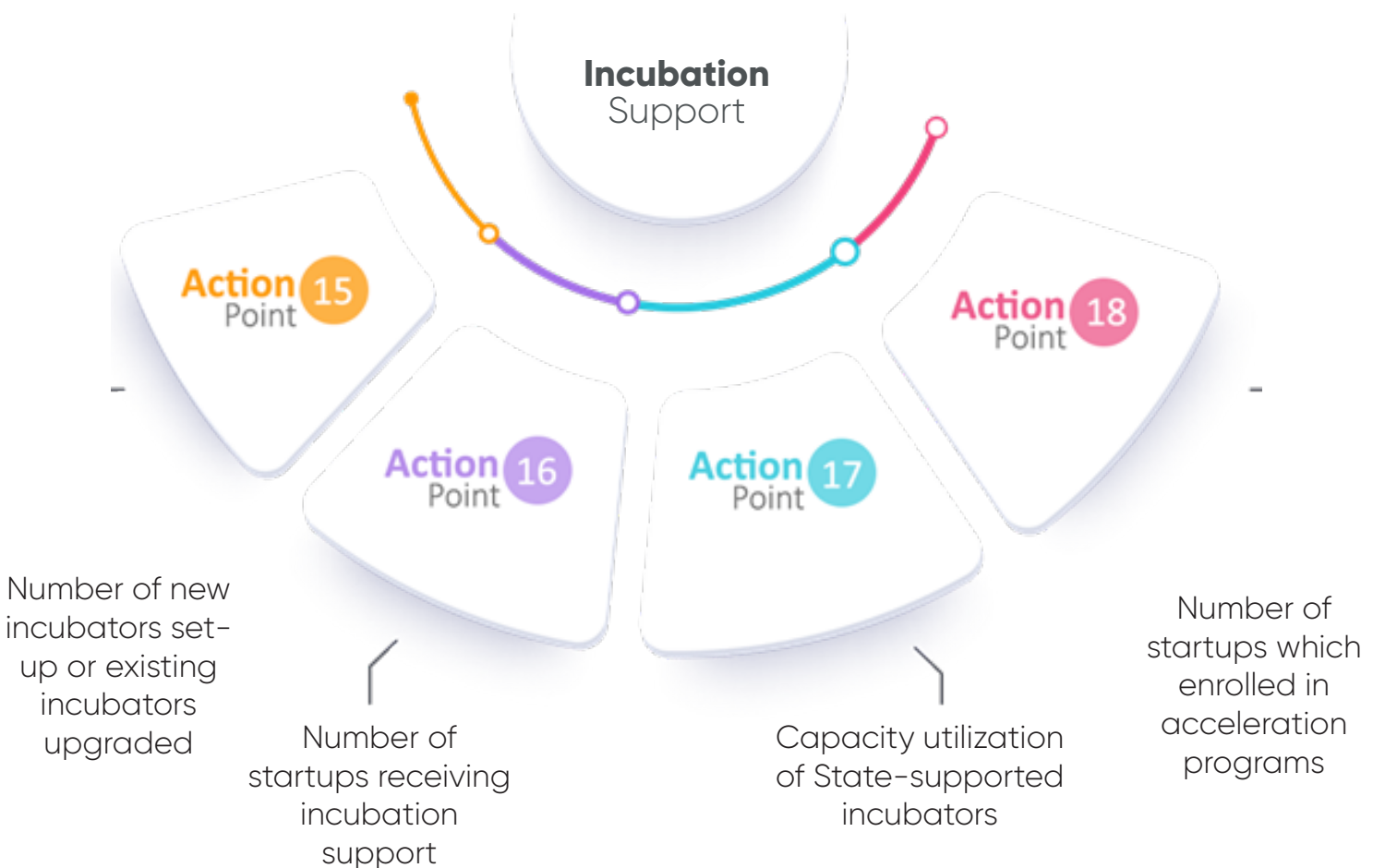
# INCUBATION SUPPORT

Incubation support seeks to assess the State-supported incubation and acceleration programs that are important for the growth of the startup ecosystem in the State/UT. To enhance the incubation infrastructure, the State/UT Governments have been setting up new facilities or upgrading existing facilities, through funds or incentives. The support provided by the State/UT to the incubators through programs and incentives will in turn help startups in scaling up and contribute to the growth of the State/UT startup ecosystem. This reform area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators.

This Reform Area has 4 Action Points, of which 2 are based on documentary evidence submitted by the States and UTs and 2 on the feedback collected from beneficiary startups. The combined score for this Reform Area is 17 out of 100.

### ACTION POINTS

#### INCUBATION SUPPORT

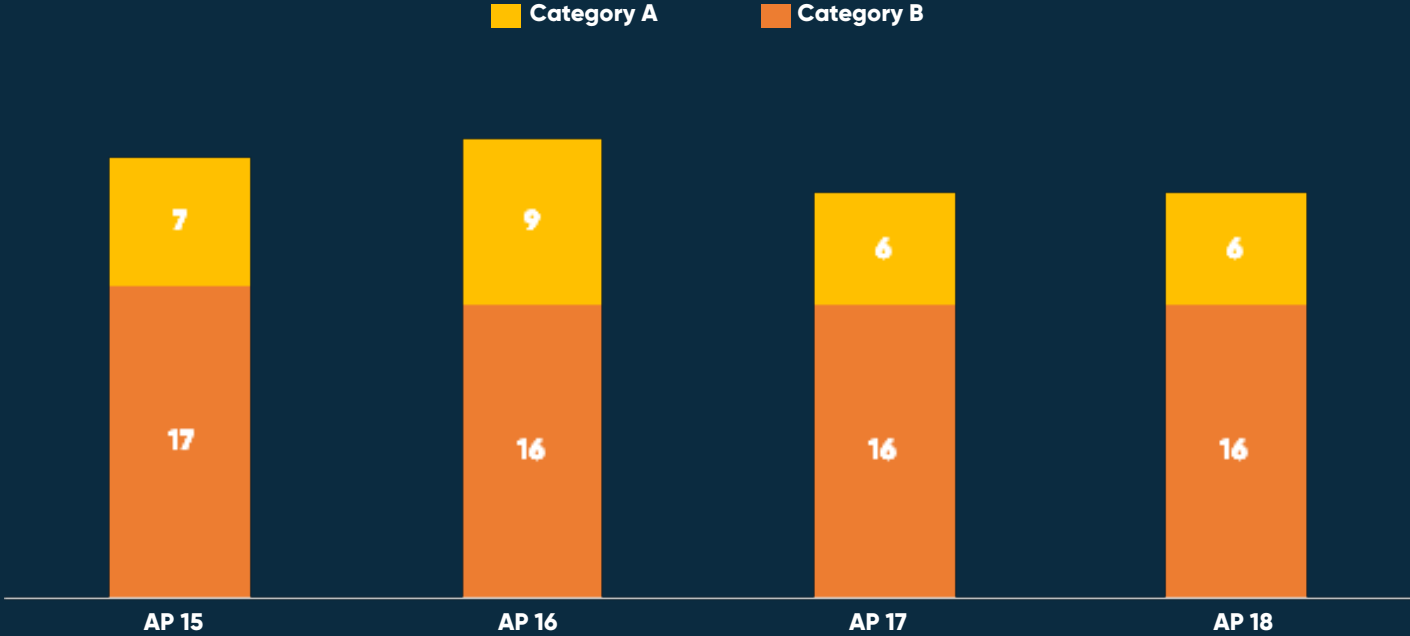




# PARTICIPATION SUMMARY

The Reform Area on incubation support saw enthusiastic participation from the States/UTs with all States/UTs participating in Action Point 15 from category A States and 7 from category B (refer Chart 6.4.A). This has led to a strengthened startup ecosystem throughout all the States and UTs in India with incubation support provided by respective State/UT Governments.

Chart 6.4.A: Category-wise participation summary by States and UTs in all Action Points

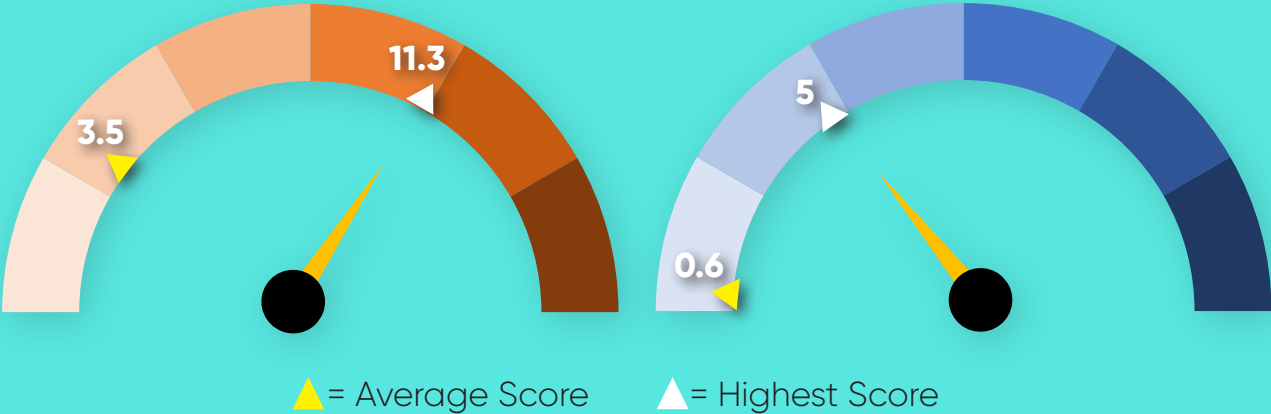


## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 2.1. The category-wise average scores of this Reform Area stand at 3.5 for category A States (refer Chart 6.4.B) and UTs and 0.6 for category B States and UTs (refer Chart 6.4.C). The maximum score to be awarded in this Reform Area was 17.

Chart 6.4.B: Category A - Analysis of Average score

Chart 6.4.C: Category B - Analysis of Average score



## NATIONAL PERFORMANCE ACTION POINT SCORES

### ACTION POINT 15

(MAXIMUM SCORE - 5)

Number of new incubators set up or existing incubators upgraded

Under this Action Point, information regarding the number of new incubators which have been set up or the ones which are existing and have been upgraded has been submitted by the State/UT.

A total of 17 States and UTs under category A and 7 States and UTs under category B have participated in this Action Point.



### ACTION POINT 16

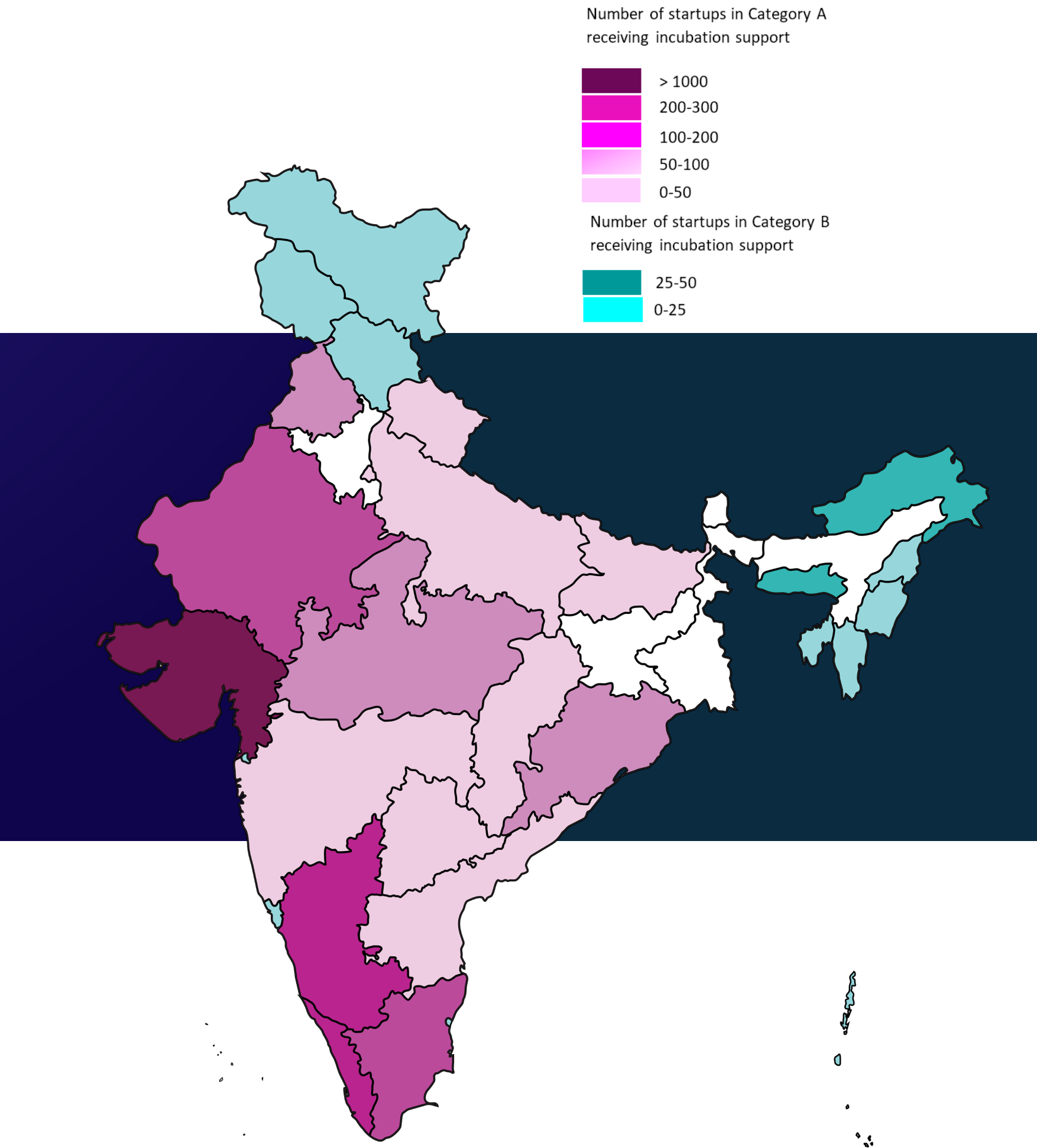
(MAXIMUM SCORE - 5)

Number of Startups receiving incubation support

Under this Action Point, the details of the number of startups receiving incubation support from the State-supported incubators have been submitted by the States/UTs.

A total of 16 States and UTs under category A and 9 States and UTs under category B have participated in this Action Point.

Figure 6.4.A: Representation of number startups receiving incubation support in various States and UTs



## ACTION POINT 17

(MAXIMUM SCORE - 2)

### Capacity utilization of State-supported incubators

Under this Action Point, the details about the number of seats allocated to unique startups out of the total seats in State-supported incubators submitted by the States/UTs.

A total of 16 States and UTs under category A and 6 States and UTs under category B have participated in this Action Point.



## ACTION POINT 18

(MAXIMUM SCORE - 2)

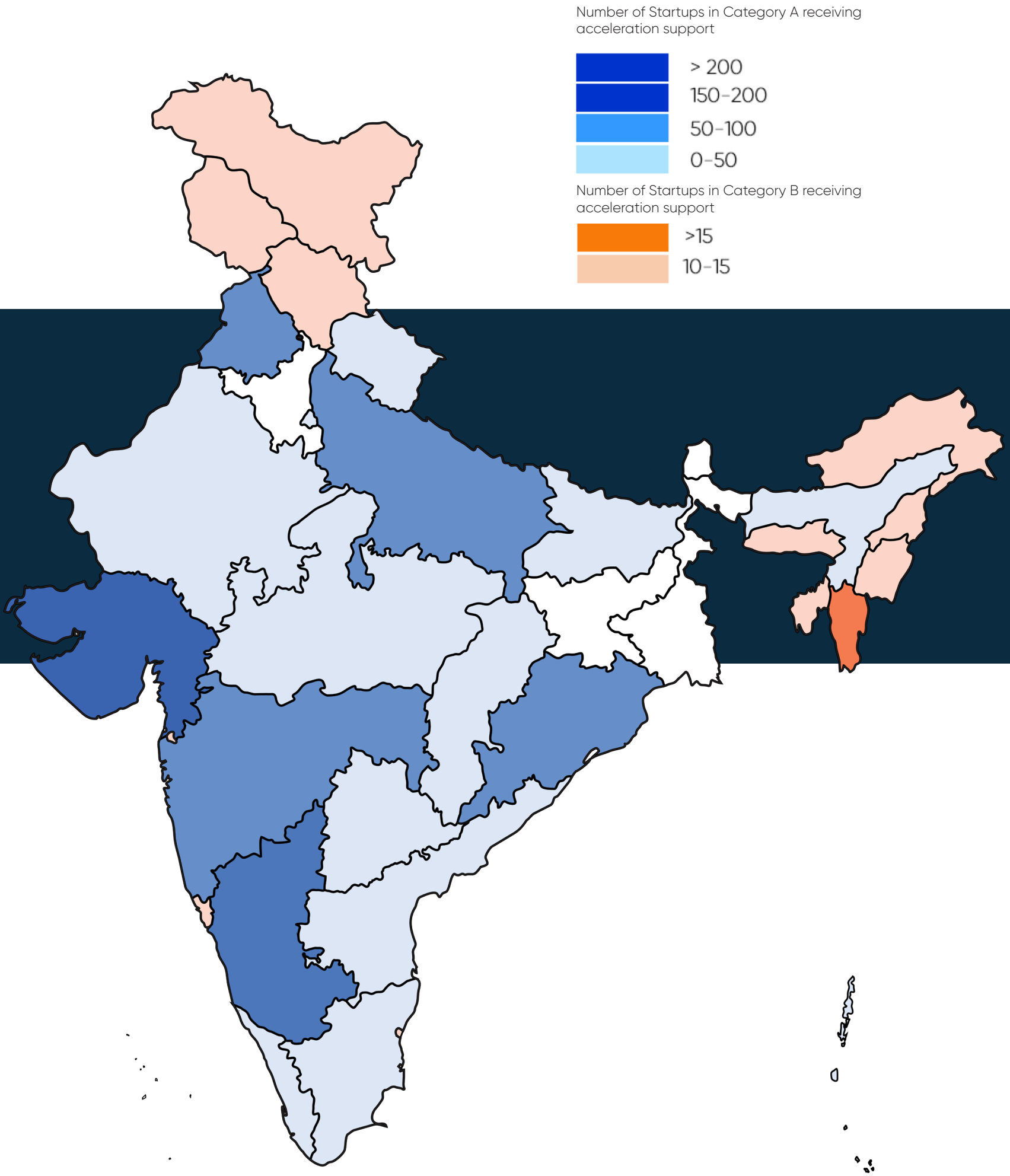
### Number of Startups that enrolled in acceleration programs

Under this Action Point, the details about the number of startups that have enrolled in the acceleration programs, offered by the States/UTs, have been submitted.

A total of 15 States and UTs under category A and 6 States and UTs under category B have participated in this Action Point.



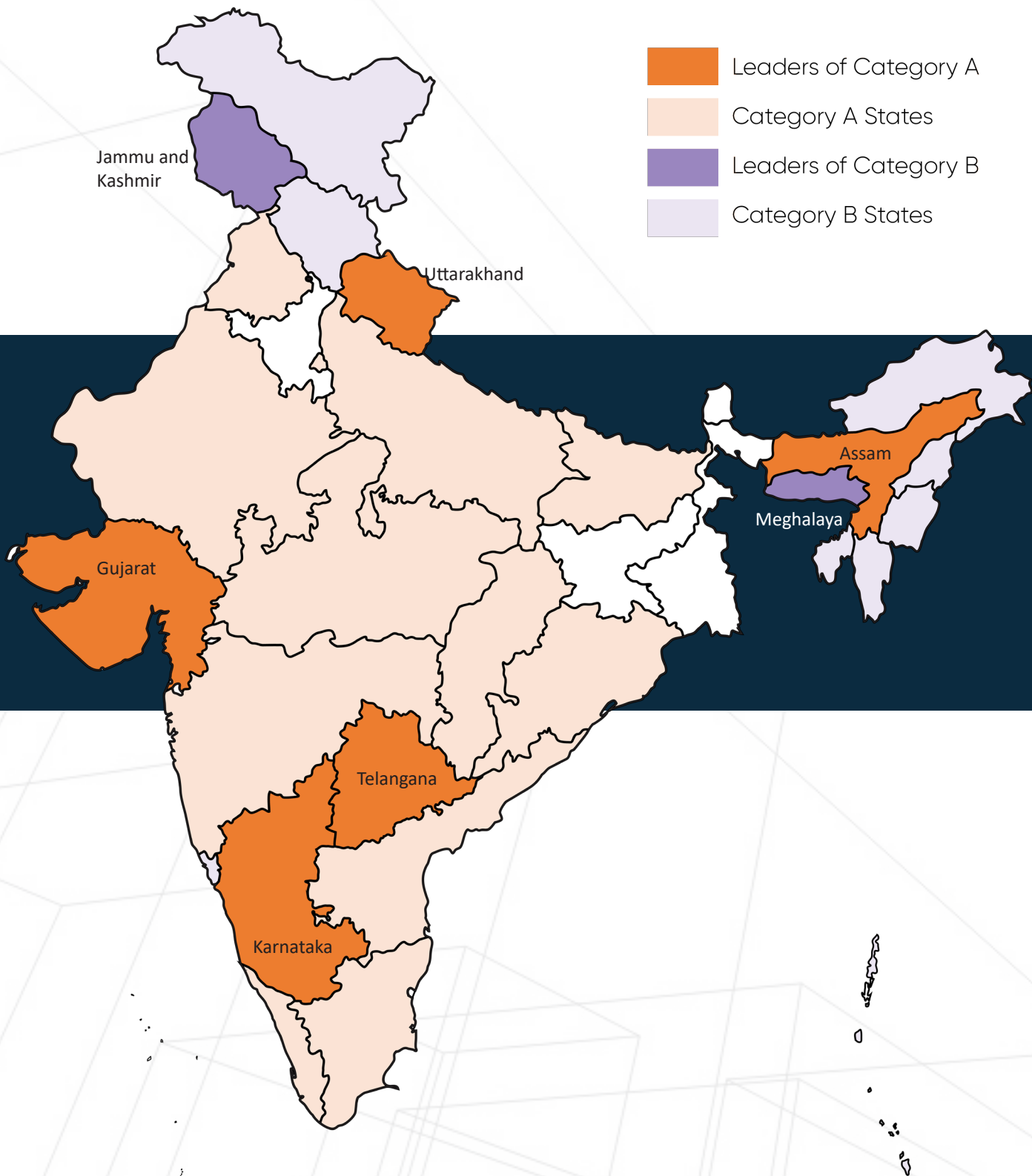
Figure 6.4.B: Representation of number of Startups getting acceleration support in various States and UTs



# CHAMPIONS OF INCUBATION SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Incubation Support, the following States and UTs have featured in the top quartile .

Figure 6.4.C: States which are Leaders in Incubation Support



# PERFORMANCE SUMMARY OF INCUBATION SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Incubation Support, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.4.D: Number of States from Category A in each quartile

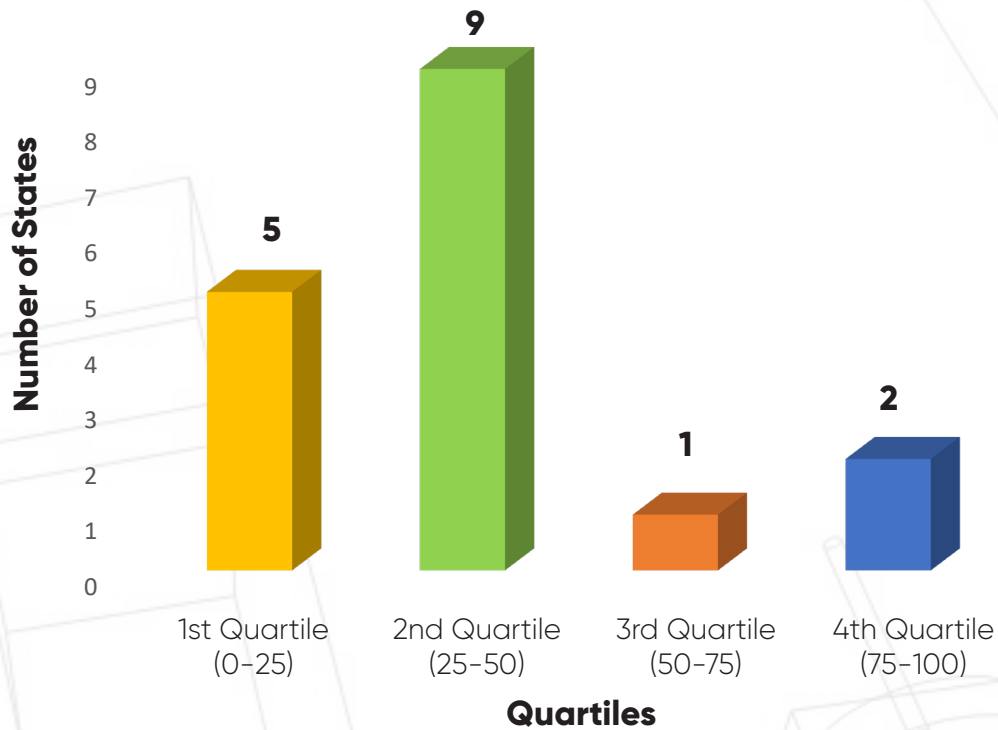
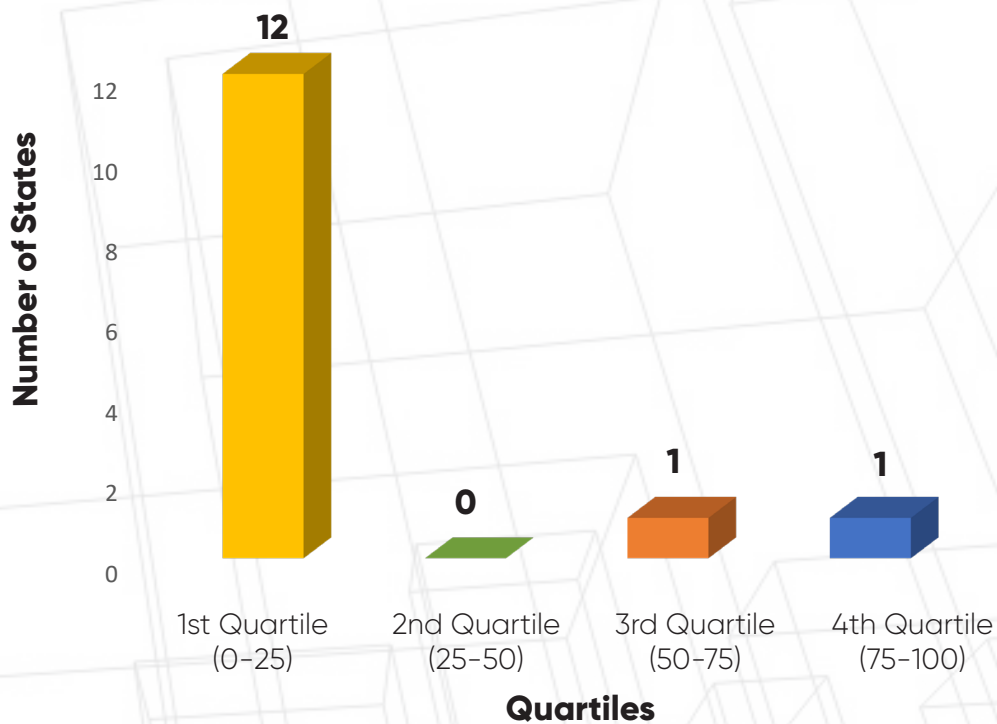


Chart 6.5.E: Number of States from Category B in each quartile



## BEST PRACTICES IMPLEMENTED

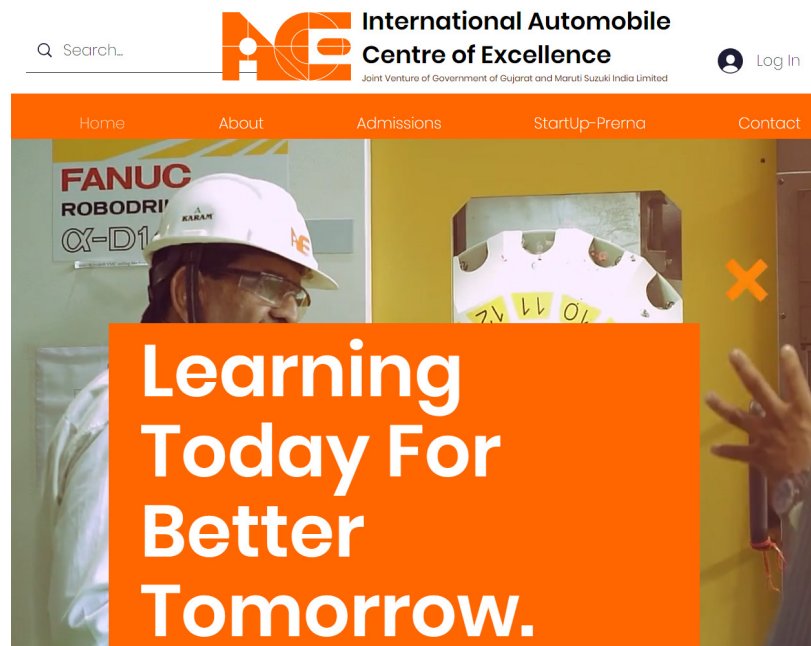
### Number of new incubators set up or existing incubators upgraded

#### GUJARAT

The Government of Gujarat has set up or upgraded more than 15 incubators.

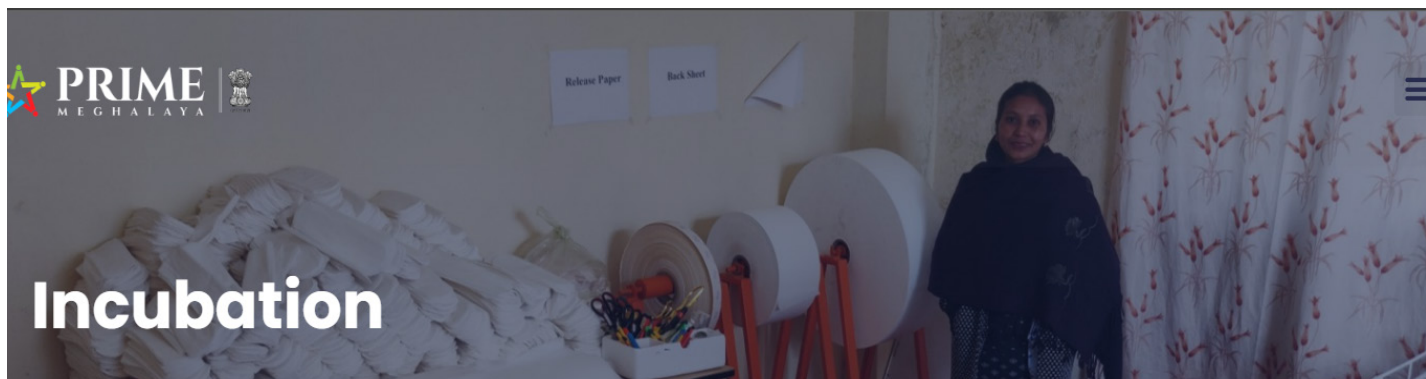
Apart from this, the International Automobile Centre of Excellence has been set up as an apex body for skill development in the automotive sector, utilizing modern technology and systems. The centre caters to the entire value chain of the Automotive Industry encompassing both manufacturing and servicing.

Figure 6.4.D: International Automobile Centre of Excellence<sup>6.4.1</sup>



#### MEGHALAYA

Figure 6.4.E: PRIME Startup Hub Incubator<sup>6.4.2</sup>



To encourage entrepreneurship in the State, PRIME Meghalaya has set up a PRIME Startup Hub Incubator with funding of INR 10 crores. The State also offers the PRIME Pre-Incubation program that equips all entrepreneurs with the knowledge and skills through regular training, workshops, and mentorship sessions.

<sup>6.4.1</sup> International Automobile Centre of Excellence, *iACE Gujarat Website*, <https://www.iacegujarat.com/> accessed 23 February 2022

<sup>6.4.2</sup> Prime Meghalaya Portal, *Prime Meghalaya Website*, <https://www.primemeghalaya.com/incubation/> accessed 23 February 2022



# Number of Startups receiving incubation support

## ARUNACHAL PRADESH

By fostering entrepreneurship and innovation culture, the DPIIT, Startup India, the Government of Arunachal Pradesh, and the Department of Industries have been fostering a robust startup ecosystem. The State, with an allocation of INR 10 crores in the Arunachal Pradesh Industrial Policy 2020, provides financial, technical, and training assistance to youths interested in starting a new enterprise.

# Capacity utilization of State-supported incubators

## JAMMU AND KASHMIR

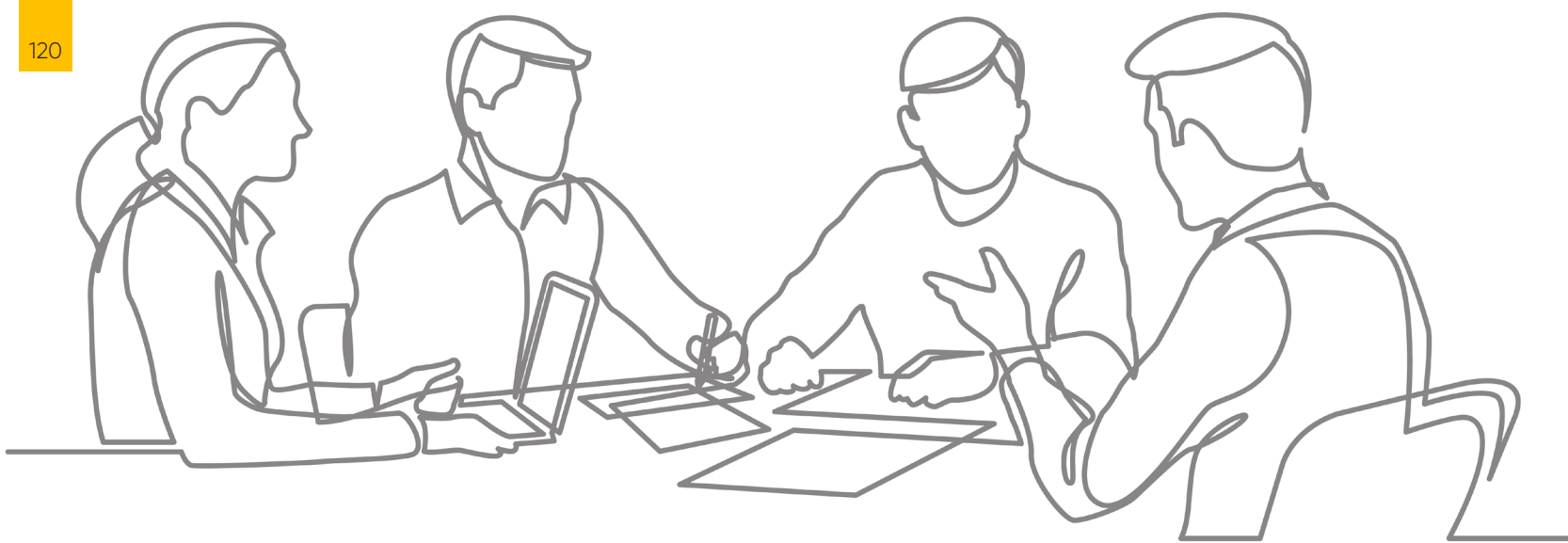
The startup ecosystem of Jammu and Kashmir is growing with the help of initiatives undertaken to support and empower startups in the UT.

With close to 30 seats allocated for startups in the State-supported incubators, J&K provides an opportunity to connect with other members of the ecosystem. This initiative provides access to important resources such as learning and development programs, information about relevant Government schemes, a forum to brainstorm and discuss news and reports among others.

Figure 6.4.F: Procedure for availing Incubation Support (StartupJK portal)<sup>6.4.3</sup>



<sup>6.4.3</sup> Prime Meghalaya Portal, Prime Meghalaya Website, <https://www.startupjk.com/welcome/incubatorsstatic> accessed 23 February 2022



## TELANGANA

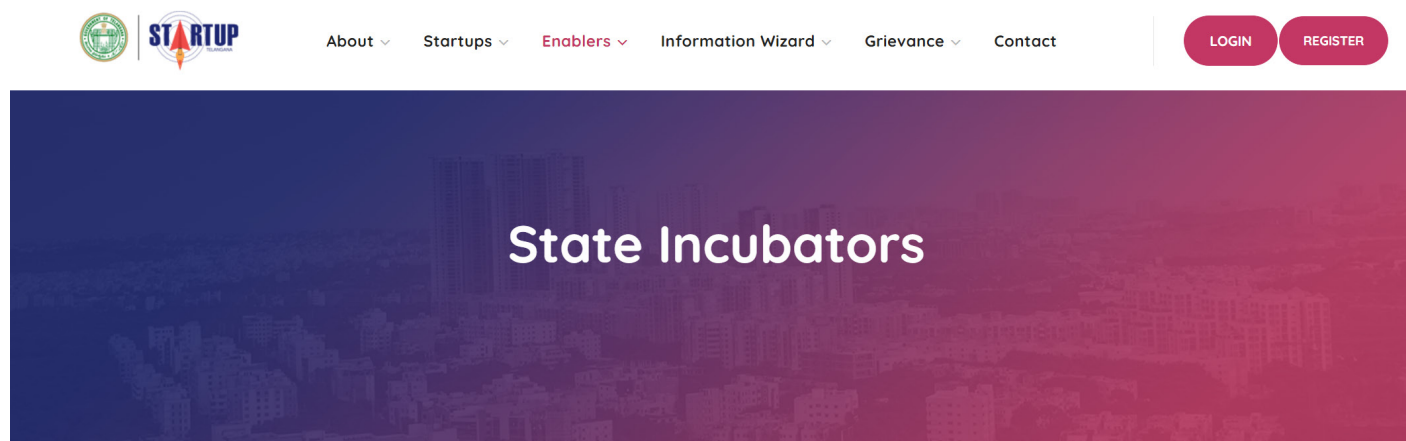
Figure 6.4.G: WE HUB logo

Being the youngest State in the country Telangana has provided a promising roadmap while building its startup ecosystem. 6 new incubators have been set up with support provided to more than 100 startups in the State with total monetary support of more than INR 5 Cr. The State has conducted 7 major acceleration programs and 3 out of 7 programs were conducted by T-Hub.



Government has established numerous ecosystem enablers such as Women Entrepreneurship Hub (WE HUB), T-WORKS, T-HUB, Research and Innovation Circle of Hyderabad (RICH), Emerging Technologies, TSIC, and Telangana Academy for Skill and Knowledge (TASK). These entities have been providing support to more than 2400 startups and entrepreneurs.

Figure 6.4.H: Dedicated page for listing State Incubators (Telangana Startup Portal)<sup>6.4.4</sup>



### State Supported Incubators



<sup>6.4.4</sup> Startup Telangana Portal, *StartupTelangana Website*, <https://startup.telangana.gov.in/> accessed 23 February 2022

# Number of Startups that enrolled in acceleration programs

## MAHARASHTRA

The formulation of the Maharashtra State Innovative Startup Policy in 2018 (the “Policy”) has facilitated the development of the startup ecosystem of Maharashtra. Its vision is to enable an innovation-based economy and foster an entrepreneurial spirit across the State. The Policy aims to drive economic growth and job creation in the coming years by encouraging entrepreneurs to design novel solutions in new-age sectors such as Biotechnology, AI, IoT, and Clean energy.

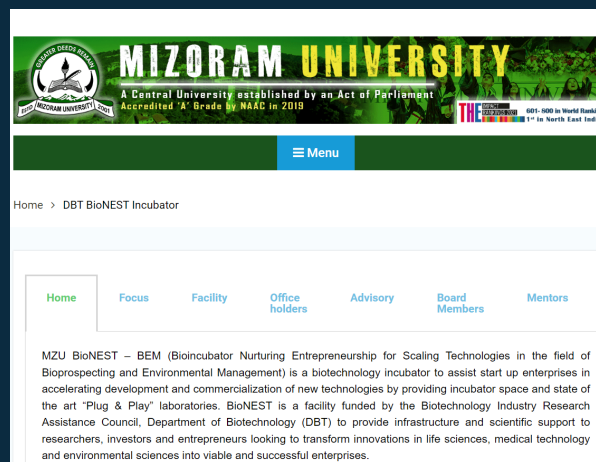
Figure 6.4.I: Snapshot of the Maharashtra State innovation society website<sup>6.4.5</sup>



## MIZORAM

The Government of Mizoram has set up an Innovation Hub in Aizawl for entrepreneurs to flourish and accelerate the growth of their ventures. This includes setting up an incubation centre, within Entrepreneurship Development Centre (EDC), which would provide startups with access to acceleration programs, mentoring support, technical support, infrastructure support, and access to the ecosystem network. With about 20 startups enrolled in the acceleration programs, the incubators bring together entrepreneurs and other stakeholders such as industry experts (mentors) and HEIs.

Figure 6.4.J: Snapshot of the DBT BioNEST Incubator setup at Mizoram University<sup>6.4.6</sup>



<sup>6.4.5</sup> Maharashtra State Innovation Society, *Maharashtra State Innovation Society Website*, <https://www.msins.in> accessed 23 February 2022

<sup>6.4.6</sup> DBT BioNEST Incubator, *Mizoram University Website*, <https://mzu.edu.in/dbt-bionest-incubator-2/> accessed 23 February 2022





**REFORM AREA 5**  
FUNDING SUPPORT

## 6.5 | REFORM AREA 5

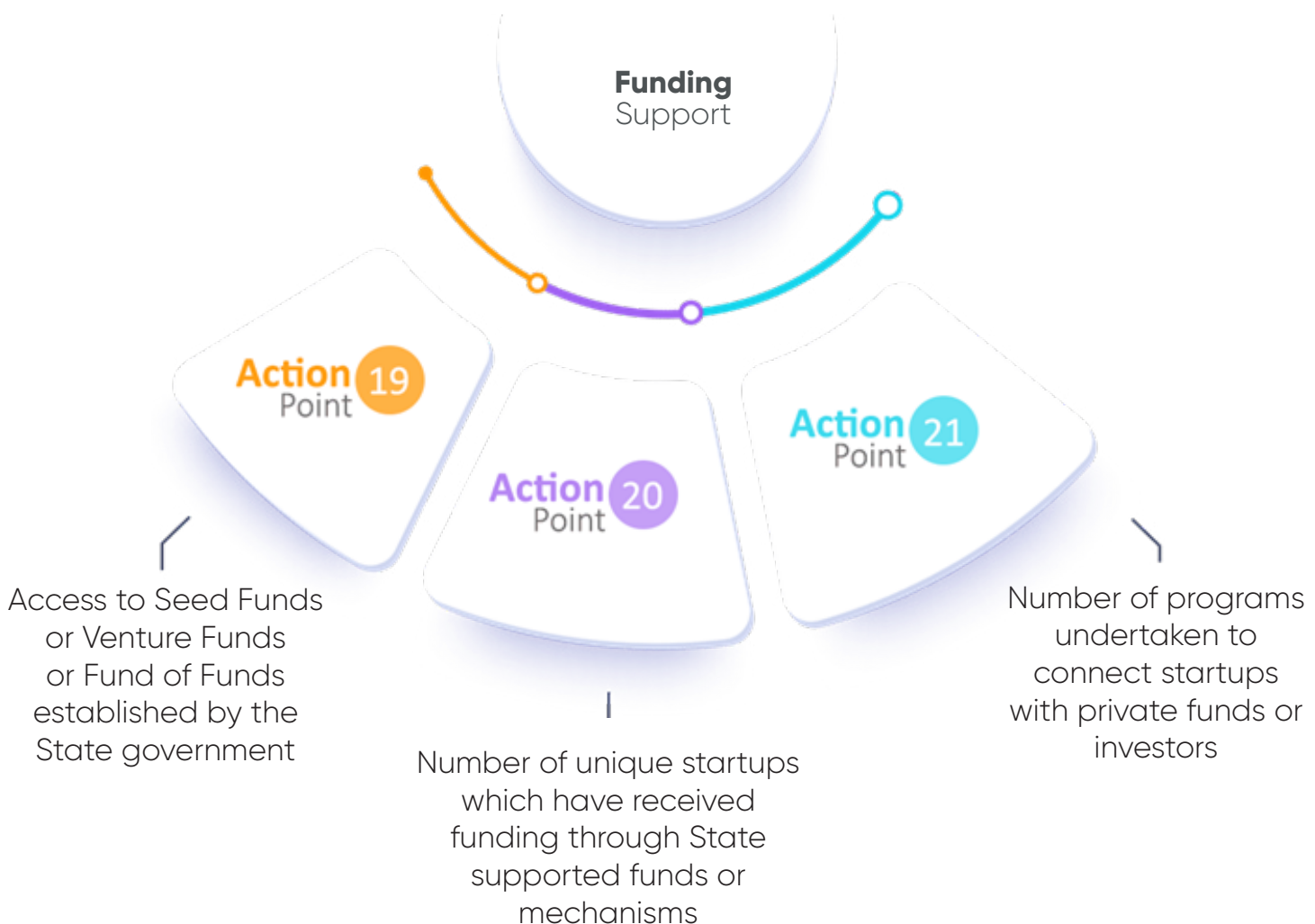
# FUNDING SUPPORT

Access and availability of funding are important for the growth of any startup. This Reform Area encourages various State/UT Governments to establish either seed and venture funds for direct funding to startups or fund of funds for financing startups through various private funds. 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.

This Reform Area has 3 action points, of which 1 consists of a feedback component whereas 2 are based on documentary evidence. The combined score for this Reform Area is 14 out of 100.

### ACTION POINTS

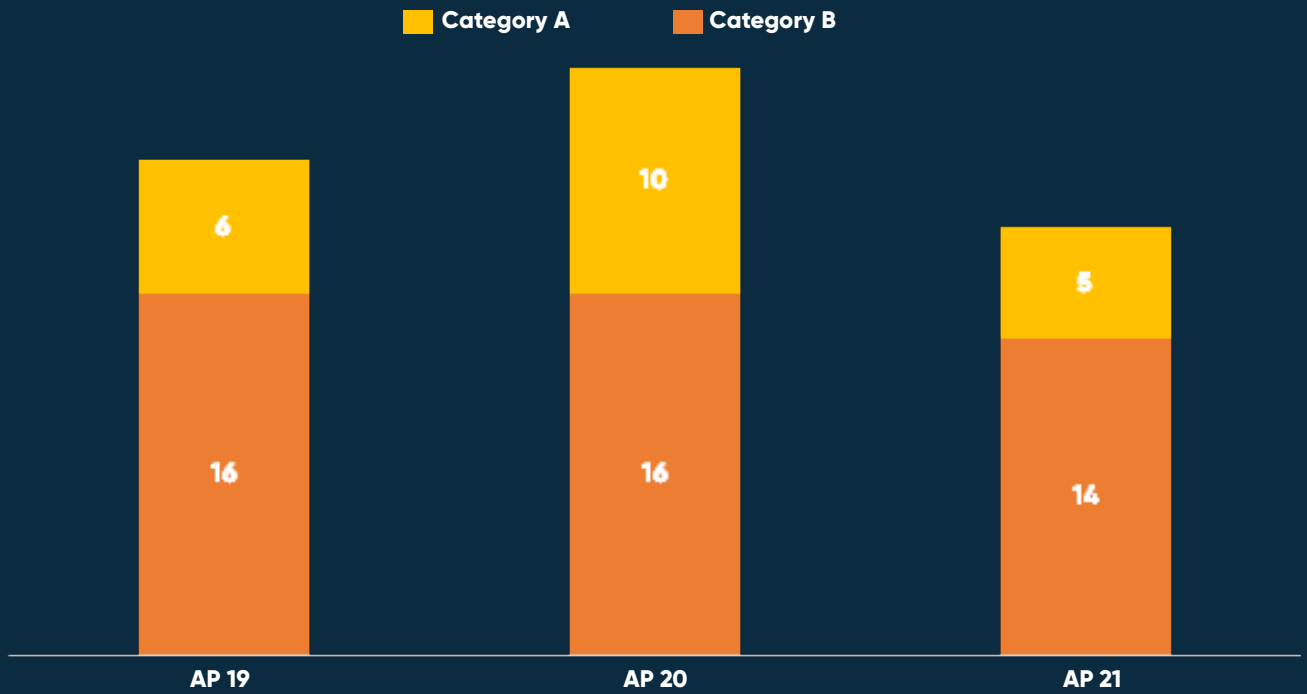
## FUNDING SUPPORT



# PARTICIPATION SUMMARY

The Reform Area on funding support witnessed keen participation and submissions from all States and UTs (refer Chart 6.5.A).

Chart 6.5.A: Category-wise participation summary by States and UTs in all Action Points



## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 2. The Category-wise average scores of this Reform Area stand at 2.8 for Category A States and UTs (refer Chart 6.5.B) and 1.2 for the Category B States and UTs (refer Chart 6.5.C). The maximum score to be awarded in this Reform Area was 14.

Chart 6.5.B: Category A - Analysis of Average score

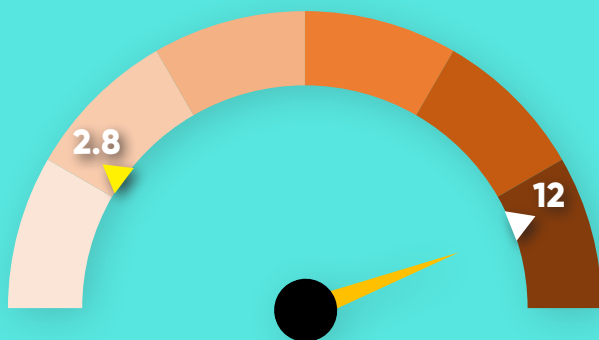


Chart 6.5.C: Category B - Analysis of Average score



▲ = Average Score      ▲ = Highest Score

## NATIONAL PERFORMANCE ACTION POINT SCORES

### ACTION POINT 19

(MAXIMUM SCORE - 4)

#### Access to Seed Funds or Venture Funds or Fund of Funds established by the State Government

Under this Action Point, the operating guidelines for funds designed and allocated for startups by State and UT Governments have been analyzed. In case, a seed fund, venture fund or fund of funds has been established, the allocation should be at least INR 10 crores for Category A States/UTs and INR 5 crores for Category B States/UTs.

A total of 16 States and UTs under Category A and 6 States and UTs under Category B have participated in this Action Point.



### ACTION POINT 20

(MAXIMUM SCORE - 8)

#### Number of unique startups which have received funding through State-supported funds or mechanisms

Under this Action Point, seed funding in the form of a direct Government grant, monthly sustenance allowance, commercialization assistance, and interest subsidy on loans provided directly or indirectly by incubators to startups, have been analyzed. New startups financed from Venture Fund(s) or Fund of Funds established or supported by the State/UT Government have also been considered for evaluation.

A total of 16 States and UTs under Category A and 10 States and UTs under Category B have participated in this action point.





## **ACTION POINT 21**

**(MAXIMUM SCORE - 6)**

Number of programs undertaken to connect startups with private funds or investors

Under this Action Point, State-supported programs at institutions or incubators to provide a platform to connect Investors or Investor Networks with startups has been analyzed. Virtual events or pitching sessions are undertaken during the period of consideration have also been considered for evaluation.

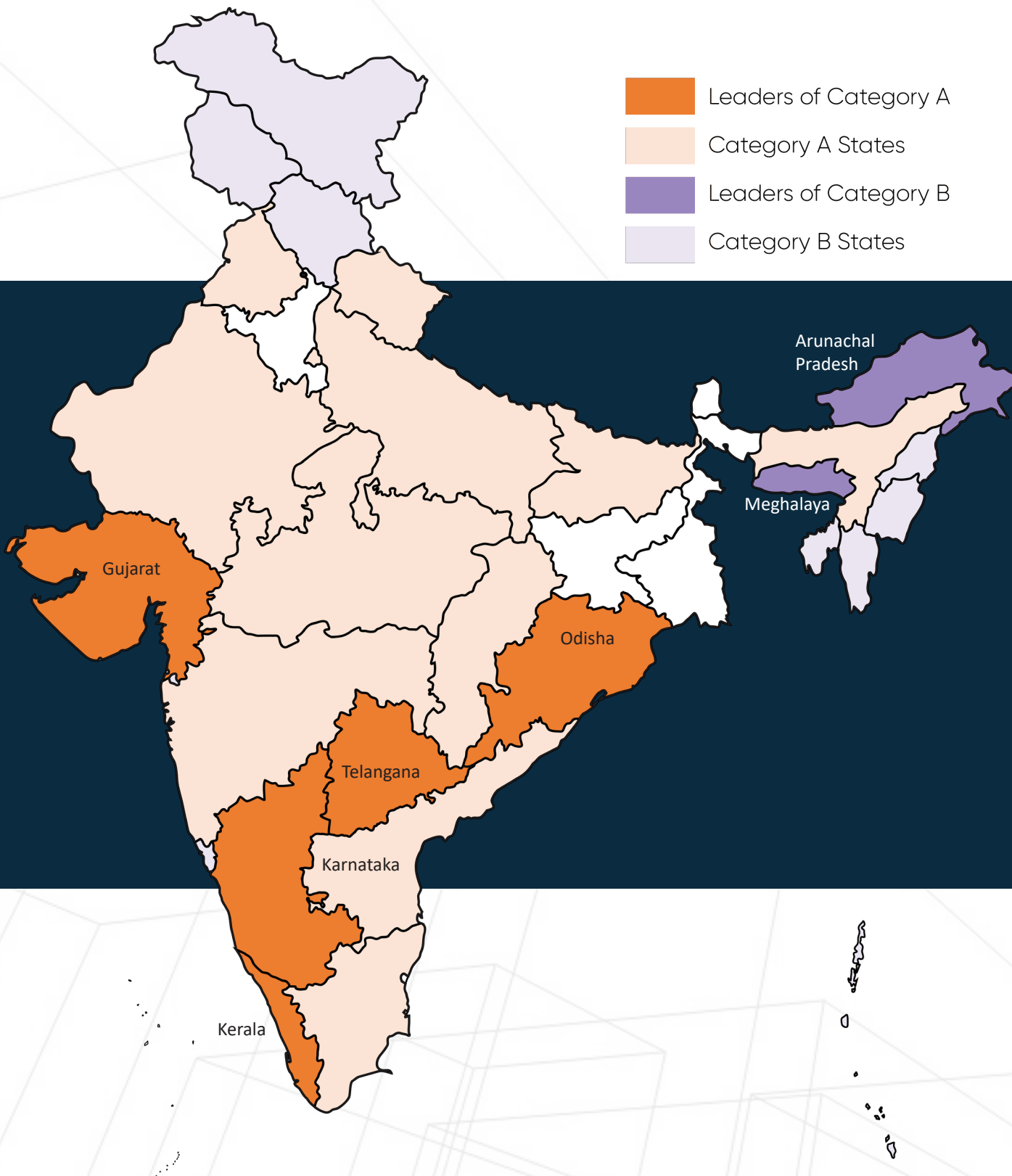
A total of 14 States and UTs under Category A and 5 States and UTs under Category B have participated in this action point.



# CHAMPIONS OF FUNDING SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Funding Support, the following States and UTs have featured in the top quartile .

Figure 6.5.A: States which are Leaders in Funding Support



# PERFORMANCE SUMMARY OF FUNDING SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Funding Support, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.5.D: Number of States from Category A in each quartile

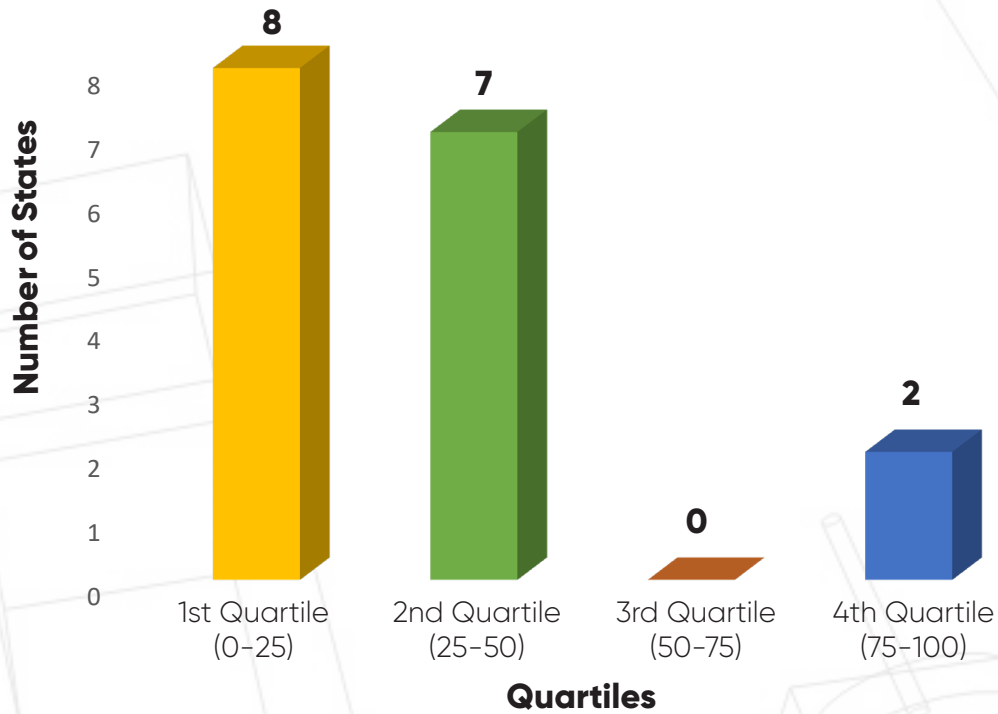
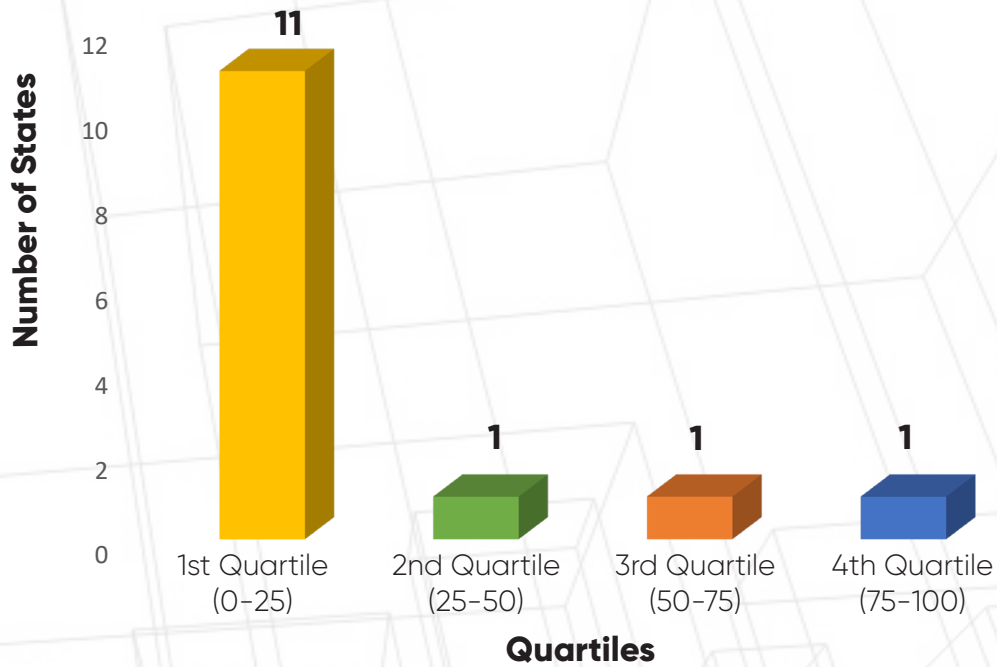


Chart 6.5.E: Number of States from Category B in each quartile



## BEST PRACTICES IMPLEMENTED

### Access to Seed Funds or Venture Funds or Fund of Funds established by the State Government

#### MEGHALAYA

Through its PRIME program, Meghalaya established a seed fund for startups known as the PRIME “Kickstart Grant”. The grant has a corpus of INR 5 crores for the year 2021–22 and aims to support at least 100 startups in the State. The fund is intended for early-stage startups that are looking to develop their product or engage in research and development.

#### TELANGANA

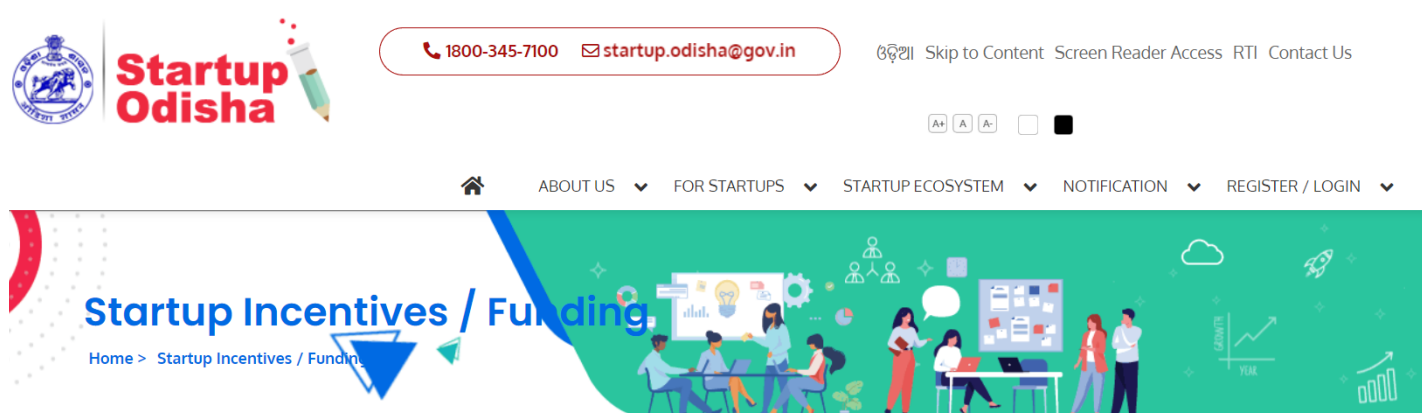
Telangana has shown a strong interest in supporting startups by establishing a fund to help startups grow to their fullest potential. The fund, known as “T-Fund”, is sponsored by the Information Technology, Electronics and Communications Department of the Government of Telangana and aims to support the startups of the State by investing in promising early-stage startups.

The State Government plans to provide INR 75 crores over five years and has committed INR 15 Cr in 2021–22 for the fund. T-Fund is sector-agnostic and may invest in areas such as fintech, logistics, and agritech, amongst others.

Figure 6.5.B: Idea2PoC Karnataka<sup>6.5.1</sup>



<sup>6.5.1</sup> Idea2Poc, Startup Karnataka Website, <https://startup.karnataka.gov.in/idea2poc/> accessed 23 February 2022

Figure 6.5.C: Startup Odisha Startup Incentives and Funding<sup>6.5.2</sup>

Apart from the financial assistance offered as part of their Startup Policy, Odisha has established a fund of funds called the “Odisha Startup Growth Fund” to enable Odisha-based startups to access Angel and Venture Capital funds. The “Odisha Startup Growth Fund” has a budget of approximately INR 100 Cr over five years starting from 2020–21.

## Number of unique startups which have received funding through State-supported funds or mechanisms

Figure 6.5.D: Idea2PoC Karnataka<sup>6.5.3</sup>

One of the main grants available to startups in Karnataka is the “Idea2PoC” grant which provides up to INR 50 lakhs for ideas or concepts which are yet to establish a proof of concept. This grant is open to any registered startup in Karnataka that wants to bring its idea to life.



Another fund available to startups is the Animation, Visual Effects, Gaming, and Comics Fund. This fund is focused on startups engaged in the entertainment sector and offers funds of up to INR 2 Cr per startup. Additionally, the Government of Karnataka also offers reimbursements of 30% of the costs of international trade show participation.

<sup>6.5.2</sup> Startup Odisha Startup Incentives/Funding Portal, *Startup Odisha Website*, <https://startupodisha.gov.in/startup-incentives/> accessed 23 February 2022

<sup>6.5.3</sup> Idea2Poc, *Startup Karnataka Website*, <https://startup.karnataka.gov.in/idea2poc/> accessed 23 February 2022

## ARUNACHAL PRADESH

The Government of Arunachal Pradesh has made a strong effort to provide funding support to registered startups in the State. Through their flagship “Arunachal Pradesh Seed Fund Scheme”, the Government has already supported more than 30 startups in the State. The scheme has multiple components including idea support grants, innovation, and infrastructure funds. Startups can access the idea support grant by participating in entrepreneurship challenges held by the State and getting their ideas selected by an assessment committee. Other grants include incentives for creating proofs of concept or promoting research and development activities.

## Number of programs undertaken to connect startups with private funds or investors

## GUJARAT

Gujarat has conducted a range of programs to connect startups with investors, to maximize the chances of deserving startups receiving the funding they need. Over five months in 2021, the Government facilitated more than 15 sessions of 10 different programs. Close to 1,000 startups attended these programs to share their ideas with more than 60 investors. One such program was “Antra Pitch 2.0” which allowed startups to present their elevator pitch five times to five different sets of investors.

Figure 6.5.E: Antra Pitch 2.0 Investor Connect











**REFORM AREA 6**  
MENTORSHIP SUPPORT

## 6.6 | REFORM AREA 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. The reform area measures efforts by the State/UT Government to facilitate mentorship to startups. This has been assessed by the number of startups benefitting from the State's network of mentors and the time spent by the startups with mentors.

This Reform Area has 2 Action Points, both Action Points are based on the feedback collected from beneficiary startups. The combined score for this Reform Area is 8 out of 100.

### ACTION POINTS

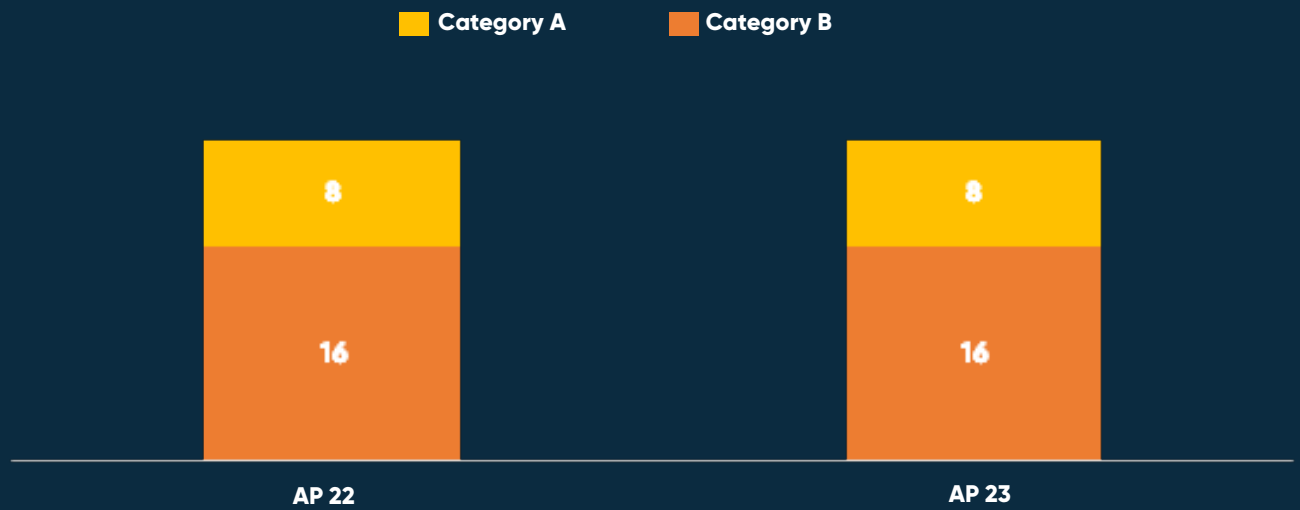
#### MENTORSHIP SUPPORT



# PARTICIPATION SUMMARY

The Reform Area on Mentorship Support saw enthusiastic participation from most of the States, with 24 States and UTs participating in Action Points 22 and 23 (refer Chart 6.6.A). The availability of mentors to the startups is essential to guide the startup to be successful and sustainable.

Chart 6.6.A: Category-wise participation summary by States and UTs in all Action Points

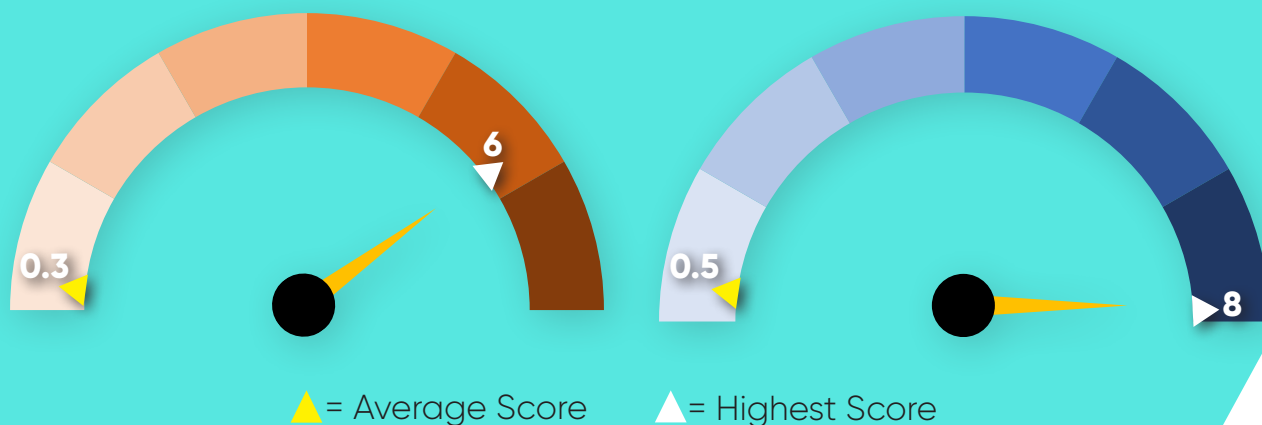


## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 0.3. The category-wise average scores of this Reform Area stand at 0.3 for category A States and UTs (refer Chart 6.6.B) and 0.5 for category B States and UTs (refer Chart 6.6.C). The highest score achieved in category A is 6 and in category B is 8. The maximum score to be awarded in this Reform Area was 8.

Chart 6.6.B: Category A - Analysis of Average score

Chart 6.6.C: Category B - Analysis of Average score



# NATIONAL PERFORMANCE

## ACTION POINT SCORES

### ACTION POINT 22

(MAXIMUM SCORE - 5)

## Number of startups connected with mentors through State-supported mechanisms

Under this Action Point, information regarding the number of startups connected with mentors through State-supported mechanisms has been provided by the State and UT. This helps in calculating the efficiency of the mentorship support system set up by the State/UT Government.

A total of 16 States and UTs under category A and 8 States and UTs under category B have participated in this Action Point.



### ACTION POINT 23

(MAXIMUM SCORE -3)

## Average number of hours spent by mentor per startup in a month

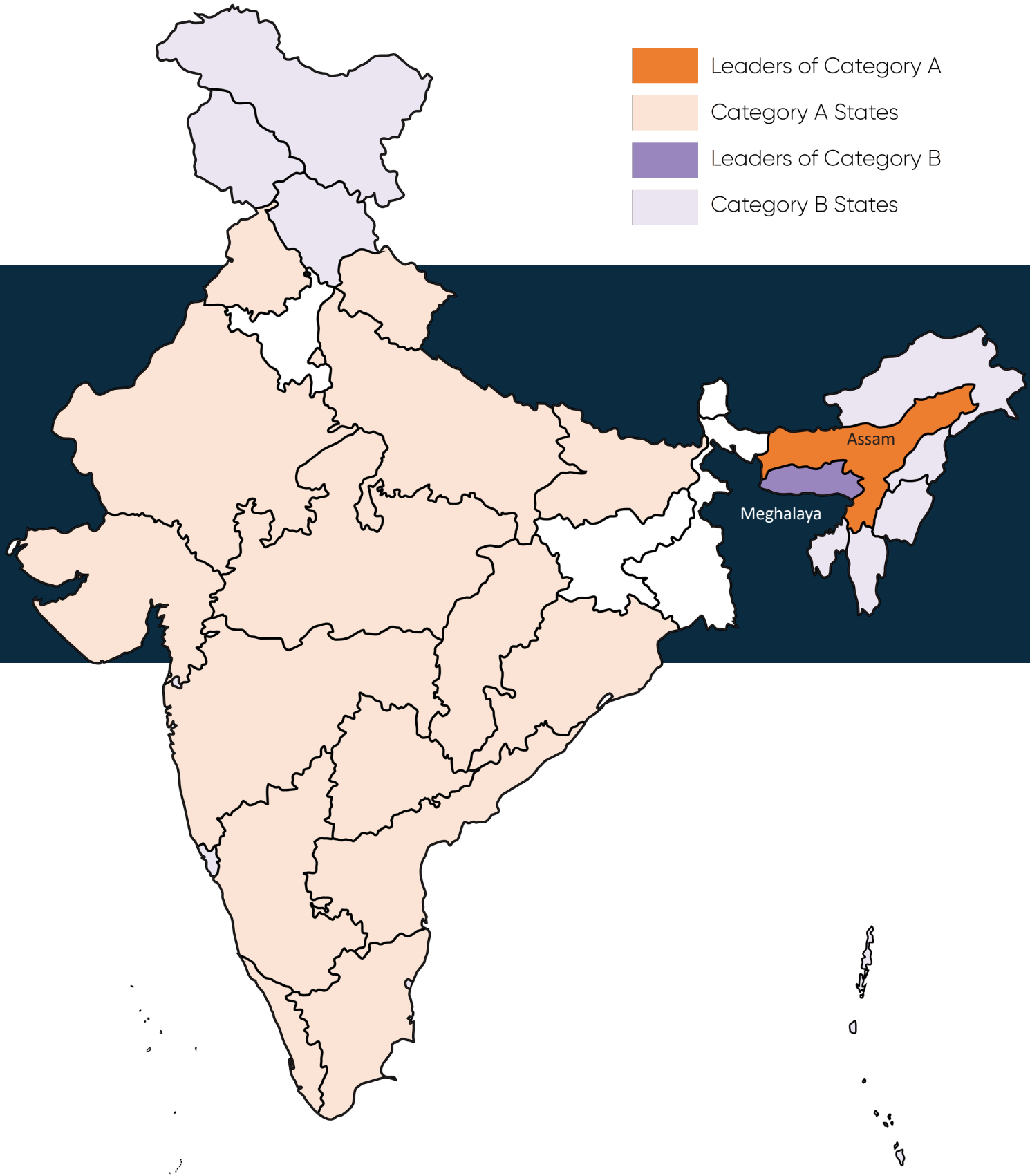
Under this Action Point, information on the average number of hours that have been spent by the mentors per startup per month has been provided by the State and UT. This has been calculated as the number of hours spent by the mentors with the startups in form of sessions or meetups whether group or one-on-one.

A total of 16 States and UTs under category A and 8 States and UTs under category B have participated in this Action Point.

# CHAMPIONS OF MENTORSHIP SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Mentorship Support, the following States and UTs have featured in the top quartile :

Figure 6.6.A: Representation of Leaders of Mentorship support



# PERFORMANCE SUMMARY OF MENTORSHIP SUPPORT

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Mentorship Support, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.1.D: Number of States from Category A in each quartile

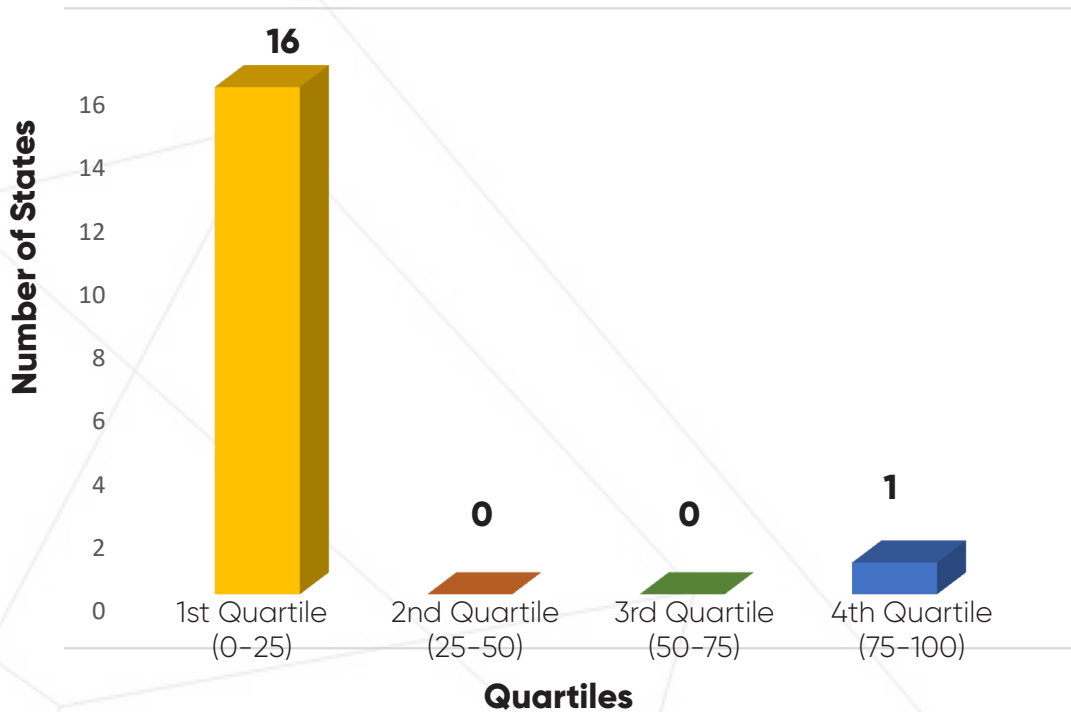
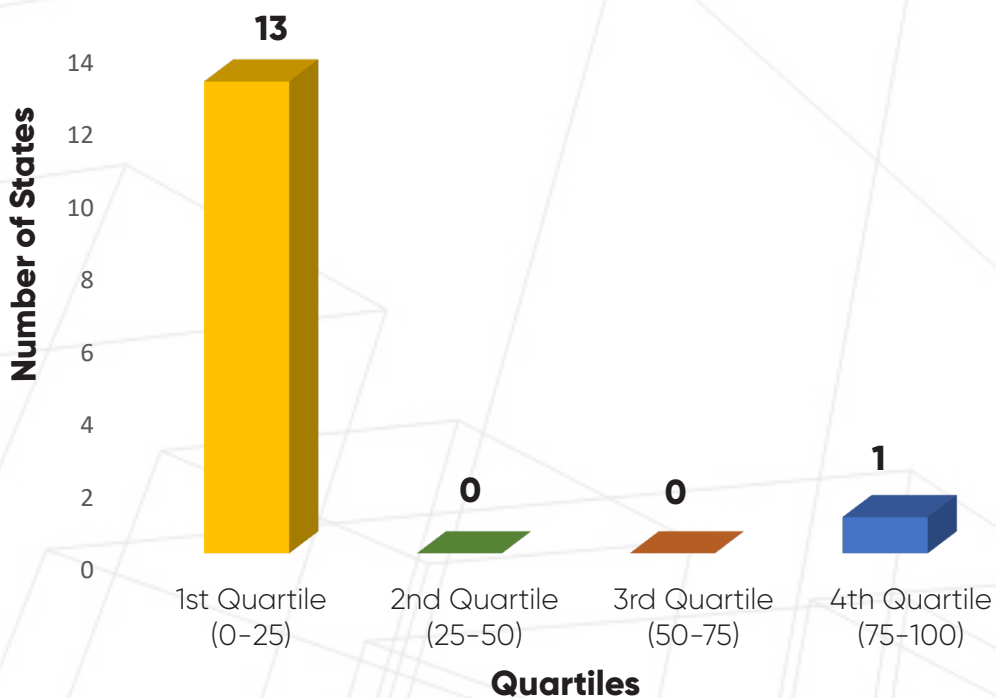


Chart 6.1.E: Number of States from Category B in each quartile

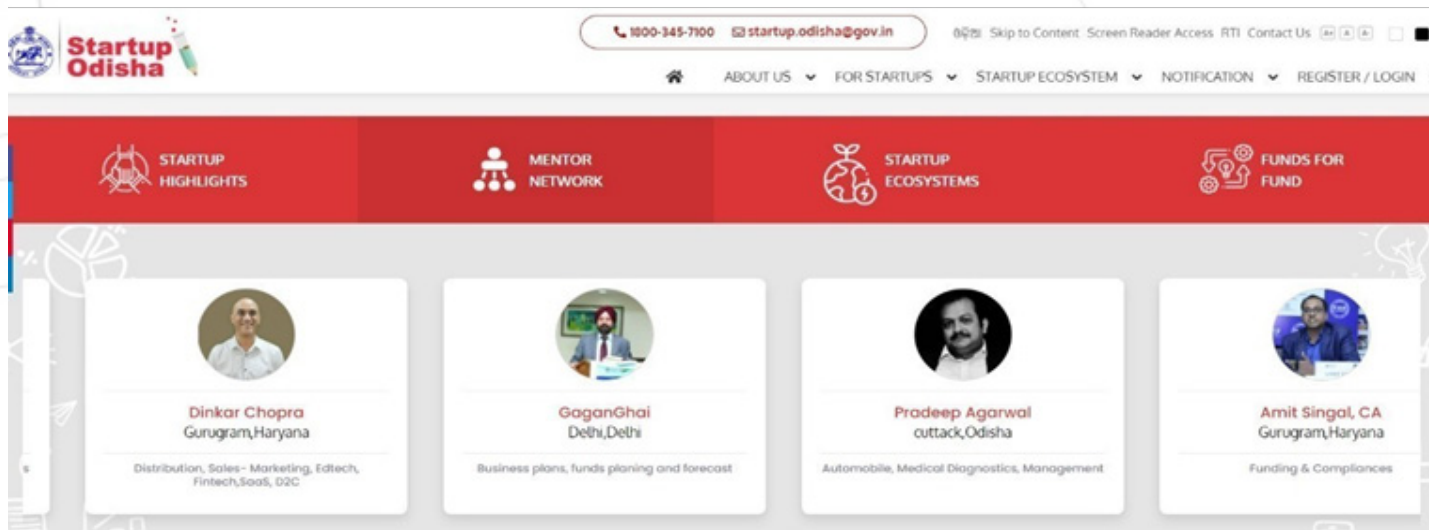


## BEST PRACTICES IMPLEMENTED

### Number of startups connected with mentors through State-supported mechanisms

#### ODISHA

Figure 6.6.B: Mentor Network on the Odisha Startup Portal<sup>6.6.1</sup>



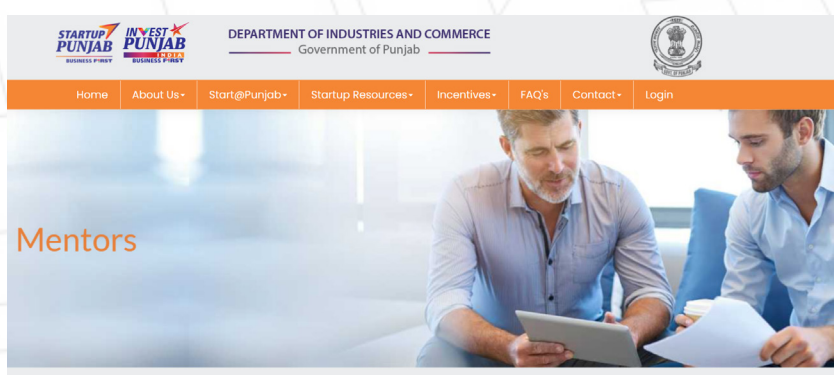
The Government of Odisha has recognized the fact that the seeds of entrepreneurship and the instinctive ability to innovate must be nurtured through effective mentoring support and an enabled ecosystem.

The State has promoted mentorship support as it helps new entrepreneurs to build a strong network. Odisha has utilized its startup portal which has complete profiles of the mentors and provisions to connect with the mentor network for the benefit of the startups.

#### PUNJAB

To strengthen support to the industry at the district level, the State is setting up a strong and effective Single Window System for facilitating access to mentorship. The state-supported incubators have been provided mentoring support up to a limit of INR 3 lakh per year for 5 years, to provide mentoring for priority issues such as fundraising, scaling, recruitment, and product interface.

Figure 6.6.C: Dedicated page with details of mentors on the Punjab Startup Portal<sup>6.6.2</sup>



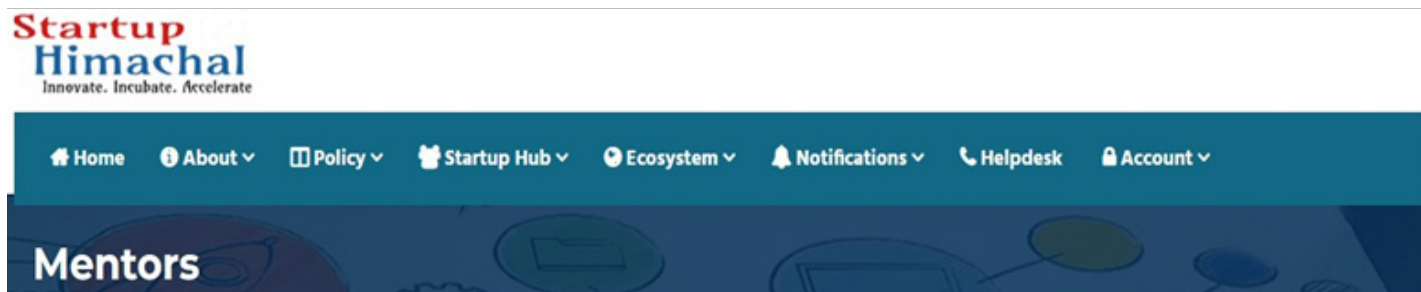
<sup>6.6.1</sup> Startup Odisha, *Startup Odisha Website*, <https://startupodisha.gov.in> accessed 20 February 2022

<sup>6.6.2</sup> Startup Punjab, *Startup Punjab Website*, <https://pbindustries.gov.in/startup/home> accessed 20 February 2022

## Average number of hours spent by mentor per startup in a month

### HIMACHAL PRADESH

Figure 6.6.D: Dedicated page on the Himachal Pradesh's Startup portal<sup>6.6.3</sup>



Mentoring support program of the State helps in leveraging the “Design Thinking” methodology among the entrepreneurs. The program encourages the startups about technology-driven innovation in clean technology, food processing, retail, biotechnology, tourism, hospitality, mobile, IT, and ITeS including hardware, agriculture, horticulture, rural infrastructure, crafts, arts, water, and sanitation, renewable energy, healthcare, etc.

### RAJASTHAN

Department of Information Technology and Communication, Government of Rajasthan has launched a flagship program “iStart Rajasthan” to foster innovation, create jobs and facilitate investment in the State. iStart is an integrated comprehensive platform that is a one-of-its-kind, single-window resource for startups, investors, incubators, accelerators, and mentors (mentioned on the portal as Academic and non-academic partners).

The Government of Rajasthan has planned to spend INR 5 Cr to fund more than 100 startups through the State’s “iStart mentorship program”. As a part of this mentorship program, the startups would receive guidance and training to help them evolve and access new markets and customers.

Figure 6.6.E: Rajasthan Startup portal For the Startups to connect to Mentors/Partners<sup>6.6.4</sup>



<sup>6.6.3</sup> Mentors, *Startup Himachal Website*, <https://startuphimachal.hp.gov.in/> accessed 20 February 2022

<sup>6.6.4</sup> Integrated single window of startups, *iStart Rajasthan Website*, <https://istart.rajasthan.gov.in/> accessed 20 February 2022









**REFORM AREA 7**  
CAPACITY BUILDING  
OF ENABLERS

## 6.7 | REFORM AREA 7

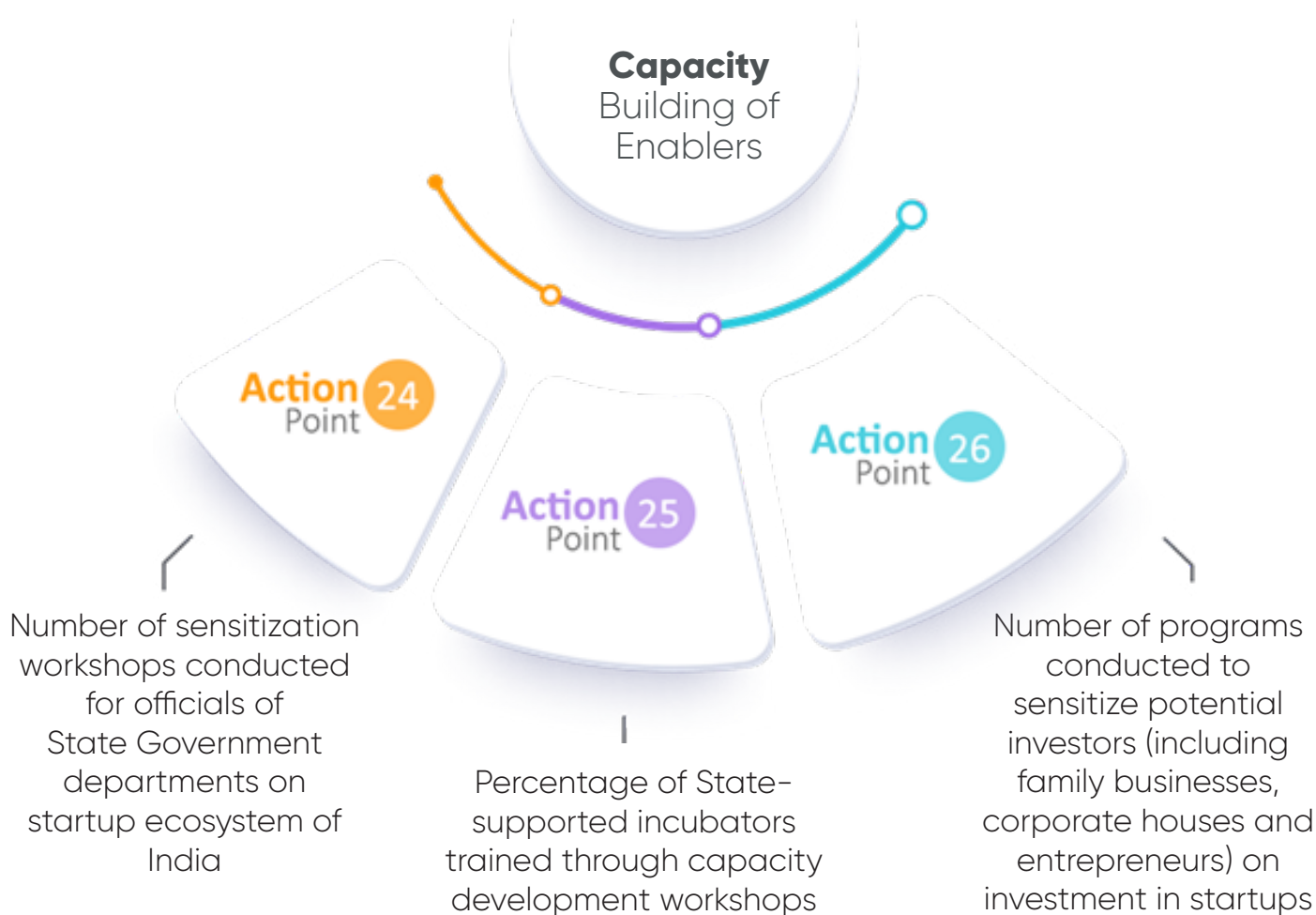
# CAPACITY BUILDING OF ENABLERS

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire startup ecosystem. This Reform Area assesses sensitization workshops 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.

This Reform Area has 3 Action Points, all of which are based on the documentary evidence submitted by the States and UTs. The combined score for this Reform Area is 10 out of 100.

### ACTION POINTS

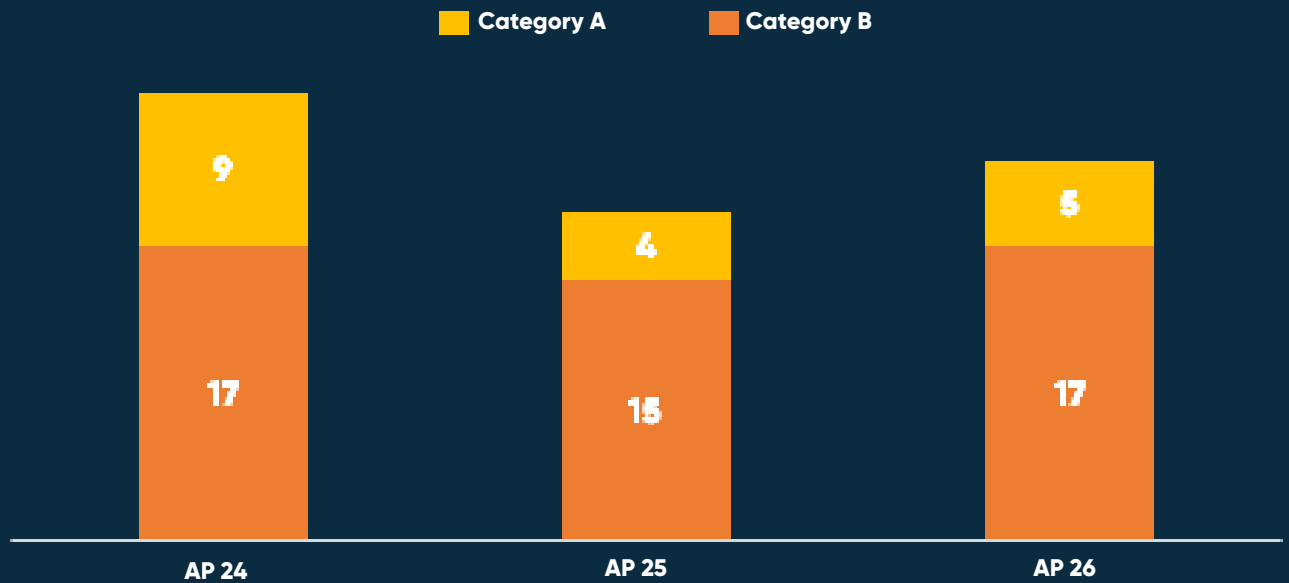
#### CAPACITY BUILDING OF ENABLERS



# PARTICIPATION SUMMARY

The Reform Area on Capacity building of enablers saw enthusiastic participation from the States, with all States/UTs participating in Action Point 24 from category A and 9 States/UTs from category B (refer Chart 6.7.A).

Chart 6.7.A: Category-wise participation summary by States and UTs in all Action Points

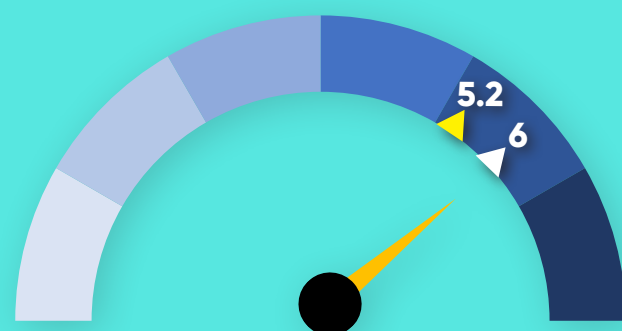
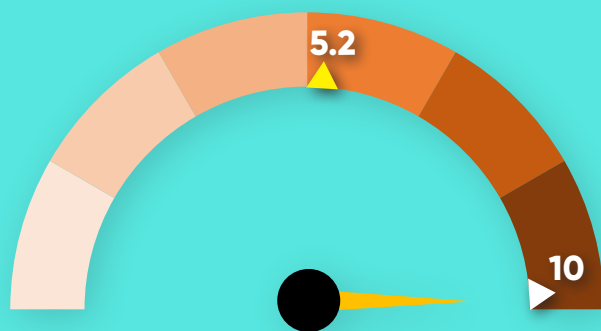


## ANALYSIS OF SCORE

As per the assessment, the national average for 31 States and UTs across both categories is 5.2. The category-wise average scores of this Reform Area stand at 5.2 for category A States and UTs (refer Chart 6.7.B) and 5.2 for category B States and UTs (refer Chart 6.7.C). The maximum score to be awarded in this Reform Area was 10.

Chart 6.7.B: Category A - Analysis of Average score

Chart 6.7.C: Category B - Analysis of Average score



▲ = Average Score

▲ = Highest Score

## **NATIONAL PERFORMANCE** ACTION POINT SCORES

### **ACTION POINT 24**

**(MAXIMUM SCORE - 4)**

Number of sensitization workshops conducted for officials of State Government departments on the startup ecosystem of India

Under this Action Point, States and UTs have been evaluated based on the sensitization workshop conducted for officials of Government departments on the startup ecosystem. The workshops conducted have been assessed through summary reports and a list of participants of Government officials along with their departments and designations submitted by the States and UTs.

A total of 17 States and UTs under category A and 9 States and UTs under category B have participated in this Action Point.



### **ACTION POINT 25**

**(MAXIMUM SCORE - 4)**

Percentage of State-supported incubators trained through capacity development workshops

Under this Action Point, States and UTs have been evaluated based on the percentage of State-supported incubators trained through capacity development workshops. This Action Point evaluates the unique list of State-supported incubators who have participated in the workshops. The workshops conducted have been assessed through the summary reports submitted by the States and UTs.

A total of 15 States and UTs under category A and 4 States and UTs under category B have participated in this Action Point.



## **ACTION POINT 26**

(MAXIMUM SCORE - 2)

Number of programs conducted to sensitize potential investors (including family businesses, corporate houses, and entrepreneurs) on investment in startups

Under this Action Point, States and UTs have been evaluated based on the number of programs that have been conducted to sensitize potential investors on investment in startups. The evaluation has been done based on the summary reports, through a list of potential investors in attendance and the list of districts where workshops or awareness sessions were organized.

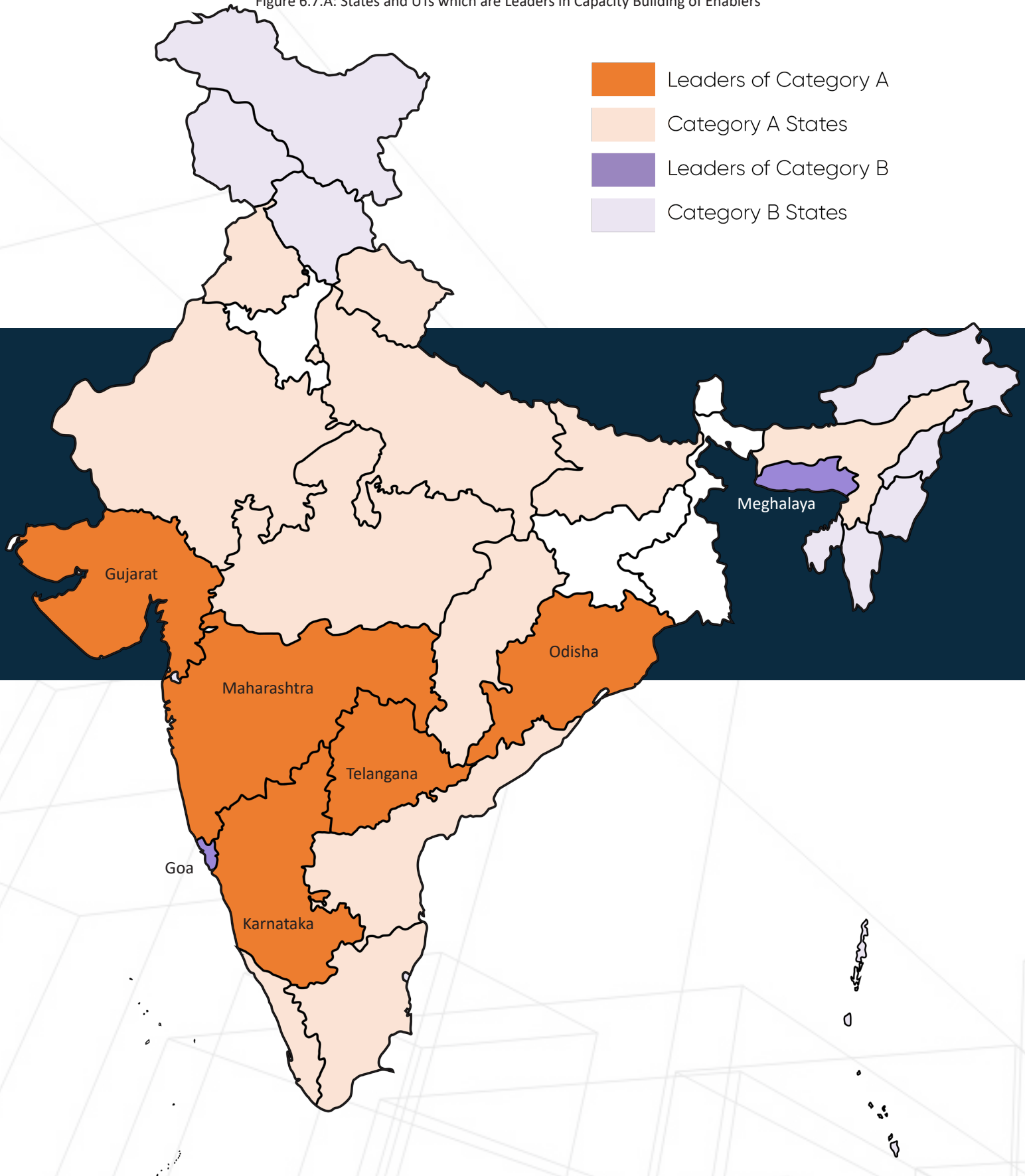
A total of 17 States and UTs under category A and 5 States and UTs under category B have participated in this Action Point.



# CHAMPIONS OF CAPACITY BUILDING OF ENABLERS

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Capacity building of enablers, the following States and UTs have featured in the top quartile :

Figure 6.7.A: States and UTs which are Leaders in Capacity Building of Enablers





# PERFORMANCE SUMMARY OF CAPACITY BUILDING OF ENABLERS

Based on the performance of States and UTs in terms of their respective scores in the Reform Area of Capacity Building of Enablers, the number of States/UTs in the respective quartiles have been represented below.

Chart 6.7.D: Number of States from Category A in each quartile

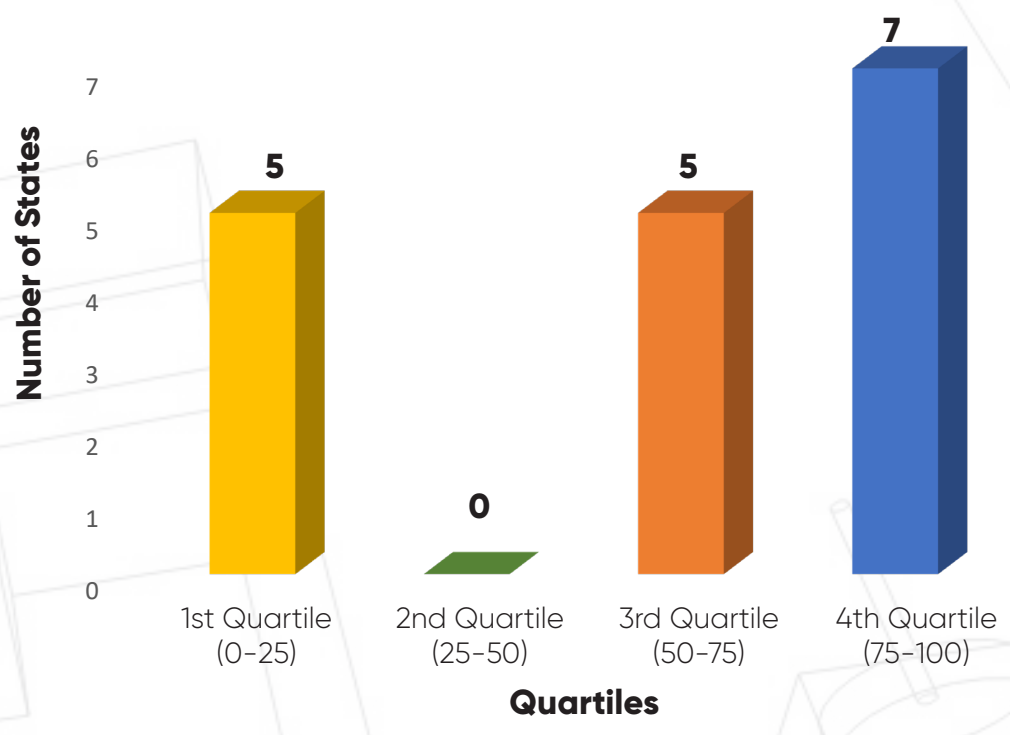
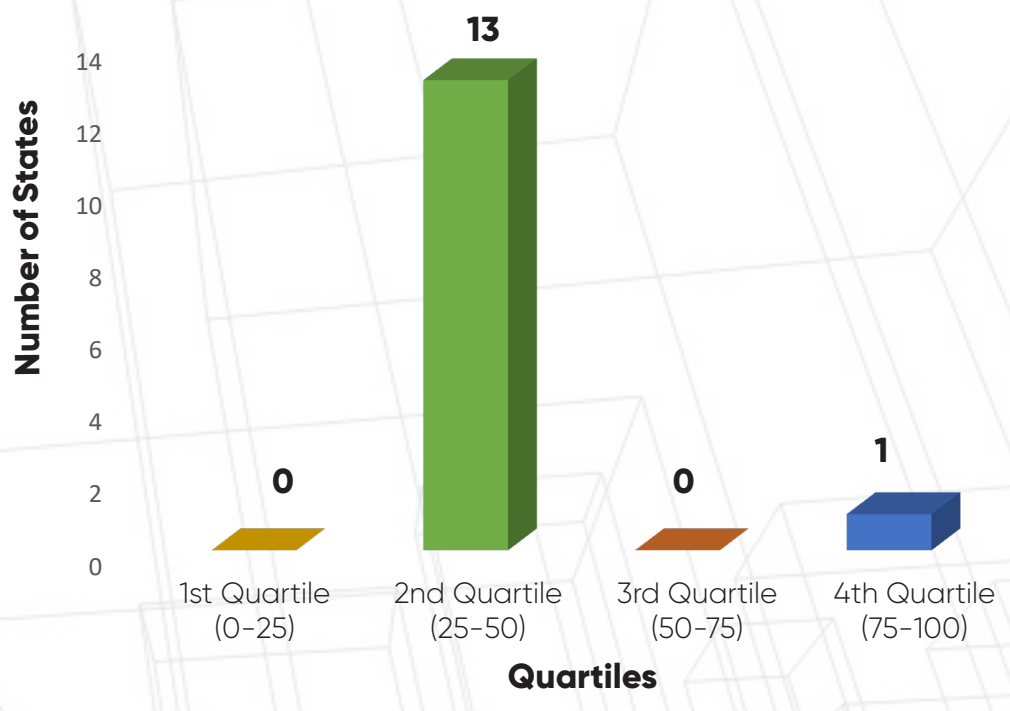


Chart 6.7.E: Number of States from Category B in each quartile



## BEST PRACTICES IMPLEMENTED

### Number of sensitization workshops conducted for officials of State Government departments on startup ecosystem of India

#### ▶ RAJASTHAN

iStart Rajasthan facilitated a sensitization workshop on “Procurement activities and National and Global Best Practices to encourage Entrepreneurship” for officials of State Government departments on the startup ecosystem of India. This workshop was attended by more than 30 Government officials from 10 Government departments. The workshop was focused on procurement of products and services from startups and the best practices adopted by other neighbouring States.

### Percentage of State-supported incubators trained through capacity development workshops

#### ▶ ASSAM

Assam conducted a 4-day long virtual Incubator Management Training workshop for all the incubators across the academic institutions in the State. The 8 hours long workshop provided incubators with first-hand knowledge of the business incubation management process and was attended by more than 50 participants from 10 State-supported incubators. The training was conducted by members from Assam Startup and IIM Calcutta Innovation Park.

# Number of programs conducted to sensitize potential investors (including family businesses, corporate houses, and entrepreneurs) on investment in startups

## GOA

The State-supported program, Vibrant Goa - Global Expo and Summit 2019 was held to sensitize the potential investors in building capacities of aspiring investors and to encourage urban market expansion opportunities for the business community and professionals in national and international markets.

Figure 6.7.B: Vibrant Goa – Global Expo & Summit 2019 logo



The program provided a platform for Goan businesses, services, and professionals to connect with domestic as well as global businesses and services and align Goan products and services with accepted international standards.







# 07 | IMPACT OF RANKING EXERCISE

# 7.1 | KEY HIGHLIGHTS OF RANKING EXERCISE

States' Startup Ranking Exercise 2021 has highlighted the performance of the participating States and UTs under specific Reform Areas. This has motivated the 31 participating States and UTs to embrace the Action Points and drive their startup ecosystems. While a large number of States and UTs are advancing towards developing a favorable environment for nurturing startups, many areas of the ecosystem still have scope for improvement.

## | INSTITUTIONAL SUPPORT

**27**

States and UTs with functional State startup portal

**13**

Indian languages across 27 State startup portals

**1500+**

Women-led startups supported across 16 States and UTs

**50+**

Government departments in 18 States and UTs providing institutional support to startups

## | FOSTERING INNOVATION AND ENTREPRENEURSHIP

**40K+**

Startups registered in 20 States and UTs

**20+**

Rules, acts, and amendments to support startups in disruptive sector

**35K+**

Students attended over 180 + programs in HEIs

**590+**

Grassroot or innovations with rural impact supported

## | ACCESS TO MARKET

**50+**

Programs undertaken to encourage participation of startups in public procurement

**50+**

Product showcase programs organized in 15 States and UTs

**1700+**

Startups availing public procurement related relaxations in 8 States and UTs

**250+**

Startups awarded work orders of more than INR 50K by 15 States and UTs

# INCUBATION AND MENTORSHIP

- 60+**  
Incubators set up or upgraded in 8 States and UTs
- 2500+**  
Startups receiving incubation support in 18 States and UTs
- 900+**  
Startups enrolled in acceleration programs in 13 States and UTs
- 1200+**  
Startups connected with mentors in 18 States and UTs

# FUNDING SUPPORT

- 400+**  
Startups received funding through State supported funds
- 70+**  
Number of programs organized to connect startups to private investors
- 40**  
Seed Funds, Venture Funds or Fund of Funds established in 11 States and UTs

# CAPACITY BUILDING

- 50+**  
Sensitization workshops for Government officials in 17 States and UTs
- 350+**  
State supported Incubators trained in 31 States and UTs
- 2K+**  
Potential Investors attending 75+ programs across 8 States and UTs



# STATES AT FOREFRONT OF SUPPORTING STARTUPS IN DISRUPTIVE SECTORS



Disruptive technology has been defined as innovation that significantly alters the way that consumers, industries, or businesses operate, as per the States' Startup Ranking Framework 2020. India has been the frontrunner in adopting the disruptive technologies such as AI, Blockchain, IoT, EV and Green Technologies.

Various states have facilitated startups with tailored policies and schemes for innovations in AI, further catalysing the adoption of AI in the growth of India as a tech pioneering country.

Special focus has been drawn towards reforms in policies and schemes supporting startups engaged in research and development of Electric Vehicles and Green Technologies.







## SPECIAL ATTENTION TO SUPPORTING GRASSROOT INNOVATION WITH RURAL IMPACT



A special attention has been drawn towards formulating and implementing policies which promote innovations in startups which impact the rural India. Certain policies such as Telangana Grassroot Innovation Framework 2020-25, Odisha Youth Innovation Fund, Innovation Gujarat Industrial Policy 2020 and Innovation Grant Scheme by Kerala lead the way in developing an enabling policy environment for promoting grassroots innovations.

Incubation support, Mentorship support, Seed support and Training through capacity development workshops have been provided by the State and UT governments to facilitate the unique grassroots or innovations with rural impact.





# 08 | WAY AHEAD



# 08 | WAY AHEAD



Startup India designed the States' Startup Ranking Exercise to invoke a spirit of healthy competition among States and UTs while acknowledging and assessing respective startup ecosystems. This year's exercise helped identify some of the best practices across different States and UTs. While India continues to push its boundaries in the post-COVID-19 era, this pandemic has brought our outlook back to scouting for local resources. This shift of focus is reflected by the change in this edition's framework. When it comes to the availability of necessary infrastructure and mentorship, impetus has been given to rural innovation and promoted regional parity across all States.

## **Collaborative Strategy towards India's 'Amrit Kaal'**

India has shifted its focus towards its 'amrit kaal' of the next 25 years, when it will complete 100 years of Independence. The path ahead, for the Indian startup ecosystem is one of expansion towards new sectors and consolidation of existing impact. This 'amrit kaal' will build on the sustained efforts of the Centre and State governments in continuing to provide extensive support to the ecosystem.





The States' Startup Ranking Exercise 2022 takes this vision forward through a focus on assessing impact of the state initiatives and encouraging states to inculcate a holistic view of startup development. The States' Startup Ranking Exercise 2022 will specifically focus on:

- Innovation focused on Sustainable Development Goals and Climate Resilience
- Integration of Entrepreneurship in Education
- Universal Accessibility of Information

### **Deepening Institutional Support as Way Forward**

India's startup landscape has evolved towards supporting multiple disruptive sectors. Digitization of the State administration is a key step towards employment of disruptive technologies. Going forward, digitization would act as a catalyst for application of technologies such as AI, Blockchain and IoT. Areas such as public procurement, grassroots innovation with rural impact, incubation, and capacity building could lead to exponential benefits of any such intervention into disruptive technologies. Moreover, extending relaxations to startups in the public procurement process has been a major step towards strengthening the startup ecosystem.

All the above recommendations must be considered in the context of the ongoing pandemic which has transformed the way we operate. Through their intimate knowledge of the entrepreneurial ecosystems, stakeholders such as private businesses, incubators, and accelerator managers could support Government efforts to spur rapid recovery and growth. The Indian ecosystem has a collaborative vision of creating a culture of innovation across every region and socio-economic group in the country. As the governance machinery across the country works towards these ambitions, we look ahead to another year of exceptional growth in India's startup story.



# LIST OF FIGURES



Figure 1.3.A: Startup India Hub	17
Figure 1.5.A: Distribution of Incubators across States and UTs	24
Figure 2.3.A: Resource Section header on Startup India with the QR code to access the portal	40
Figure 4.2.A: Some snapshots from the Knowledge Exchange Week	59
Figure 4.2.B: Some snapshots from States' Startup Showcase	60
Figure 4.2.C: A snapshot of Evaluation Committee Meeting	61
Figure 5.1.A: States and UTs participating in States' Startup Ranking 2021 Exercise	64
Figure 6.1.A: Representation of States with Translation in Local Languages	75
Figure 6.1.B: States which are Leaders in Institutional Support	79
Figure 6.1.C: Snapshot of StartinUP Portal	81
Figure 6.1.D: Snapshot of API Integration with Startup India	81
Figure 6.1.E: Grievance redressal mechanism on Telangana startup portal	81
Figure 6.1.F: Telangana Startup Portal	81
Figure 6.1.G: PRIME support for Women Entrepreneur	82
Figure 6.1.H: American Tamil Entrepreneurs Association	83
Figure 6.2.A: States which are Leaders in Fostering Innovation and Entrepreneurship	90
Figure 6.2.B: Tamil Nadu State Startup Portal	92
Figure 6.2.C: Student Startup Entrepreneurship Development Program	92
Figure 6.3.A: States which are Leader in Access to Market	102
Figure 6.3.B: Snapshot of GeM workshop for Women Entrepreneurs	104
Figure 6.3.C: Startup Odisha Logo	104
Figure 6.3.D: Participants at Startup Expo-Vadodara Startup Festival 2020	105
Figure 6.3.E: Progressive Punjab Investor Summit and Invest Punjab Logo	105
Figure 6.3.F: GITEX Technology Week-Kerala Startup Mission	106
Figure 6.3.G: S2G Sandbox Initiative	106
Figure 6.4.A: Representation of number startups receiving incubation support in various States and UTs	113
Figure 6.4.B: Representation of number of Startups getting acceleration support in various States and UTs	115
Figure 6.4.C: States which are Leaders in Incubation Support	116
Figure 6.4.D: International Automobile Centre of Excellence	118
Figure 6.4.E: PRIME Startup Hub Incubator	118
Figure 6.4.F: Procedure for availing Incubation Support (StartupJK portal)	119
Figure 6.4.G: WE HUB logo	120
Figure 6.4.H: Dedicated page for listing State Incubators (Telangana Startup Portal)	120
Figure 6.4.I: Snapshot of the Maharashtra State innovation society website	121
Figure 6.4.J: Snapshot of the DBT BioNEST Incubator setup at Mizoram University	121
Figure 6.5.A: States which are Leaders in Funding Support	128
Figure 6.5.B: Idea2PoC Karnataka	130
Figure 6.5.C: Startup Odisha Startup Incentives and Funding	131
Figure 6.5.D: Idea2PoC Karnataka	131
Figure 6.5.E: Antra Pitch 2.0 Investor Connect	132
Figure 6.6.A: Representation of Leaders of Mentorship support	139
Figure 6.6.B: Mentor Network on the Odisha Startup Portal	141
Figure 6.6.C: Dedicated page with details of mentors on the Punjab Startup Portal	141
Figure 6.6.D: Dedicated page on the Himachal Pradesh's Startup portal	142
Figure 6.6.E: Rajasthan Startup portal For the Startups to connect to Mentors/Partners	142
Figure 6.7.A: States and UTs which are Leaders in Capacity Building of Enablers	150
Figure 6.7.B: Vibrant Goa – Global Expo & Summit 2019 logo	153

# LIST OF CHARTS

Chart 1.5.A: Investor Split by Category of Investors (2014-2020)	30
Chart 1.5.B: Number of Investments by Top 5 Incubators or Accelerators in India	30
Chart 1.5.C: Top 5 Venture Capitals of India	31
Chart 1.5.D: Status of Patent and Trademark applications by startups from 2016 to March 2022	33
Chart 2.1.A: Traffic on Digital Media websites increased in the pandemic	36
Chart 2.1.B: Funding deals more than doubled for EdTech despite COVID-19	37
Chart 2.1.C: YoY Funding trend in Health Tech	38
Chart 6.1.A: Category-wise participation summary by States and UTs in all Action Points	73
Chart 6.1.B: Category A - Analysis of Average score	73
Chart 6.1.C: Category B - Analysis of Average score	73
Chart 6.1.D: Number of States from Category A in each quartile	80
Chart 6.1.E: Number of States from Category B in each quartile	80
Chart 6.2.A: Category-wise participation summary by States and UTs in all Action Points	87
Chart 6.2.B: Category A - Analysis of Average score	87
Chart 6.2.C: Category B - Analysis of Average score	87
Chart 6.2.D: Number of States from Category A in each quartile	91
Chart 6.2.E: Number of States from Category B in each quartile	91
Chart 6.3.A: Category-wise participation summary by States and UTs in all Action Points	97
Chart 6.3.B: Category A - Analysis of Average score	97
Chart 6.3.C: Category B - Analysis of Average score	97
Chart 6.3.D: Number of States from Category A in each quartile	103
Chart 6.3.E: Number of States from Category B in each quartile	103
Chart 6.4.A: Category-wise participation summary by States and UTs in all Action Points	111
Chart 6.4.B: Category A - Analysis of Average score	111
Chart 6.4.C: Category B - Analysis of Average score	111
Chart 6.5.A: Category-wise participation summary by States and UTs in all Action Points	125
Chart 6.5.B: Category A - Analysis of Average score	125
Chart 6.5.C: Category B - Analysis of Average score	125
Chart 6.5.D: Number of States from Category A in each quartile	129
Chart 6.5.E: Number of States from Category B in each quartile	129
Chart 6.5.A: Category-wise participation summary by States and UTs in all Action Points	137
Chart 6.6.B: Category A - Analysis of Average score	137
Chart 6.6.C: Category B - Analysis of Average score	137
Chart 6.6.D: Number of States from Category A in each quartile	140
Chart 6.6.E: Number of States from Category B in each quartile	140
Chart 6.7.A: Category-wise participation summary by States and UTs in all Action Points	147
Chart 6.7.B: Category A - Analysis of Average score	147
Chart 6.7.C: Category B - Analysis of Average score	147
Chart 6.7.D: Number of States from Category A in each quartile	151
Chart 6.7.E: Number of States from Category B in each quartile	151



# ABBREVIATIONS

<b>AI</b> – Artificial Intelligence	<b>JKTPO</b> - J&K Trade Promotion Organization
<b>AIM</b> – Atal Innovation Mission	<b>KSUM</b> – Kerala Startup Mission
<b>ACT</b> - Action COVID-19 Team	<b>MeitY</b> – Ministry of Electronics and Information Technology
<b>AMA</b> – American Medical Association	<b>MOSS</b> – Mozilla Open-Source Support Program
<b>API</b> - Application Programming Interface	<b>MUDRA</b> – Micro Units Development and Refinance Agency
<b>ATEA</b> - American Tamil Entrepreneurs Association	<b>NASSCOM</b> - National Association of Software and Service Companies
<b>ATL</b> – Atal Tinkering Labs	<b>NBFC</b> – Non-Banking Financial Companies
<b>B2B</b> – Business to Business	<b>PCP</b> – Product Commercialization Program
<b>BBNL</b> – Bharat Broadband Network	<b>PoC</b> - Proof of Concept
<b>BCP</b> – Business Continuity Planning	<b>PPE</b> – Personal Protective Equipment
<b>BIG</b> – Biotechnology Ignition Grant	<b>PRIME</b> - Promotion and Incubation of Market-Driven Enterprises
<b>BIRAC</b> – Biotechnology Industry Research Assistance Council	<b>PSU</b> – Public Sector Unit
<b>CAGR</b> – Compound Annual Growth Rate	<b>QR</b> - Quick Response Code
<b>CIIE</b> – Centre for Innovation Incubation and Entrepreneurship	<b>RBI</b> – Reserve Bank of India
<b>CPSU</b> – Central Public Sector Unit	<b>RICH</b> - Research and Innovation Circle of Hyderabad (RICH), Emerging Technologies
<b>CREST</b> – Centre for Research on Startups and Risk Financing	<b>R&amp;D</b> – Research and Development
<b>CSC</b> – Common Service Centres	<b>S2G</b> - Startup to Government
<b>CSIR</b> – Council of Scientific and Industrial Research	<b>SaaS</b> - Software as a Service
<b>DBT</b> - Department of Biotechnology	<b>SAMRIDH</b> – Startup Accelerator for Product Innovation, Development and Growth
<b>DST</b> - Department of Science and Technology	<b>SEBI</b> - Securities and Exchange Board of India
<b>DGCA</b> – Directorate General of Civil Aviation	<b>SEED</b> – Space Enterprise Encouragement and Development
<b>DPIIT</b> – Department for Promotion of Industry and Internal Trade	<b>SIDBI</b> – Small Industries Development Bank of India
<b>Ed-Tech</b> - Education Technology	<b>SINE</b> – Society for Innovation and Entrepreneurship
<b>EDC</b> - Entrepreneurship Development Cell	<b>SIPP Scheme</b> – Startup Intellectual Property Protection Scheme
<b>EMD</b> - Earnest Money Deposit	<b>SRF</b> – Startup Ranking Framework
<b>EV</b> -Electrical Vehicle	<b>SSIP</b> - Student Startup and Innovation Policy Cell
<b>FinTech</b> - Finance Technology	<b>SUI</b> – Startup India
<b>GeM</b> – Government e-Marketplace	<b>TASK</b> - Telangana Academy for Skill and Knowledge
<b>GITEX</b> - Gulf Information Technology Exhibition	<b>TIDE</b> –Technology Incubation and Development of Entrepreneurs
<b>GoI</b> – Government of India	<b>TRIPs</b> – Trade-Related Aspects of Intellectual Property Rights
<b>GST</b> – Goods and Services Tax	<b>TSIC</b> – Telangana State Innovation Cell
<b>HEI</b> – Higher Education Institution	<b>UPI</b> – Unified Payments Interface
<b>HNI</b> – High Net worth Individuals	<b>UT</b> - Union Territory
<b>ICT</b> – Information Technology, Communications	<b>VC</b> – Venture Capital
<b>IIT</b> – Indian Institute of Technology	<b>VIP</b> – Vernacular Innovation Program
<b>IIM</b> - Indian Institute of Management	<b>WE HUB</b> - Women Entrepreneurship Hub
<b>IoT</b> - Internet of Things	<b>YoY</b> - Year on Year
<b>IPO</b> – Initial Public Offering	
<b>IPR</b> – Intellectual Property Rights	
<b>ISRO</b> – Indian Space Research Organization	
<b>IT</b> – Information Technology	
<b>J&amp;K</b> - Jammu and Kashmir	

# NOTES

# NOTES





75  
Azadi Ka  
Amrit Mahotsav

#startupindia

**CONTACT US**

[www.startupindia.com](http://www.startupindia.com)

[dipp-startups@nic.in](mailto:dipp-startups@nic.in)

1800 115 565