



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

#startupindia

# COMPENDIUM OF BEST PRACTICES OF STATES AND UNION TERRITORIES STATES' STARTUP RANKING 2022





# TABLE OF CONTENTS

<b>Introduction</b> .....	
<b>SRF 2022 Reform Areas</b> .....	
<b>Reform Area 1: Institutional Support</b> .....	<b>1</b>
Overview .....	1
Snapshot of Best Practices .....	1
Details of Best Practices .....	2
<b>Reform Area 2: Fostering Innovation and Entrepreneurship</b> .....	<b>11</b>
Overview .....	11
Snapshot of Best Practices .....	11
Details of Best Practices .....	12
<b>Reform Area 3: Access to Market</b> .....	<b>19</b>
Overview .....	19
Snapshot of Best Practices .....	19
Details of Best Practices .....	20
<b>Reform Area 4: Incubation and Mentorship Support</b> .....	<b>25</b>
Overview .....	25
Snapshot of Best Practices .....	26
Details of Best Practices .....	27
<b>Reform Area 5: Funding Support</b> .....	<b>35</b>
Overview .....	35
Snapshot of Best Practices .....	35
Details of Best Practices .....	36
<b>Reform Area 6: Capacity Building of Enablers</b> .....	<b>41</b>
Overview .....	41
Snapshot of Best Practices .....	41
Details of Best Practices .....	42
<b>Reform Area 7: Roadmap to a Sustainable Future</b> .....	<b>50</b>
Overview .....	50
Snapshot of Best Practices .....	50
Details of Best Practices .....	51
<b>List of Figures</b> .....	<b>79</b>
<b>Abbreviations</b> .....	<b>81</b>

# INTRODUCTION



Over the years, the States' Startup Ranking Framework (SRF) has offered curated insights on the ecosystems of the states and union territories (UT) across the country. This has enabled capacity building of States / UTs through the opportunity of cross-learning from the best practices.

The Ranking Framework evaluates the States / UTs based on seven Reform Areas spread across 25 Action Points. These Reform Areas include Institutional Support, Fostering Innovation and Entrepreneurship, Access to Market, Incubation and Mentorship Support, Funding Support, Capacity Building of Enablers and Roadmap to a Sustainable Future. Based on two rounds of evaluation of the documentary evidence submitted by states / UTs and feedback collected from the ecosystem beneficiaries, the ranking of States / UTs is finalised across five categories.

The SRF 2022 assessment witnessed the most extensive involvement from States/Union Territories, with a total of 33 participating regions. Out of 33 participating State / UTs, 17 have participated and submitted documentary evidence for all 25 Action Points.

Based on the submissions by the States / UTs, we observed several best practices across the seven Reform Areas. Some of the key highlights, case studies and best practices from the State / UT of the country have been highlighted and showcased in the subsequent chapters.

# SRF 2022 Reform Areas

## GLIMPSE OF STATES' STARTUP RANKING FRAMEWORK

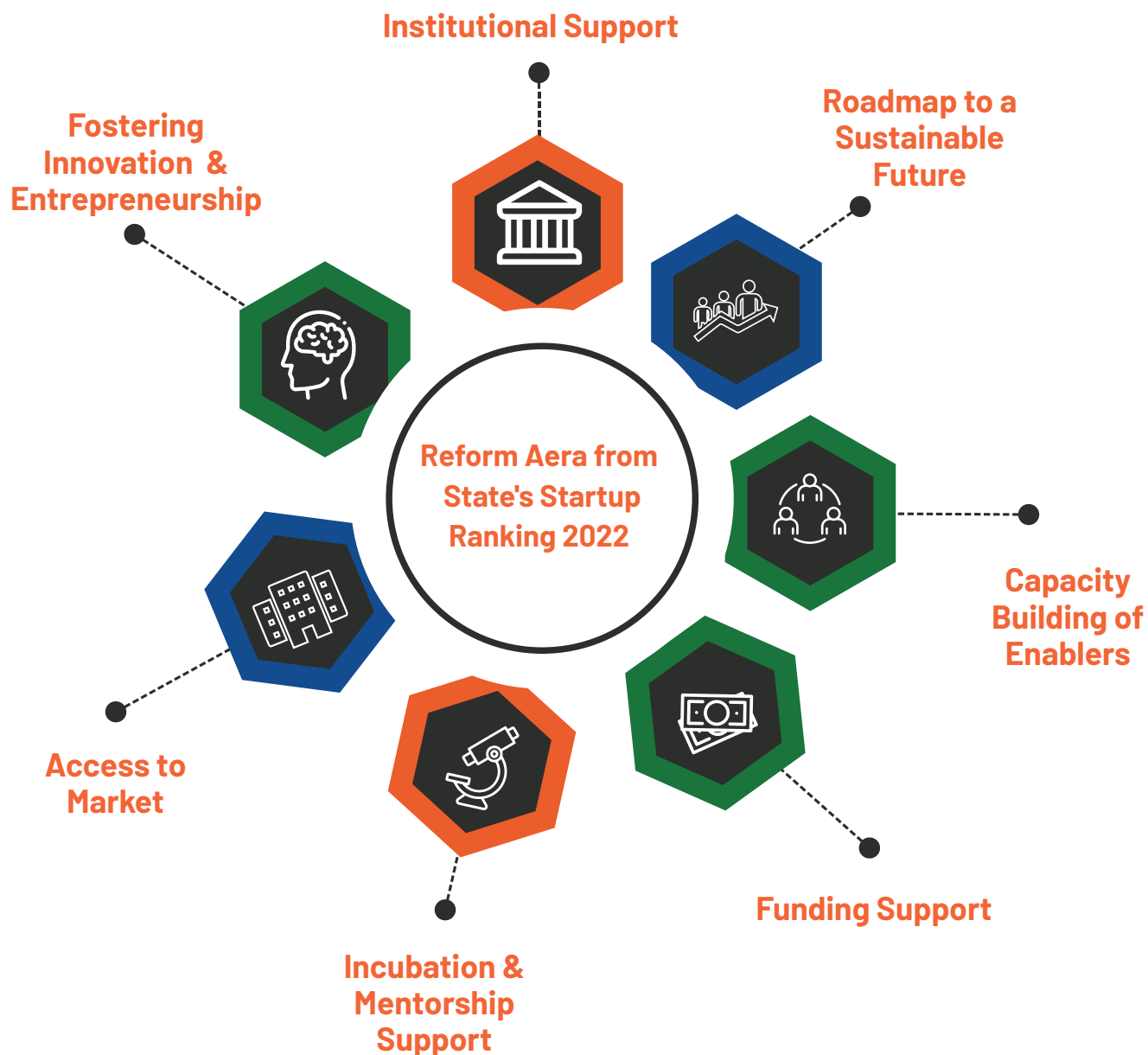


Figure 1 : Glimpses of States' Startup Ranking Framework





**REFORM AREA**

**1**

**INSTITUTIONAL SUPPORT**

# OVERVIEW

Institutional Support focuses on the facilitation and execution of the State's/UT's Startup policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving way for easy access of information to startups and ecosystem stakeholders.

It analyses whether a particular State/UT has a functional startup portal offering single-window solutions for all startup ecosystem stakeholders. A holistic startup portal offers services ranging from startup registration, accessibility features for Persons with Disability (PwD) to an efficient grievance redressal mechanism having quick 30 days of query resolution. The Reform Area also emphasises institutionalised support provided to the startups from various State's/UT Government departments including that of government policies that are currently active for support to startups.

## SNAPSHOT OF BEST PRACTICES

### Gujarat

- Know Your Approvals (KYA) Functionality and multilingual website
- Interactive chatbot
- Query tracking option with average resolution in seven days
- Accessibility features for Persons with Disabilities (PwD)

### Karnataka

- Dedicated query form for regulatory issues
- Query tracking option with average resolution in seven days
- Accessibility features for Persons with Disabilities (PwD)
- Multilingual Webiste

### Odisha

- Performance dashboard
- Virtual tour of portal
- Dedicated page for circular economy
- Query tracking option with average resolution in <15 days

### Himachal Pradesh

- Know Your Approvals (KYA) Functionality
- Query tracking option with average resolution in <15 days
- Dedicated helpdesk

# DETAILS OF BEST PRACTICES

## GUJARAT

The Startup Gujarat portal (<https://startup.gujarat.gov.in/home>) is the official website for the startups in the state. The portal offers a comprehensive information wizard for startups along with access to other stakeholders of the ecosystem.

The Startup Gujarat portal has an interactive chatbot which helps offer a customised experience for users. The state supports the startup ecosystem through more than six active policies which have been listed out on the portal.

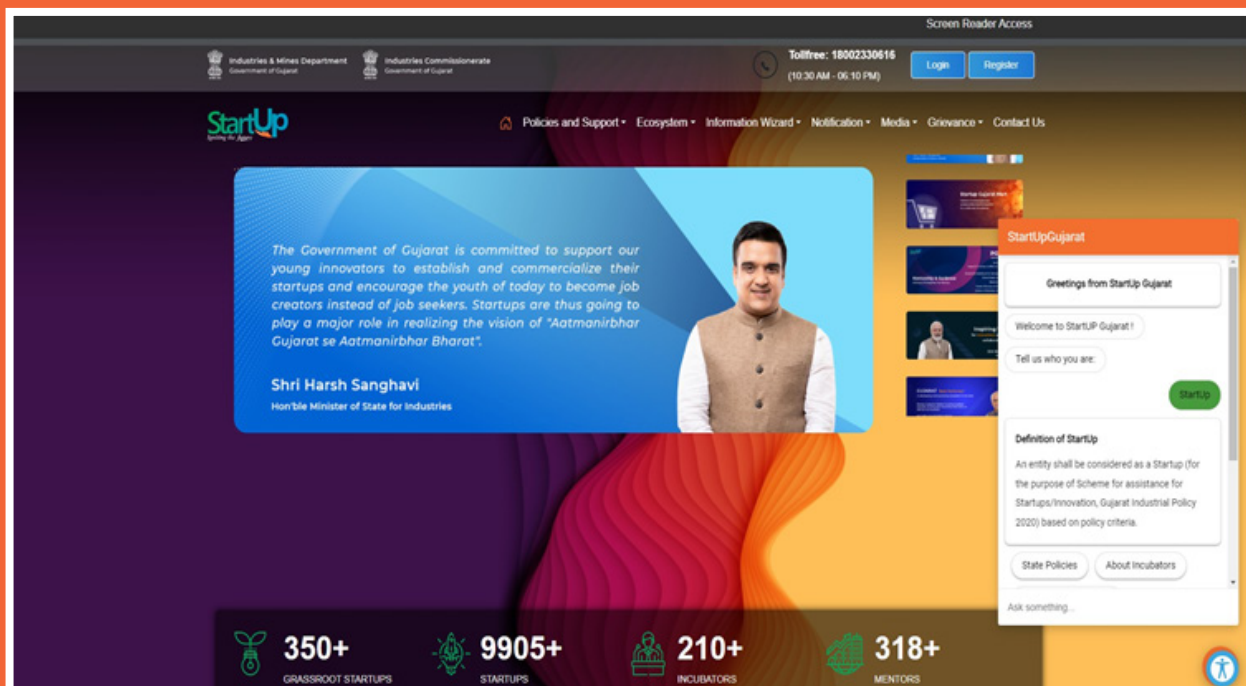


Figure 2 Chatbot feature on Startup Gujarat Portal





Figure 3 QR Code to Startup Gujarat portal



Figure 4 QR Code to Raise Your Grievance page on Startup Gujarat portal



Figure 5 QR Code to Startup Policies page on Startup Gujarat portal

The portal also has a function called “Know Your Approval” in the information wizard. It contains a simple questionnaire to be filled up by the users.

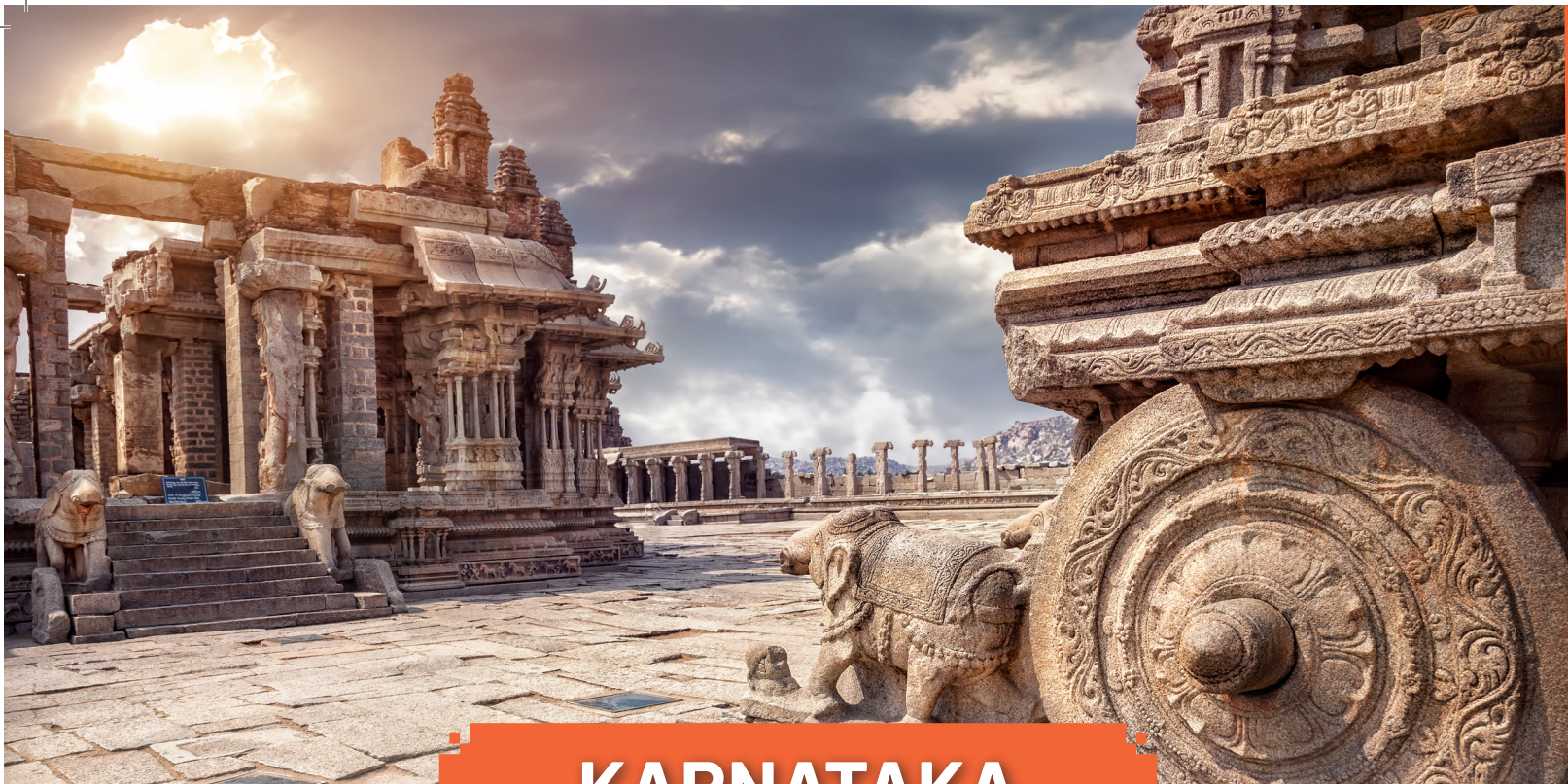
Figure 6 Startup Gujarat Portal – Know Your Approval

The Startup Gujarat portal has a robust grievance redressal mechanism<sup>2</sup> along with a toll-free helpdesk number. The average query resolution time is observed to be seven days. It also provides the option for tracking the status of queries.

Figure 7 Raise Your Grievance Page on Startup Gujarat portal

<sup>1</sup><https://startup.gujarat.gov.in/know-your-approval>

<sup>2</sup><https://startup.gujarat.gov.in/grievance/raise>



# KARNATAKA

Startup Karnataka (<https://www.missionstartupkarnataka.org/>) is the official website for information on startups in the state. This portal has been designed with the objective of bringing the entire ecosystem under one platform.

The portal has a knowledge centre which offers comprehensive information on the stakeholders of the ecosystem. It also offers accessibility features for Persons with Disabilities (PwD).

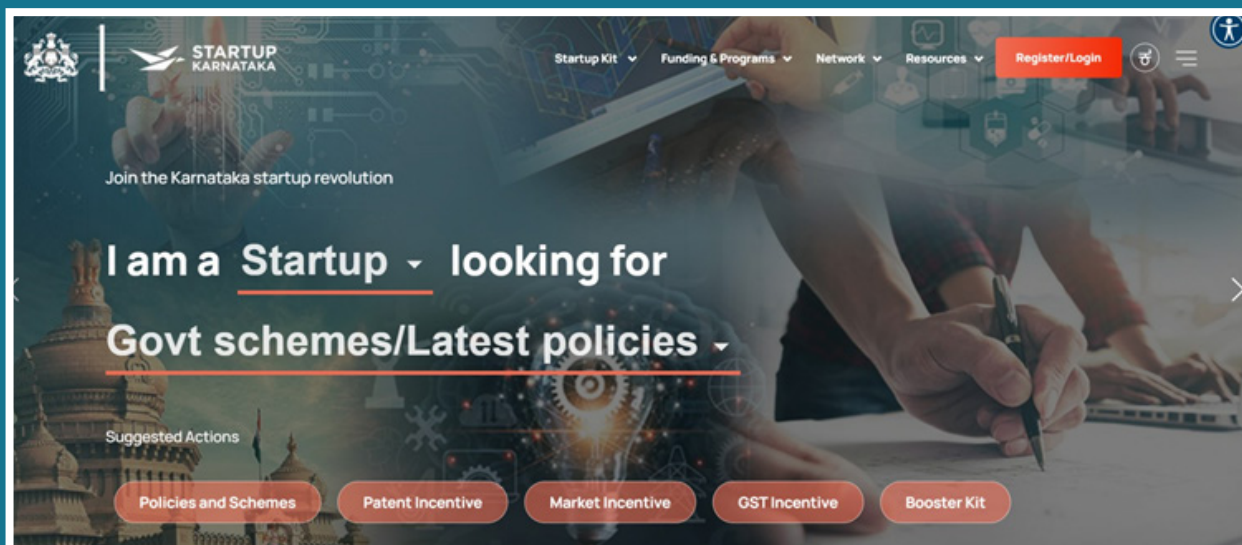


Figure 8 Mission Karnataka Startup Portal - unified digital platform for everything

The state supports the startup ecosystem through more than five active policies. A dedicated page<sup>3</sup> on the portal gives information on these policies along with the names of the departments implementing them.

<sup>3</sup><https://www.missionstartupkarnataka.org/department?en>



Figure 9 QR Code to Mission Karnataka Startup Portal



Figure 10 QR Code to Grievance Redressal page on Mission Karnataka Startup Portal



Figure 11 QR Code to Startup Policies page on Mission Karnataka Startup Portal

The portal offers a robust grievance mechanism system raising and tracking queries. There is a dedicated query form for regulatory issues as well and the average query resolution time is observed to be less than seven days.

The screenshot shows the 'Regulatory Connect' form on the Startup Karnataka Portal. The form is titled 'Regulatory Connect' and is part of the Startup Karnataka website. It includes a navigation bar with links for 'Startup Kit', 'Funding & Programs', 'Network', 'Resources', and 'Register/Login'. The form fields are as follows:

- STARTUP COMPANY NAME:** Enter text here
- FOUNDER / CO-FOUNDER NAME:** Enter text here
- EMAIL:** Enter text here
- MOBILE NUMBER:** Enter number here
- PRODUCT DESCRIPTION:** Enter text here (not to exceed 250 words)
- EMERGING TECH (YES/NO):** Enter text here (not to exceed 250 words)
- DEGREE OF DISRUPTION / SOCIAL IMPACT:** Enter text here (not to exceed 250 words)
- SUPPORT REQUIRED FROM GOVERNMENT (YES/NO):** YES NO
- PLEASE SPECIFY THE DEPARTMENT:** Enter text here
- BRIEF ABOUT THE ISSUE:** Enter text here

Figure 12 Regulatory connect on Startup Karnataka Portal





# ODISHA

Startup Odisha (<https://startupodisha.gov.in/>) is a comprehensive startup portal for all information related to startups in Odisha.

The Startup Odisha Hub has developed a mobile application to complement the portal. A Virtual Tour<sup>4</sup> of the Portal is also available for users.

The portal offers a performance dashboard to help users monitor their performances across nine indicators.



Figure 13 QR Code to Startup Odisha Application

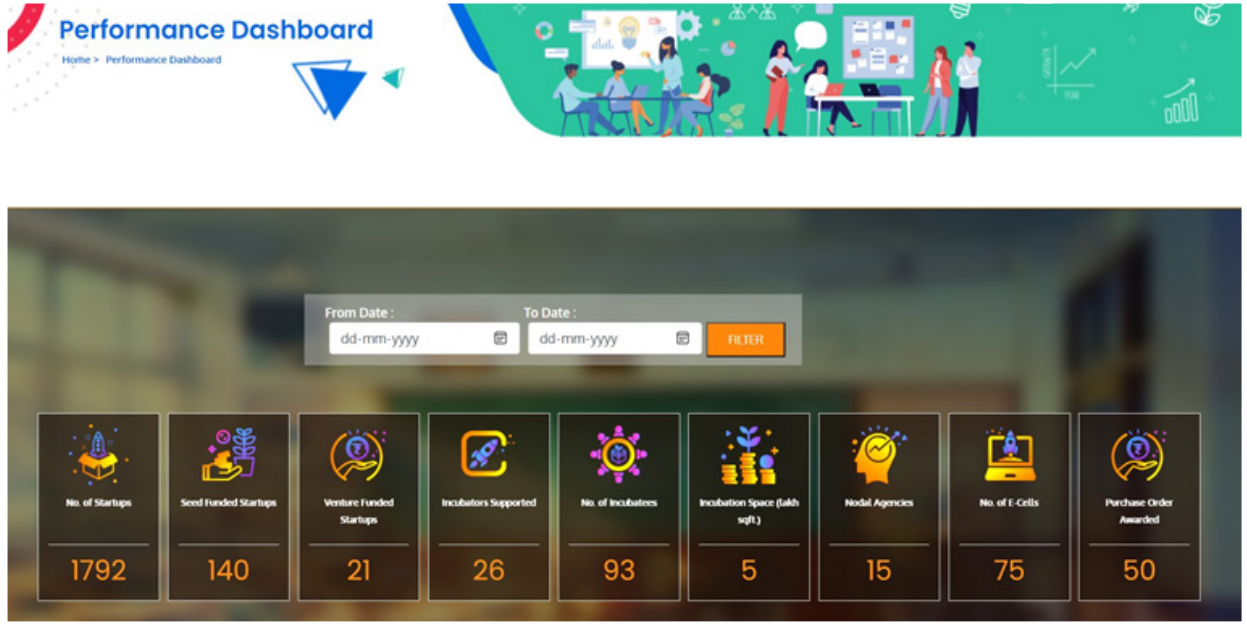


Figure 14 Interactive Performance Dashboard

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



Figure 15 QR Code to Startup Odisha Portal



Figure 16 QR Code to Submit Grievance page on Startup Odisha Portal



Figure 17 QR Code to Startup Policies page on Startup Odisha Portal

The State supports the startup ecosystem through more than five active policies. The dedicated page<sup>5</sup> on the Startup Odisha portal provides more information on the same. The portal also provides information on the policies related to circular economy.

Startup Odisha has a toll-free helpline to support startups in instant query resolution. It also promotes walk-in appointments in their office.

The Odisha Startup Hub offers a comprehensive Query form<sup>6</sup> which may be filled in English and Odia language. The average query resolution time for queries is observed to be less than 15 days. The mechanism for tracking the query has also been made available.

The screenshot shows a web form for lodging a grievance or submitting feedback. At the top, there is a 'Startup Odisha' logo and a helpline number. The form is divided into three main sections:
 

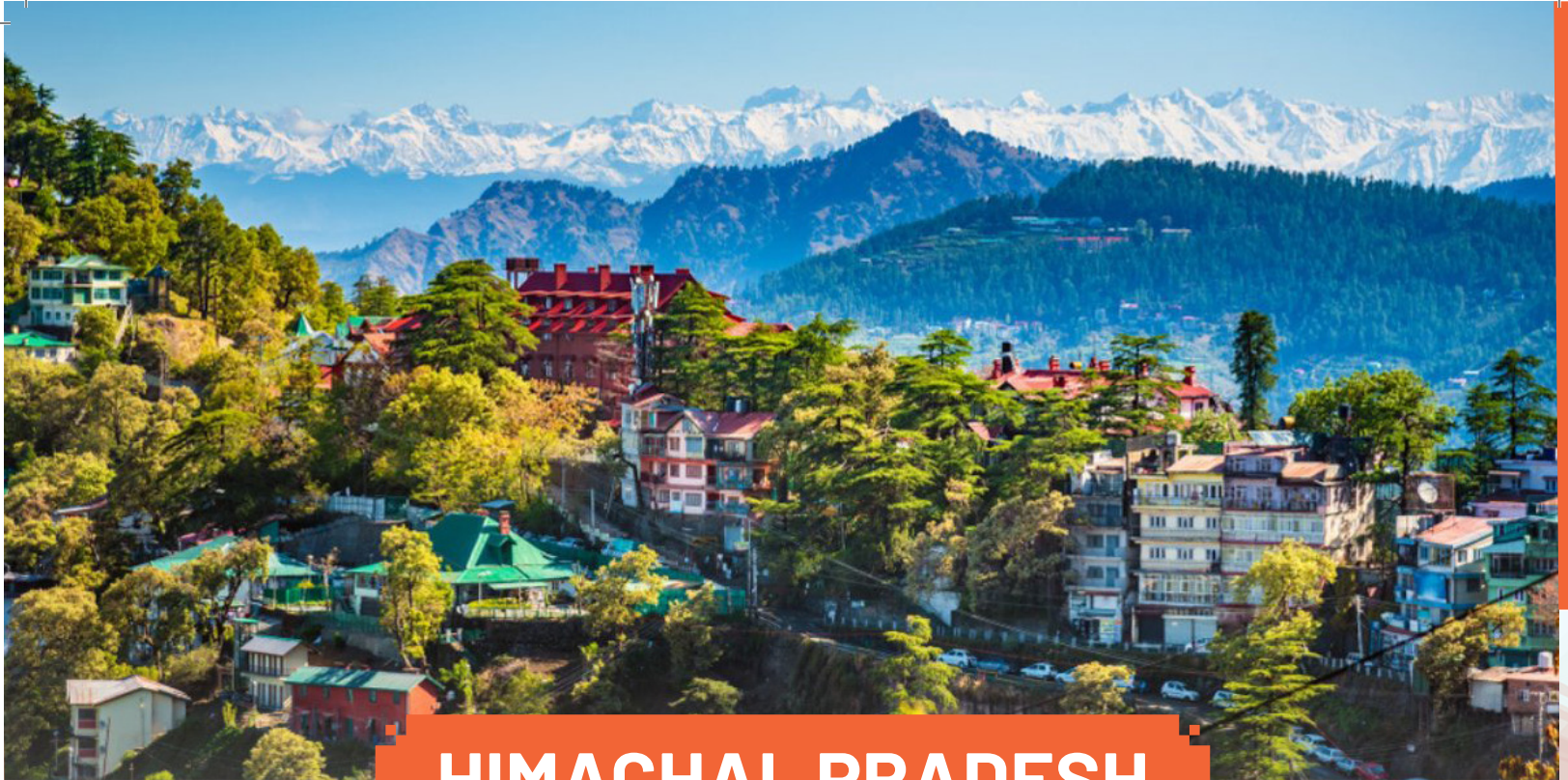
- Grievance/Feedback (ଅନୁରୋଧ / ଶିକା):** Includes a dropdown menu for 'Grievance Type (ଅନୁରୋଧ ପ୍ରକାର)' and a text area for 'Suggestions/Feedback (ପ୍ରତିପତ୍ତି / ଶିକା)'. A 'View Your Grievance / Feedback Status' link is visible on the right.
- Personal Details (ବ୍ୟକ୍ତିଗତ ବିବରଣୀ):** Contains input fields for 'First Name (ପ୍ରଥମ ନାମ)', 'Last Name (ଶେଷ ନାମ)', 'Address Line 1 (ଠିକଣା ଲାଇନ 1)', 'Address Line 2 (ଠିକଣା ଲାଇନ 2)', 'Email ID (ଇମେଲ୍ ଆଇଡି)', 'Middle Name (ମଧ୍ୟ ନାମ)', 'Address Line 1 (ଠିକଣା ଲାଇନ 1)', 'Pin Code (ପିନ୍ କୋଡ୍)', and 'Mobile No (ମୋବାଇଲ୍ ନମ୍ବର)'. Each field has a corresponding label in Odia.
- Grievance Description (ଅନୁରୋଧ ବିବରଣୀ):** Includes a 'Startup ID (ସ୍ଟାର୍ଟଅପ୍ ଆଇଡି)' field and a 'Grievance Details (ଅନୁରୋଧ ବିବରଣୀ)' text area.

 The form is styled with a light blue and white color scheme and includes a decorative floral pattern at the bottom.

Figure Q: Grievance Redressal Form on Startup Odisha Portal

<sup>5</sup><https://startupodisha.gov.in/institutional-support/>

<sup>6</sup><https://startupodisha.gov.in/grievances-redressal/>



# HIMACHAL PRADESH

Startup Himachal (<https://startumphimachal.hp.gov.in/>) is the official startup portal for the state. The portal is a robust platform qualifying all the criteria laid out by the State Startup Framework 2022.

It acts as a knowledge centre for the startups and offers an information wizard with a “Know Your Approvals” functionality as well.



Figure 19 Startup Himachal Portal

The state supports the startup ecosystem through more than five active policies, all of which may be accessed through the portal.



Figure 20 QR Code to Startup Himachal Portal



Figure 21 QR Code to Help Desk page on Startup Himachal Portal



Figure 22 QR Code to Startup Policies page on Startup Himachal Portal

Startup Himachal also provisions a comprehensive Grievance Redressal<sup>7</sup> Mechanism for startups to raise queries on several options. There is a dedicated helpdesk for instant query redressal as well<sup>8</sup> and the average query resolution time for queries is less than 15 days along with the option to track queries.

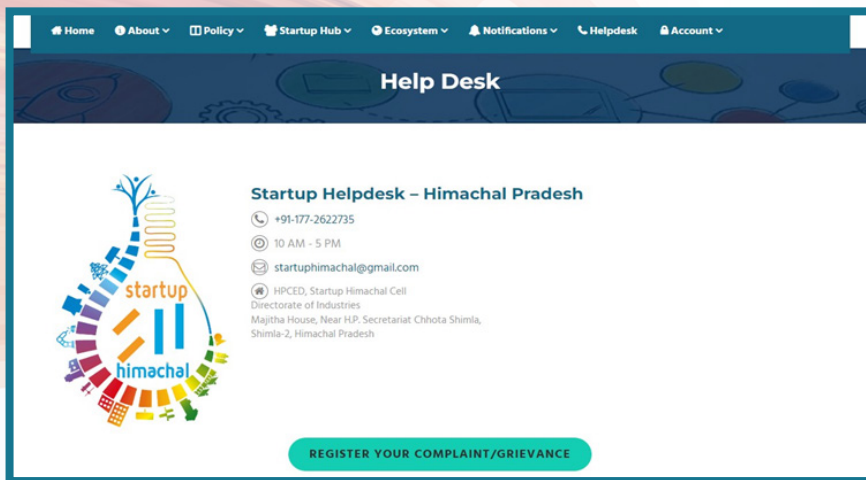
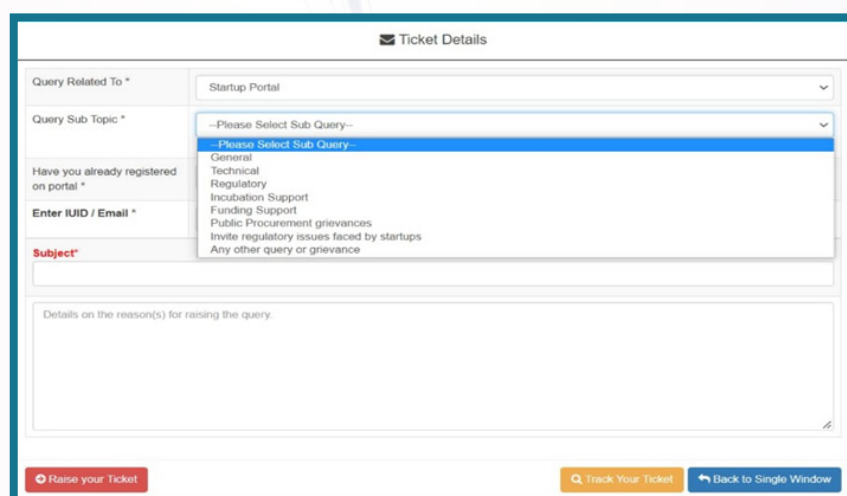


Figure 23 Helpdesk Contact Information on Startup Himachal Portal

Figure 24 Raise Query Page on Startup Himachal Portal



<sup>7</sup><https://startuphimachal.hp.gov.in/home/contactus/>  
<sup>8</sup><https://emerginghimachal.hp.gov.in/backoffice/ticket>



# REFORM AREA **2**

## FOSTERING INNOVATION AND ENTREPRENEURSHIP



# OVERVIEW

Fostering Innovation and Entrepreneurship, as the name suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs. It focuses not only on the assessment of the total number of registered startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship for students as well as aspiring women entrepreneurs. Furthermore, special focus has been drawn towards women-led startups with specially tailored incentives and schemes to ensure equitable implementation.

## SNAPSHOT OF BEST PRACTICES

### Maharashtra

- 18,000 + Registered startups in the state, one of the highest among states and UTs
- 1200 events at schools and HEIs
- Women Entrepreneurship Cell established

### Tamil Nadu

- 7000+ registered startups across 30+ sectors
- DPIIT recognition page
- 200+ events in schools and HEIs participation of 60,000+ students

### Telangana

- WE-HUB, State led incubator for women entrepreneurs.
- ~5 large-scale events in schools and HEIs, participation of 5000+ students

### Goa

- 100+ events in schools and HEIs attended by 8000+ students
- Learning & Development Page on portal

# DETAILS OF BEST PRACTICES

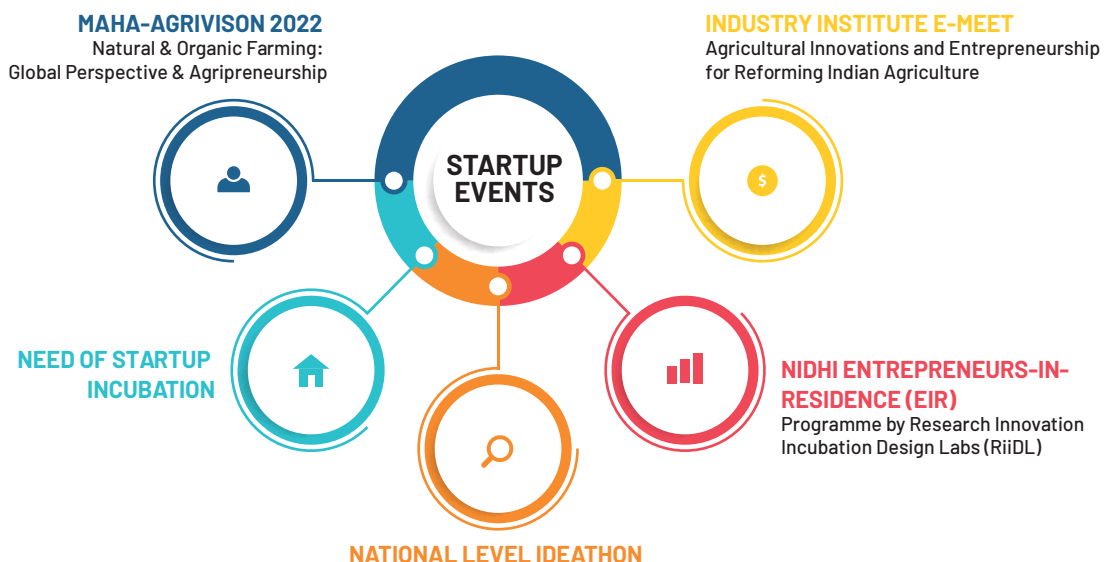
## MAHARASHTRA

Maharashtra State Innovation Society (MSInS) has more than 18000 registered startups that cover several areas, harbouring innovation and contributing to the upliftment of Maharashtra's economy.

Maharashtra has conducted more than 1500 events and programs in schools and HEIs to support student entrepreneurs. These events have seen a massive participation of more than 60,000 students and cover a variety of programmes that focus on entrepreneurship awareness and development, skill development, capacity building, product understanding, digital marketing, as well as activities such as monthly innovation challenges and ideathons.

These programs encompass MAHA-AGRIVISON 2022, Entrepreneurship Development and Training programmes, Capacity Building Training, Sector-wise skill development, startup interactions, and a National Level Ideathon.

Few of the noteworthy events include:



MAHA-AGRIVISON 2022 program is based on the theme “Strategies for doubling farmers’ income through a sustainable Agri system”. The program is covering all the aspects of Agriculture including Plant Science, Agriculture & Horticulture, Animal Science & Dairy, Fisheries & Aquaculture including Agri-Business & Policies.

MSInS has also set up a Women Entrepreneurship Cell with a focus on planning and undertaking initiatives for uplifting women entrepreneurs in terms of funding, mentorship, market opportunities in the state.

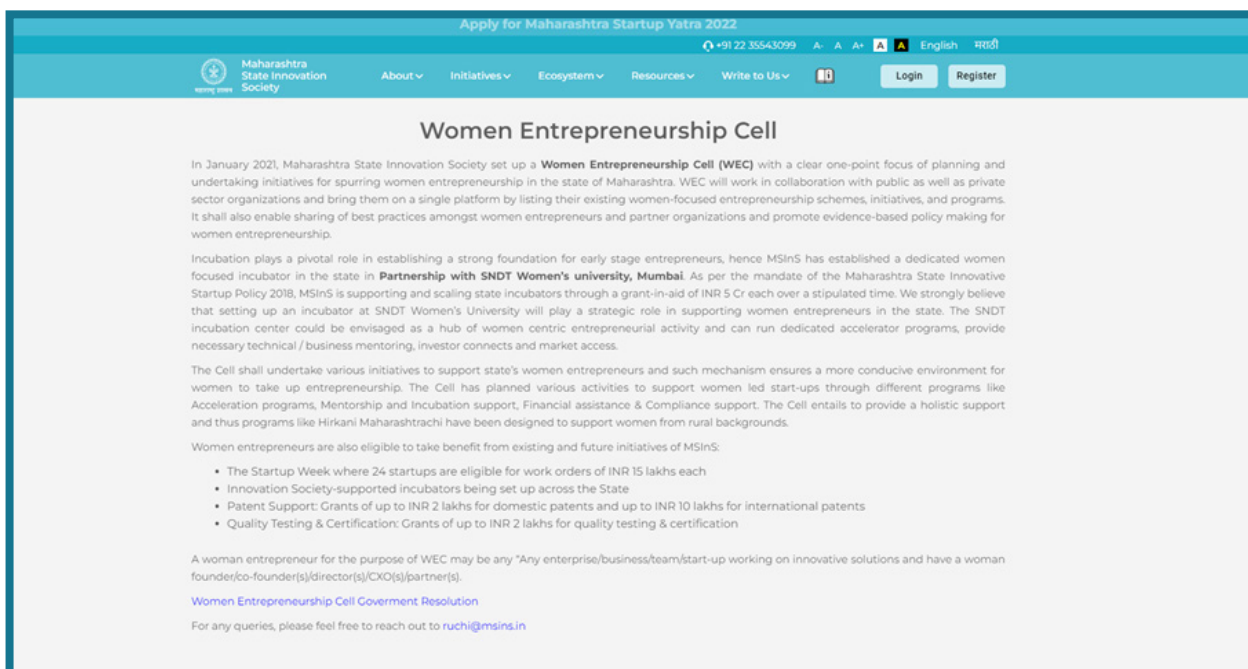
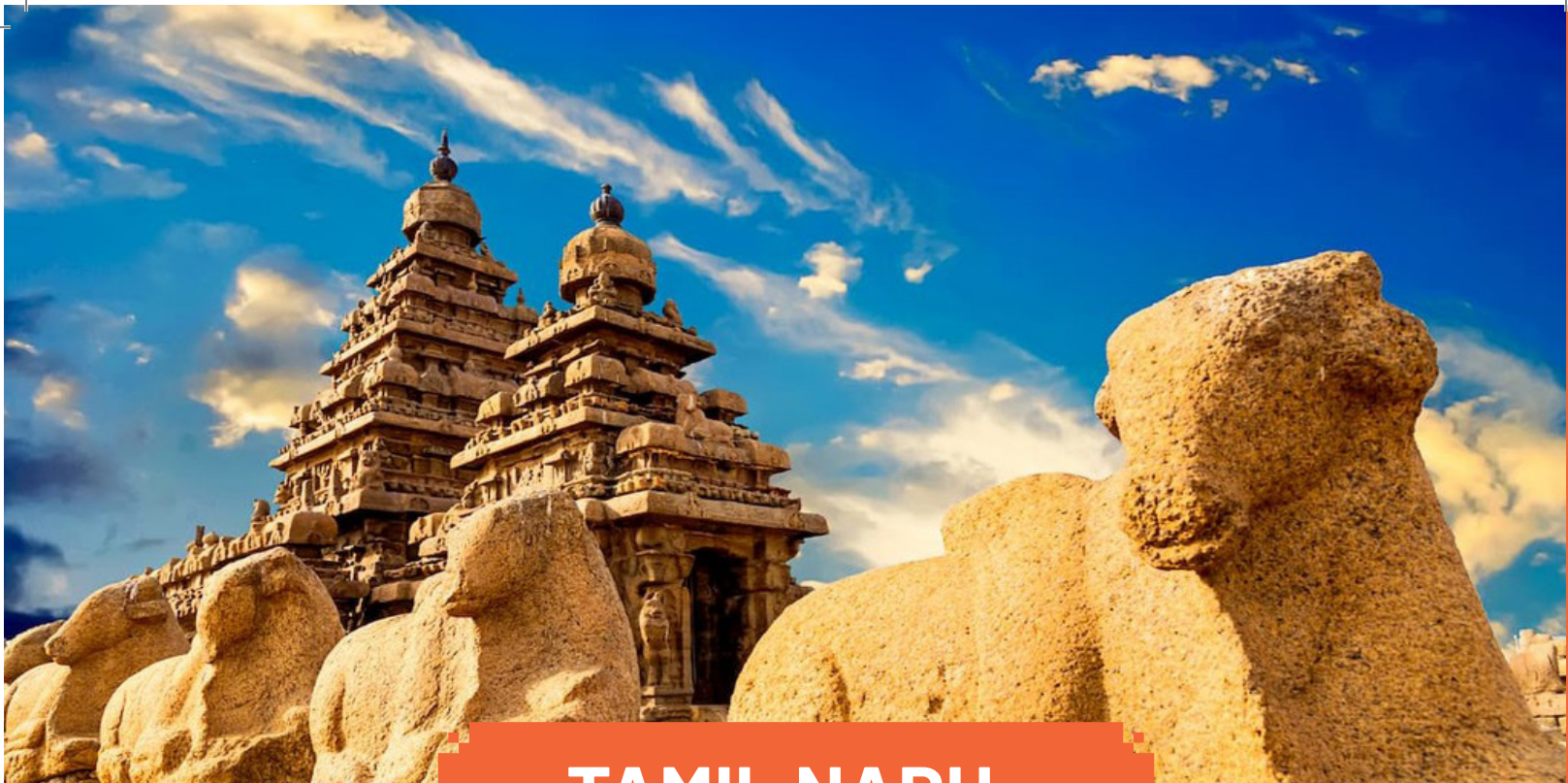


Figure 25 Women Entrepreneurship Cell page in MSInS Portal





# TAMIL NADU

The state of Tamil Nadu has launched a comprehensive startup portal called 'Startup TN'<sup>9</sup>. The Tamil Nadu Startup and Innovation Policy 2023 is the revamped policy of the state that aims to accelerate and scale up its startups.

The state has 7000+ registered startups across 30+ sectors. The State has a webpage and exclusive help desk for assisting startups in Tamil Nadu with DPIIT recognition<sup>10</sup>. It explains the criteria to check eligibility for DPIIT Recognition as well as the benefits that a DPIIT-recognised startup can avail.

Figure 26 DPIIT Recognition page in Startup TN Portal

<sup>9</sup> <https://Startuptn.in/>

<sup>10</sup> <https://startuptn.in/dpiit-recognition/>

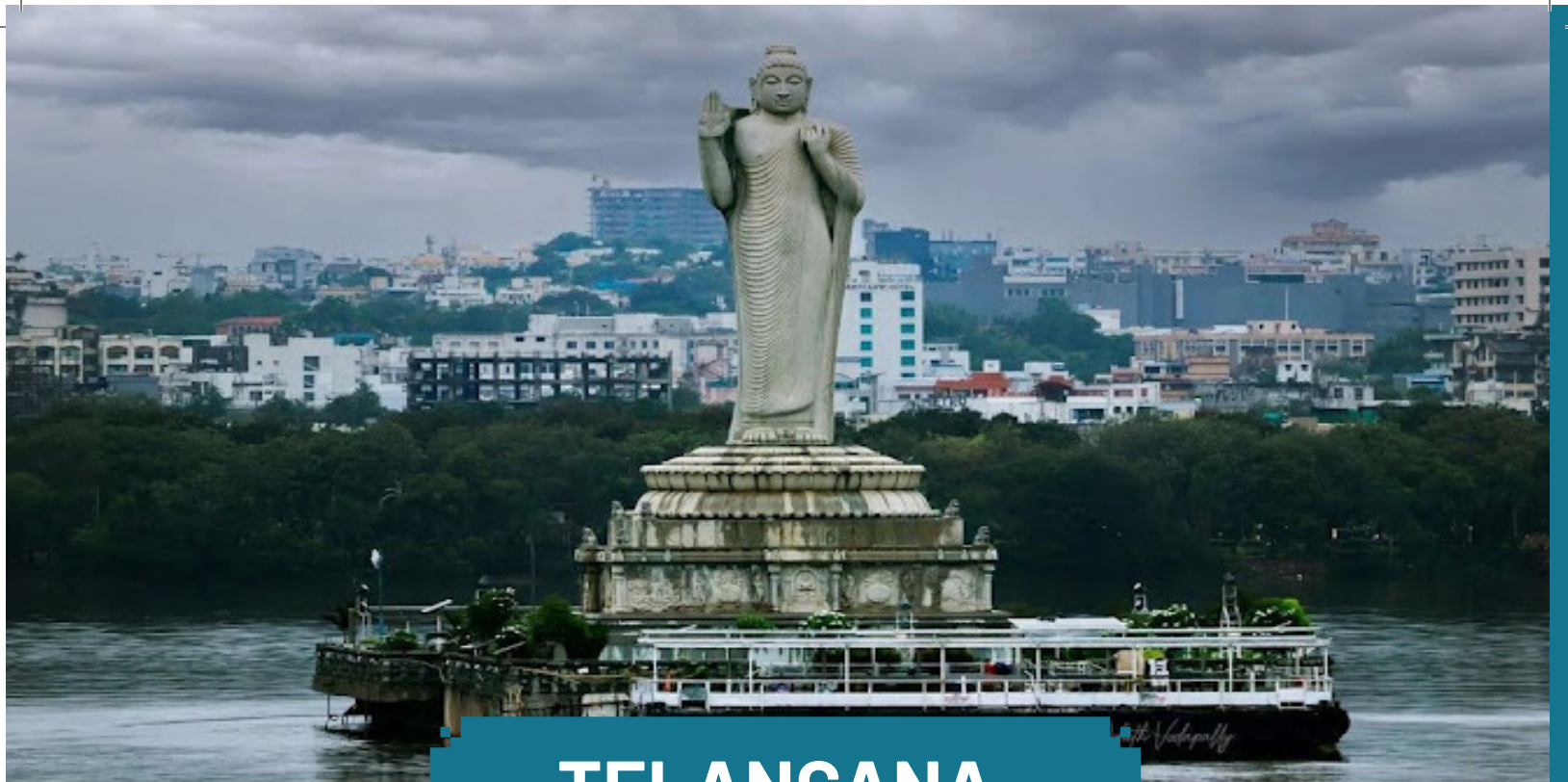
Tamil Nadu has also conducted more than 240 events in HEIs to support student entrepreneurs. These events saw a participation of more than 65,000 students.



IDEA HACKFEST was held in Virudhunagar district that focuses on Tech intervention to improve book reading among youngsters, Solution for providing employment to unemployed youths in the district, Mobilisation of Differently Aabled Persons for providing government benefits through schemes without repetition of beneficiaries.

The State has supported over 100 Startups led by women through funding, incubation support, mentorship, marketing assistance, subsidised loans, and more.





# TELANGANA

The Government of Telangana has established Startup Telangana, which is the official portal for startups in Telangana. It has been seamlessly integrated with the national startup portal and has more than 6500 startups registered on it.

The Government of Telangana has supported 65+ unique women-led startups that have received support through various special incentives launched for women entrepreneurs.

One of the main activities to encourage women entrepreneurs by the state is through a women-focused incubation centre called "WE Hub", which is India's first and only state-led incubator for women entrepreneurs. WE Hub works with the primary goal of promoting and fostering women entrepreneurship and supports startups with initiatives such as funding, mentoring, strategy, and growth.

### INTRODUCTION TO WE-HUB

WE-HUB is India's first and only State led incubator for women entrepreneurs – with the primary goal to promote and foster women entrepreneurship by way of Incubation, Access to Government and Building a collaborative ecosystem. Initiated as a response to the Global Entrepreneurship Summit (GES) in 2017, the inception of WE-HUB was announced on November 2017 with operations from March 2018.

WE-HUB works with the mission to ensure that all women entrepreneurs in the country have access to technical, financial, governmental and policy support required to start-up scale up sustain and accelerate with global market access. The work of WE-HUB is primarily in the fields of providing access to technical, financial, government and policy support required to start-up, scale up and accelerate with global market access, to all women entrepreneurs in the country.



**Deepthi Ravula**  
Chief Executive Officer, WE-HUB

[Email](#) [Phone](#) [LinkedIn](#)



Mission: WE-HUB is India's first state-led incubator to foster and promote women entrepreneurship to startup, scale up, and accelerate with global market access in Telangana and across India.

Vision: India's first state led incubator to foster and promote women entrepreneurship.

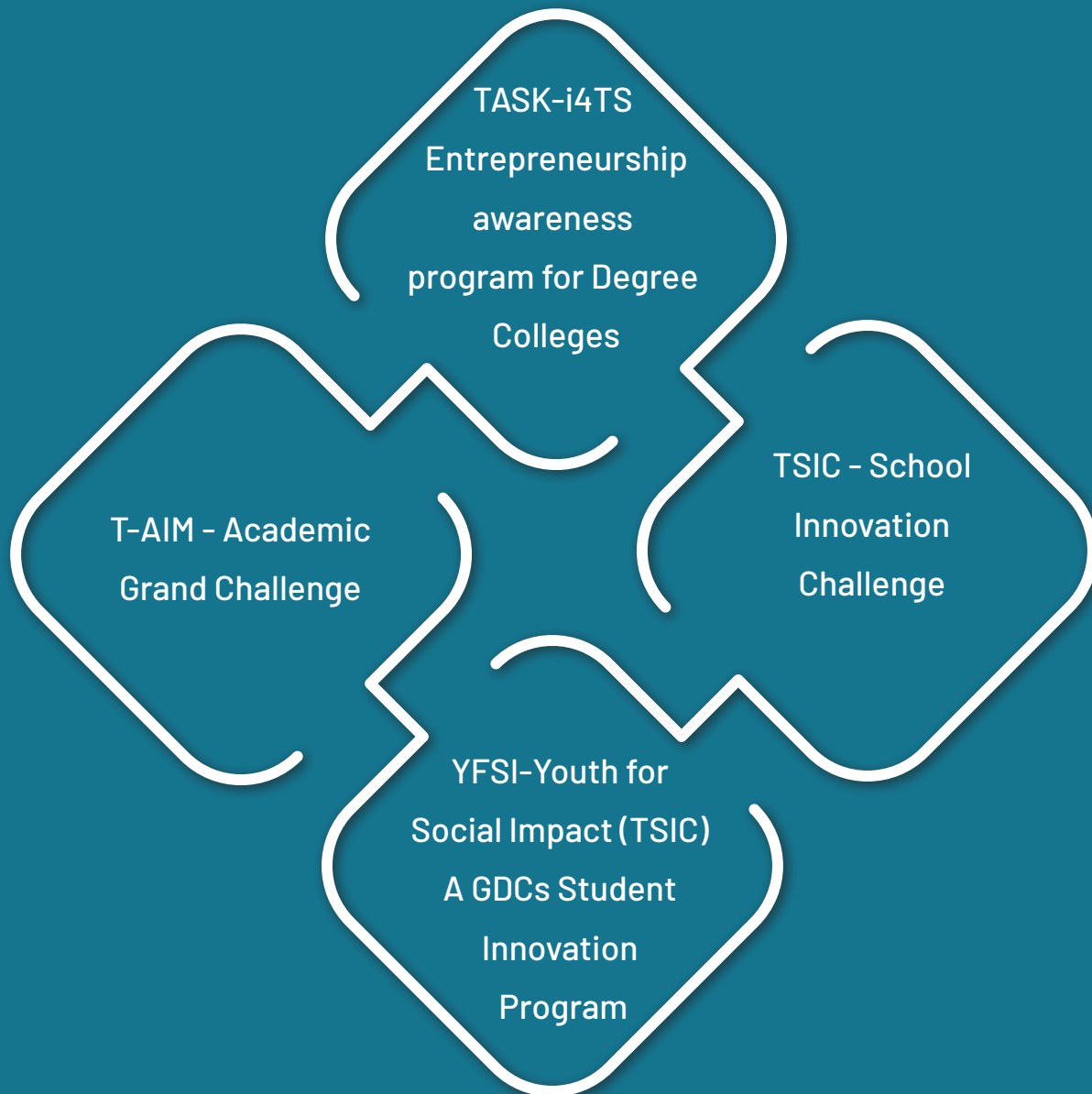
### WE-HUB'S IMPACT ON INNOVATION IN TELANGANA

<p><b>300+</b> Number of Jobs Created</p>	<p><b>7+</b> Fundings Raised in Crores</p>	<p><b>200+</b> Startups Scaled Up</p>	<p><b>61+</b> Startups Incubated</p>
<p><b>40+</b> Number of Partner Connects</p>	<p><b>9+</b> Number of Startup Programs</p>	<p><b>60+</b> Number of entrepreneurs Engaged so far</p>	

Figure 27 WE Hub page on Invest Telangana Portal

The state has conducted 50+ events in schools, seeing a massive participation of 27,000+ students. It has also conducted 25+ events in HEIs in which 56,000+ students have participated.

The state has also conducted large scale events in schools and HEIs that saw a participation of 5000+ students. These included:





# GOA

The state has Startup Goa (<https://www.startup.goa.gov.in/>) as its official portal for startups in the state. Its objective is to provide assistance to Goan entrepreneurs and local startups.

100+ events have been conducted by the state in schools and HEIs to support student entrepreneurs and have seen 8000+ students participate in various events such as:

Think, Design & Prototyping Session

Workshop for Teachers on 3D Printing

Khoj Event (Venture Catalyst)

Startup Innovation Acceleration  
Workshop

INEX Expo

Manohar Parrikar Vidnyan Mahotsav

Goa Startup Yatra - Workshop in Colleg

Launch of Goa's Young Innovators Award  
/ Prototyping Grant Cheque distribution

The Startup Goa portal has a Learning & Development<sup>11</sup> page that offers multiple courses to learn a variety of skillsets required for an entrepreneur

<sup>11</sup> <https://www.startup.goa.gov.in/LearningandDevelopments>



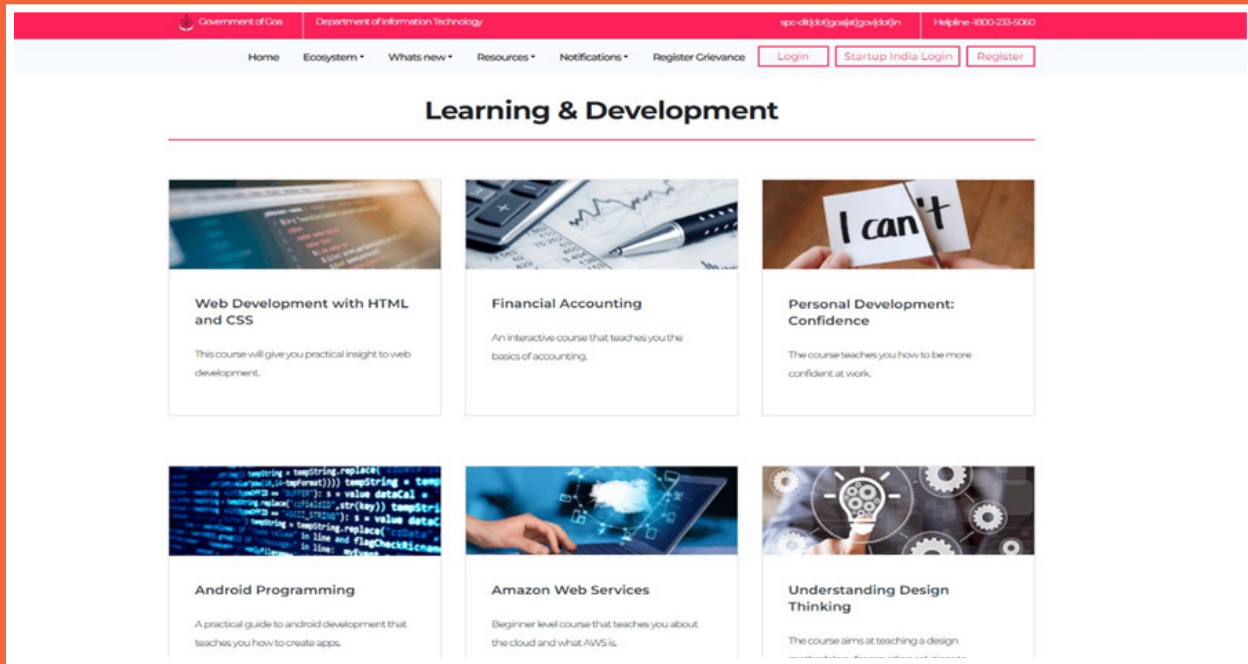


Figure 28 Learning & Development Section of Startup Goa Website





# REFORM AREA

3

## ACCESS TO MARKET

# OVERVIEW

This Reform Area seeks to encourage the State/UT Government to increase participation in the public procurement process for startups and become an enabler in providing the opportunities to startups in the domestic and international market. The States/UTs are evaluated based on their support to startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders

The aim is to steadily increase the number of work orders awarded to startups by helping them be at par with the established players in their respective sectors.

21 out of the 27 participating States/UTs have at least one relaxation to increase participation of startups in public procurement. ~200 events to provide market and showcase opportunities were conducted by 24 States/UTs. 450+ Startups were awarded purchase orders or work orders by 17 out of the 26 participating States/UTs. Some of the best practices from this Reform Area is highlighted below.

## SNAPSHOT OF BEST PRACTICES

### Andhra Pradesh

- 100% relaxations on prior turnover, prior experience and EMD submission for startups
- 30+ programs conducted worth INR- 100 Cr to provide showcase opportunities to startups

### Assam

- 30+ programs conducted to provide showcase opportunities to startups
- Awarded work orders to more than five startups

### Punjab

- 300+ startups provided with access to market and showcase opportunities
- 10+ Programs conducted to provide showcase opportunities

### Andaman & Nicoba Islands

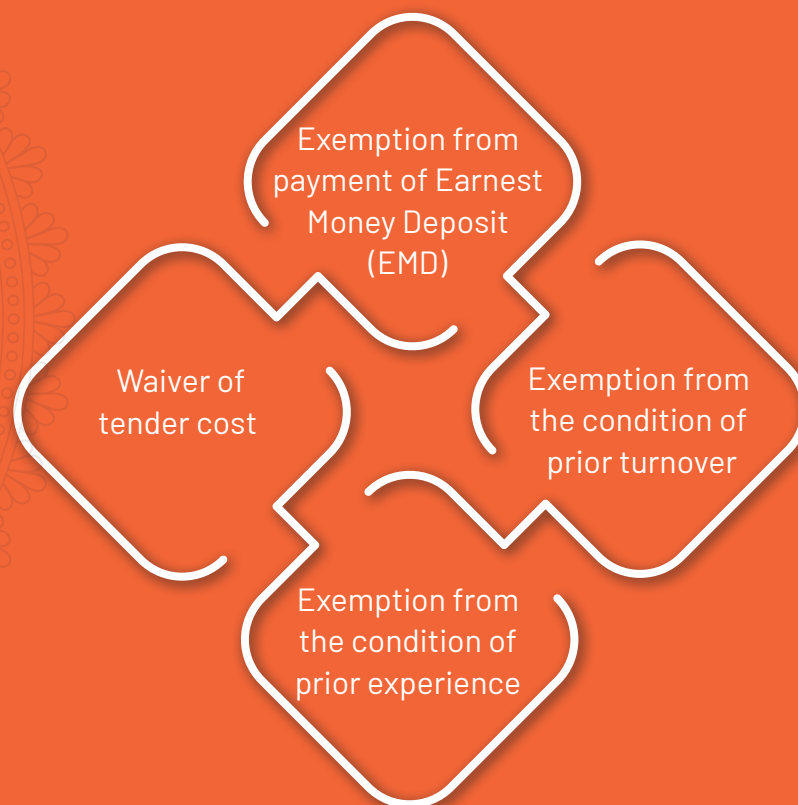
- INR 70+ Lakh worth of work orders awarded to startups
- "Startup Mela" organised by the State to provide market access opportunities to Startups

# DETAILS OF BEST PRACTICES

## ANDHRA PRADESH

In order to make Andhra Pradesh a self-reliant startup and innovation hub by promoting an innovation driven Startup ecosystem, the Government of Andhra Pradesh has given relaxation in the norms in public procurement of goods and services to bring the startups at par with established entrepreneurs and companies.

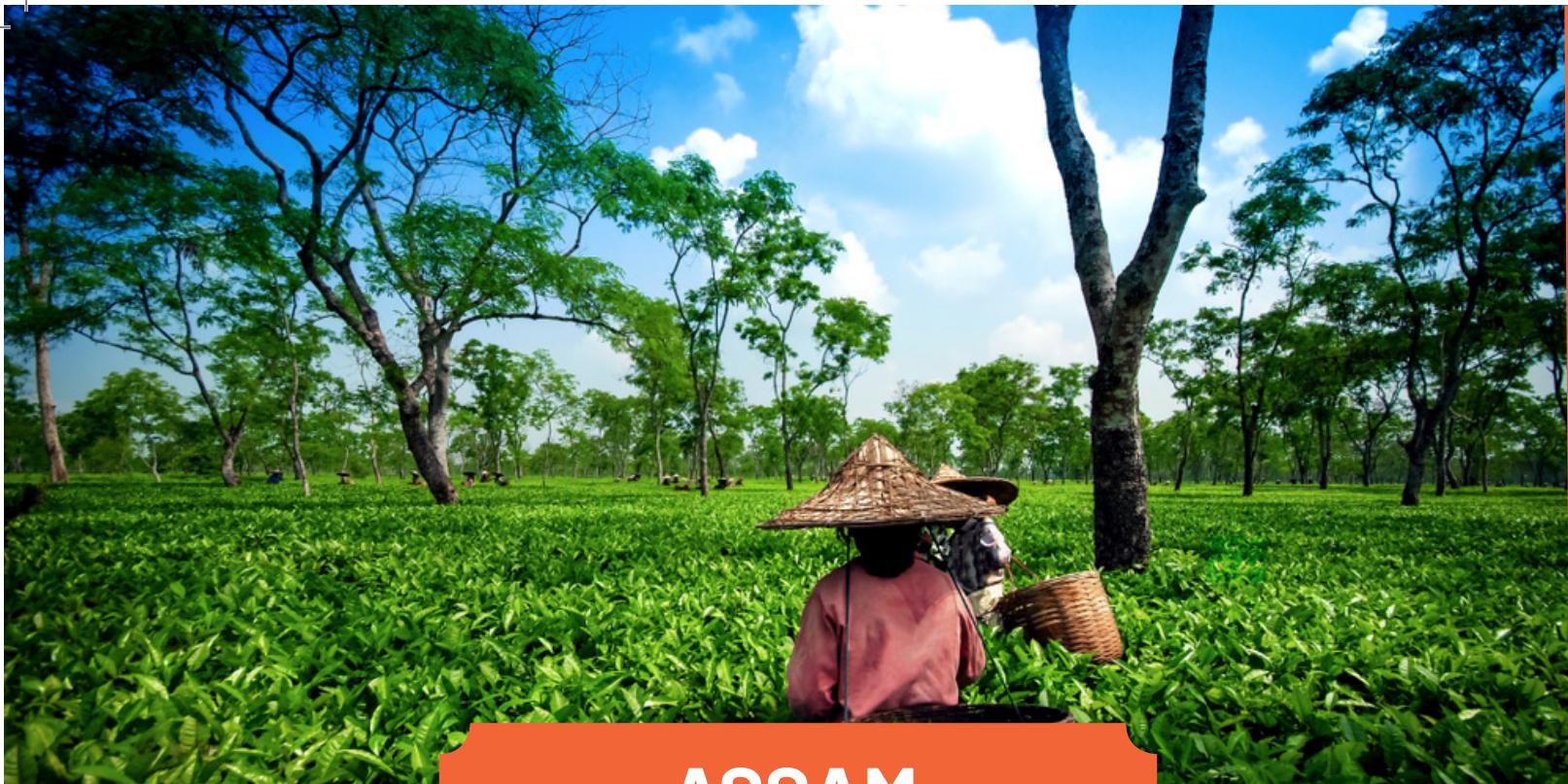
The relaxations provided to the startups are sector-agonistic and applicable to all the startups irrespective of their domains.



<sup>12</sup><https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/anthill-ventures-partners-with-andhra-pradesh-government-for-its-a-scale-programme/articleshow/69336170.cms>

Andhra Pradesh Government, in its efforts to increase access to market for startups, has partnered with Anthill Ventures<sup>12</sup> to organise the market access programme called “A-Scale”. The programme aims to benefit close to 20 startups every year by giving them the required capital as well as access to use cases on business scaling. Deep technology and deep science startups from across the globe and are to be identified and supported through targeted mentoring on business model refinement, pricing, and go-to-market and sales distribution strategies combined with capital funding from Anthill’s sector-focused funds. The State has also startups awarded purchase orders or work orders to 50+ Startups.





# ASSAM

The Government of Assam is steadfast in its commitment to creating a conducive climate for investments across all verticals. The government is making incessant endeavours through various policies to help startups and motley industries sustain and thrive.

The state has been making conscious efforts to provide market access to the startups of Assam. Assam's Procurement<sup>13</sup> Preference Policy, 2021 has been laid out to facilitate the growth of startups and SMEs, encourage linkages between them and large enterprises, boost their share of supplies to the state government departments and its aided institutions as well as the PSUs, provide opportunities to local entrepreneurial talents and maximize avenues for employment generation.



Figure 29 Assam Public Procurement Portal

<sup>13</sup><https://sppp.assam.gov.in/?#/en>

Assam Startup<sup>14</sup> - The Nest, a collaborative venture between the Department of Industries and Commerce, Government of Assam, and IIM Calcutta Innovation Park, organised UDYAM ASSAM 3.0 on 16 August 2021. This event served as a dynamic celebration, not only marking the achievements of Assam Startup but also as a robust support system for budding entrepreneurs.

UDYAM ASSAM 3.0 aimed to instil encouragement in startups, fostering a spirit of persistence and innovation in their entrepreneurial endeavours. The event went beyond festivities by creating a platform to showcase success and impact stories of Assam Startup. Complementing this, an exhibition showcase allowed incubators to present their innovative product offerings, enhancing visibility and networking opportunities. UDYAM ASSAM 3.0 stood as a testament to Assam's commitment to nurturing a thriving startup ecosystem and encouraging collaboration and sustainable growth.

A one-day training program on the complete cycle of e-Procurement was conducted for the Directorate of Information and Public Relation on 17 December 2021 and another one on 8 March 2022 for the Assam Public Service Commission. The modules discussed were "Tender Creation and publishing" and "Corrigendum creation and publishing".



Figure 30 Training on National Informatics Centre (NIC) e-Procurement System

<sup>14</sup><https://startup.assam.gov.in/>

# PUNJAB

The State of Punjab has provided market access and showcase opportunities to 340+ through 10+ Programs. Two of them have been highlighted below:

- TREX Startup Conclave

i-RISE IISER Mohali TBI<sup>15</sup> organised TREX 2022 - The Startup Conclave on 24 September 2022 in association with Startup Punjab and the Punjab State Council of Science and Technology. The main aim of the conclave was to give a platform to showcase the journey of the startup and to bring together top policymakers, industry, academia, investors, and other stakeholders from across the country.



Figure 31 Event pictures from the Inauguration of the Startup Conclave

- The Big Fish Poole

The event was powered by Startup Punjab and was aimed to help the budding entrepreneurs pitch their start-up ideas in front of Angel Investors and Venture Capitalists, after which the investors will evaluate them and provide funding support to the young entrepreneurs. 40+ Startups got an opportunity to participate in the event.

<sup>15</sup>i-Rise, Technology Business Incubator - TBI IISER Mohali (iisermtbi.com)





Figure 32 Event Picture from The Big Fish Pool





## ANDAMAN AND NICOBAR ISLANDS

The Directorate of Industries, Andaman and Nicobar Administration organised a “Startup Mela” to provide startups with a platform to showcase and market their products at a pavilion from 9-12 November 2022.

The Startup Mela was organised at a pavilion especially erected in the Parking Lot of the ANE-Sagarika of the Department at Middle Point, Port Blair, a prominent visitor destination of A&N Islands.

The Startup Mela was inaugurated by Director of Industries, who advised the startups not only to utilise the platform to showcase and market their products but also to introspect and obtain the views of the visitors for development and improvement of the service or product provided by them.



Figure 33 Snapshot of the showcase event





# REFORM AREA

4

INCUBATION AND  
MENTORSHIP SUPPORT

# OVERVIEW

Incubation and Mentorship support is provided to States/UTs in the form of financial and infrastructural support to startups and State-supported incubators. The State/UT Governments are initiating setting up of new incubators or in upgrading existing incubator facilities through various fiscal and non-fiscal incentives including conduction of acceleration programs across State/UTs. This Reform Area also aims at ensuring proportionate utilisation of the incubation capacity of the State-supported incubators.

The support provided by the State/UT to the incubators through programs and incentives will in turn help startups in scaling up and thereby, contribute to the growth of the State/UT startup ecosystem. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the State's/UT's network of mentors.

## SNAPSHOT OF BEST PRACTICES

### Karnataka

- 400+ Startups incubated
- 130+ Startups enrolled in acceleration programs
- 180+ Startups receiving mentorship support

### Tamil Nadu

- 900+ Startups incubated
- 100+ Startups enrolled in acceleration programs
- 200+ Startups receiving mentorship support

### Uttar Pradesh

- 200+ Startups incubated
- 50+ Startups enrolled in acceleration programs
- 150+ Startups receiving mentorship support

### Meghalaya

- 100+ Startups incubated
- 30+ Startups enrolled in acceleration programs
- 60+ Startups receiving mentorship support

# DETAILS OF BEST PRACTICES

## KARNATAKA

The state of Karnataka has close to 70 state-supported incubators, more than 10 of which was set up within the period of consideration. During the period of consideration, the state supported more than 400 startups through incubation support and more than 130 startups through acceleration program. Some of these programs have been highlighted below.

C-CAMP<sup>16</sup>, in collaboration with the Department of IT, BT, and S&T, Government of Karnataka, introduced the Karnataka Startup Advancement Program (K-SAP) BIO 50. This initiative, modelled after the C-CAMP Startup Advancement Program, is tailored for startups based in Karnataka and is a year-long, comprehensive mentorship program designed to provide life-sciences startups with structured support. The program includes mentorship, knowledge enhancement, and networking opportunities, aiming to propel early-stage entrepreneurial ventures toward a rapid idea-to-market trajectory. With the backing of the Karnataka government, K-SAP BIO 50 strives to catalyse and expedite the growth of startups in the dynamic field of life sciences.



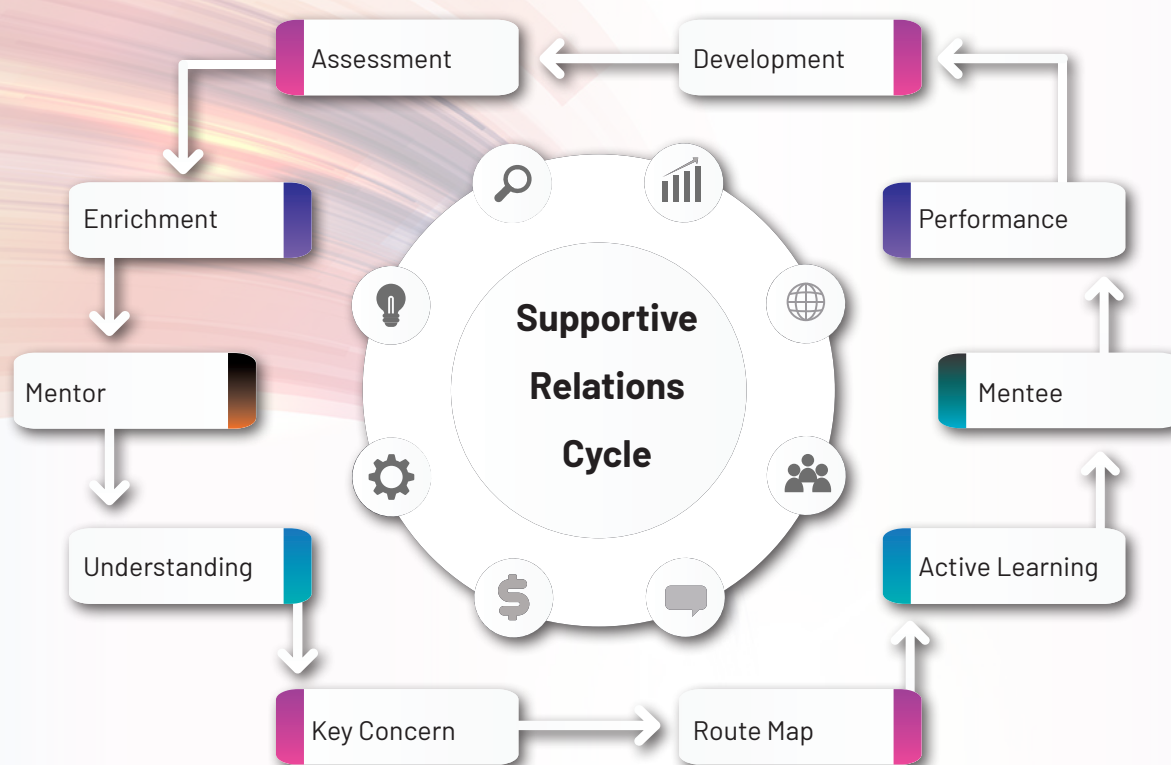
### Advancing Karnataka's Bio-startups for Global Impact!

Figure 34 C-CAMP – An Acceleration Program

<sup>16</sup><https://ccamp.res.in/csap-ksapinfo>

# INSTITUTION INNOVATION CELL<sup>17</sup>

Through the Institution Innovation Cell, idea churning sessions are organised by inviting industry experts and Alumni Entrepreneurs. The uniqueness of this practice is that the faculty and students together update and enhance their knowledge. The faculty help and guide the students to develop the innovative models. The students are encouraged to plan and prepare proposals in the field of their interest. This encourages the students and staff to work beyond the syllabus in every laboratory course. The Mentoring system<sup>18</sup> in the University of Mysore proposes to use the 'Supportive Relationship Model' (SRM) that potentiates end-to-end encryption.

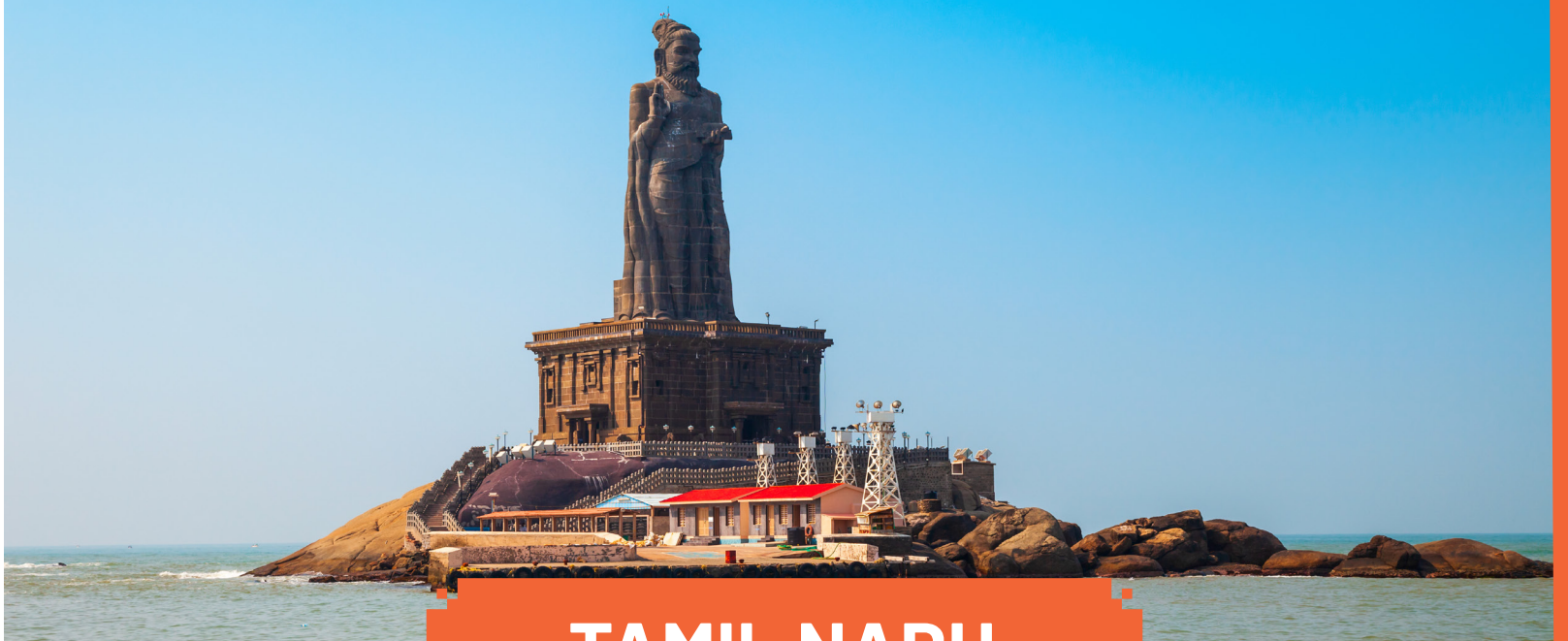


Mentoring System in University of Mysore

The general objective of this system is to enhance the quality of graduating students, nurture the overall growth and acceptance of the institutes and establish qualitative competition between institutes and department of studies.

<sup>17</sup><http://svcop.in/web/wp-content/uploads/2022/07/SVCOP-Best-Practices.pdf>

<sup>18</sup>[https://uni-mysore.ac.in/english-version/documents/manuals/supp\\_docs/mentoring\\_system\\_guidelines.pdf](https://uni-mysore.ac.in/english-version/documents/manuals/supp_docs/mentoring_system_guidelines.pdf)



# TAMIL NADU

Tamil Nadu has built a thriving startup ecosystem consisting of 80+ incubators which that have helped create a steady stream for new innovative ideas and startups. These incubators provide a vital starting point for entrepreneurs to learn about various aspects of startups and help them in taking the first steps towards creating ventures.

The Annamalai Innovation and Incubation Research Foundation<sup>19</sup> (AIIRF), set up in 2019, was the first business incubator in the Cuddalore district with a potential to create startups focusing on economic growth, strategic value, and social relevance. AIIRF provides incubation support to tech startups and runs accelerator programs in association with corporate partnerships. It has been sponsored by the Entrepreneurship Development and Innovation Institute(EDII TN), Government of Tamil Nadu under the Tamil Nadu Manufacturing Business Incubation Infrastructure Development Project.



Figure 36 AIIRF Inauguration of Incubation Facility

<sup>19</sup><https://aiirf.com/>



Startup Tamil Nadu has launched an exclusive portal with the objective of building a database of mentors. The same enables a startup founder to connect with the right mentor that can be beneficial both professionally and personally.

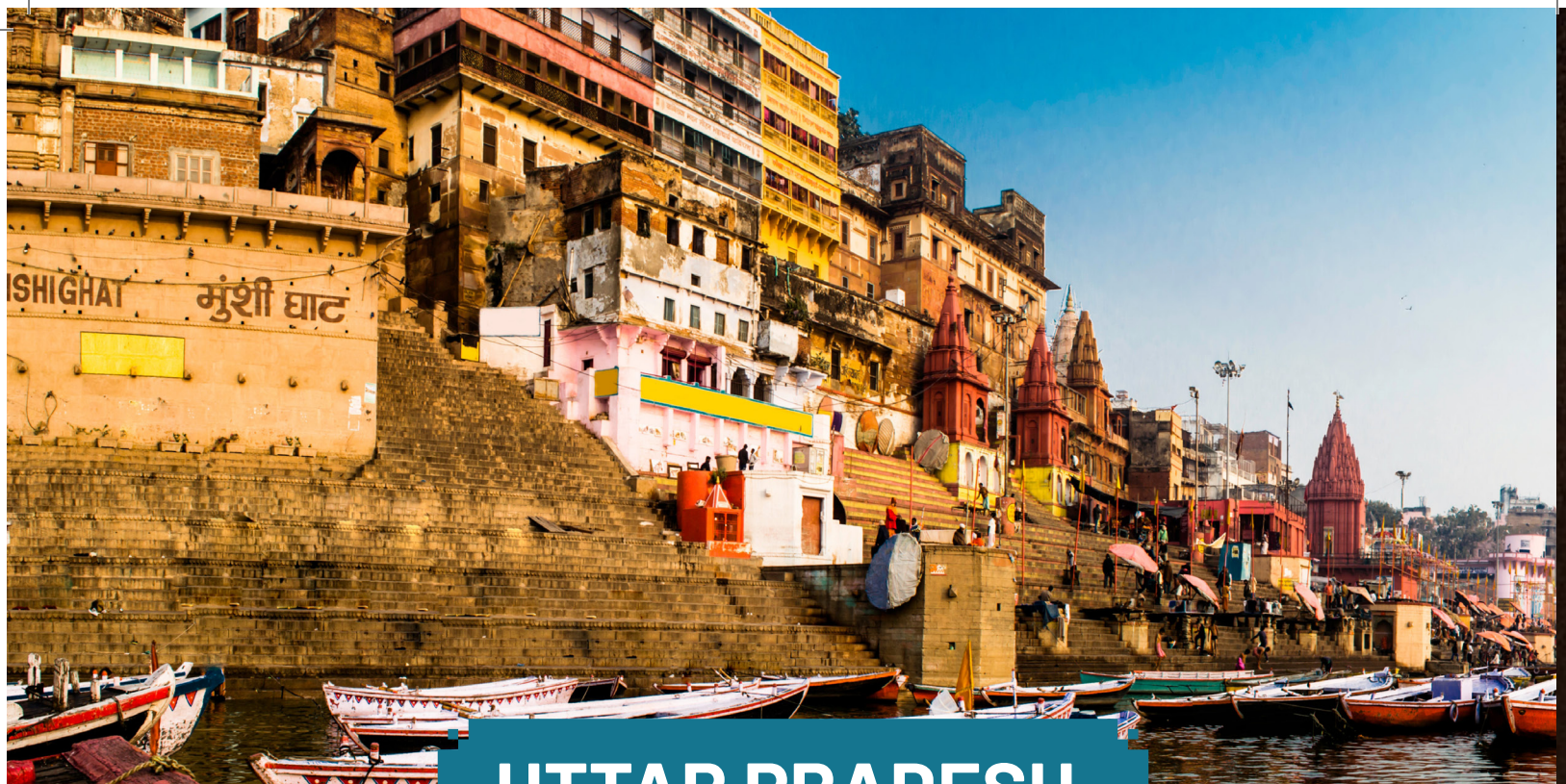


Figure 37 Mentoring Process of Startup Tamil Nadu

Mentoring<sup>21</sup> provides genuine support and guidance to students of Tertiary Education Programmes who are experiencing challenges in learning due to educational, social, emotional, and behavioural problems that are consequently affecting their learning and performance.



<sup>21</sup><https://www.vcw.ac.in/iqac-best-practices/>



# UTTAR PRADESH

The Government of Uttar Pradesh has close to 30 incubators through which it has supported more than 200 startups. Some of the incubator and Centre of Entrepreneurships (CoEs) have been highlighted below.

An Innovation Hub has been set up to make strategic interventions to develop a benchmark startup and incubation support system in Uttar Pradesh. The main objective of the Innovation Hub would be to inculcate an entrepreneurial spirit in the youth and drive them to be changemakers of the society. It is intended to be a Startup Centre of Excellence for all the Startup Ecosystem Enablers to develop an end-to-end Innovation and Entrepreneurial Startup Ecosystem in Uttar Pradesh by creating a roadmap from “Ideation-to-Commercialisation”.



The Navachar Incubation Centre<sup>22</sup> (NIC) aims to support startups with ideas and solutions that address social challenges, contribute to sustainable development, and make a positive impact on society in the fields of smart city technologies, urban planning, transportation solutions, waste management systems, IoT-enabled infrastructure, and enhancing the quality of urban life.

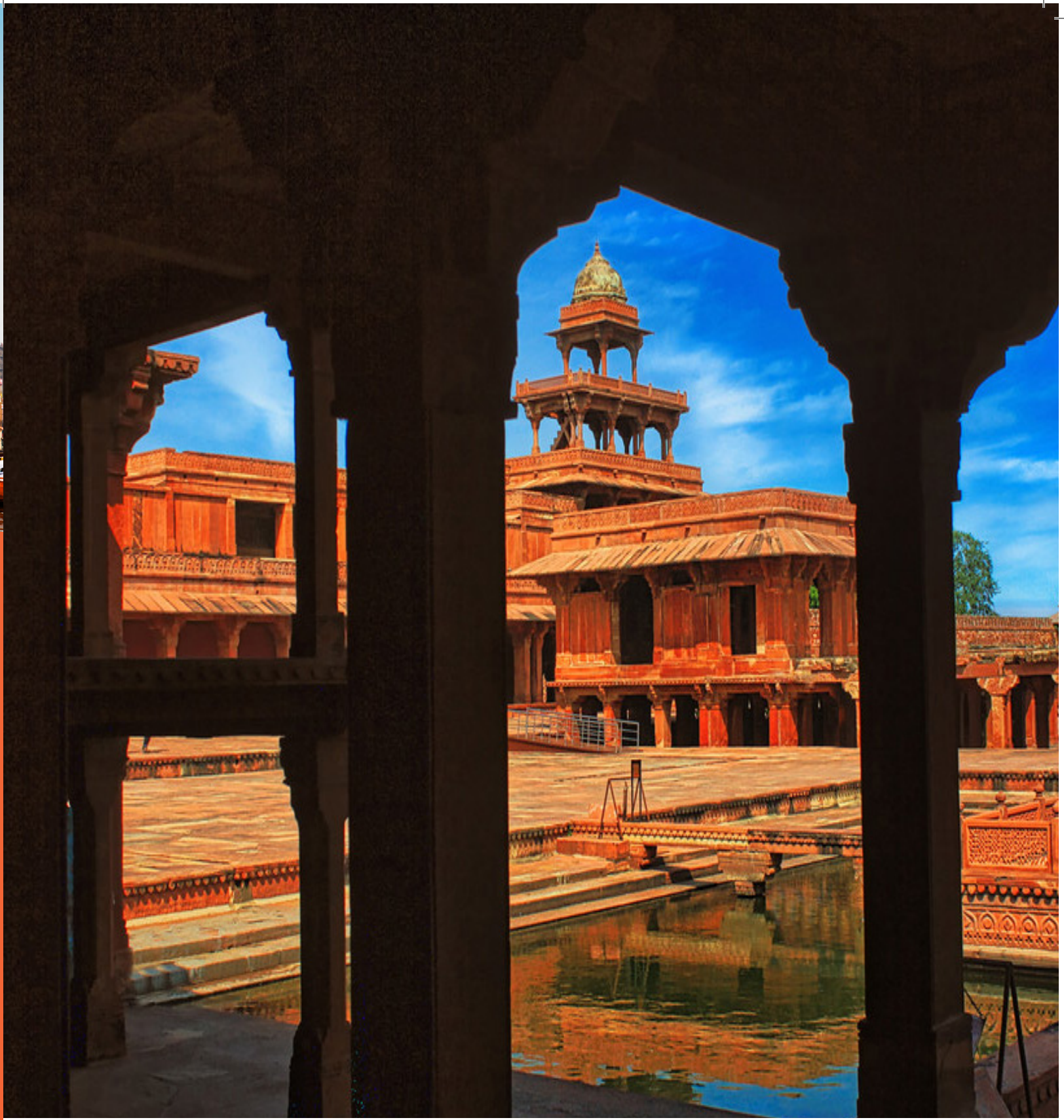


The Indian Institute of Technology (IIT) Kanpur<sup>23</sup> has signed a memorandum of understanding (MoU) with the Indian Institute of Skills (IIS).

To support the Defence Industrial Corridor in Uttar Pradesh, IIS has also exchanged Memorandum of Understanding with the Hindustan Aeronautics Limited (HAL) and Dassault Aircraft Services India (DASI).

<sup>22</sup><https://www.foapincubation.in/>

<sup>23</sup><https://education.siliconindia.com/news/iit-kanpur-announced-a-five-year-partnership-to-mentor-the-indian-institute-of-skills-nwid-42287.html>



# MEGHALAYA

PRIME (Promotion and Incubation of Market-driven Enterprises) initiative by the State of Meghalaya, is a comprehensive program that looks at enterprise promotion and incubation in a holistic manner. The program envisions making entrepreneurship a preferred career choice for the youth through creation of a dynamic and collaborative ecosystem that enables easy availability of credit, relevant technology, skilling and mentoring support, and access to high leverage markets. The state has supported close to 100 startups through incubation programs.

The first BioNEST<sup>24</sup> Bioincubator Centre of Garo Hills, Meghalaya funded by the Biotechnology Industry Research Assistance Council (BIRAC), Department of Biotechnology (DBT), Government of India was launched on 6 October 2021 at North-Eastern Hill University (NEHU), Tura Campus. The focus of the centre is to support innovations and promote entrepreneurship in the field of agriculture, food, and nutrition, while utilising natural indigenous resources.



Figure 40 Inauguration of BioNEST Bioincubator Centre

<sup>24</sup><https://nehu.ac.in/article/135/Inauguration-of-BioNEST-Bioincubator-Center-at-NEHU-Tura-Campus-Meghalaya-Opportunities-for-the-Startups-Entrepreneurs-Innovators>

Skills Meghalaya<sup>25</sup> envisions to design and implement practical programmes for youth development and youth empowerment. The scheme shall emphasize on arming the youth with the required skill sets to the path of achieving self-dependence and a growing career. It aims to empower youth above 18 years to become 'market ready' by means of imparting skill training, providing incubation support, alleviating poverty, raising incomes, and enhancing livelihood, among others to make youth more productive in the local economy.



<sup>25</sup><https://mssds.nic.in/doc/skills%20meghalaya/Skills%20Meghalaya%20Implementation%20Manual.pdf>



**REFORM AREA**

**5**

**FUNDING SUPPORT**

# OVERVIEW

All startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either new Seed or Venture funds or Fund of Funds for startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State/UT Government.

A special emphasis has been given to state-supported initiatives and programs to mobilize the private investments into startup ecosystem by connecting startups with investors such as workshops, networking events and pitching sessions.

21 out of the 30 participating States/UTs have created 42 funds for Startups. INR 390+ crore disbursed to 18000+ Startups have received funding through State-supported funds or mechanisms by 28 out of the 31 participated States/UTs. 180+ Programs undertaken to connect startups with private funds or investors by 26 out of the 29 participated States/UTs. Some of the best practices from this Reform Area is highlighted below.

## SNAPSHOT OF BEST PRACTICES

### Gujarat

- Set-up venture funds like GVFL Limited and Student Innovation Fund (SSIP Startup Seed Fund)
- 5+ programs connecting startups to 25+ private investors

### Telangana

- Variety of funding incentives including reimbursements and grants.
- Allocated INR 15 cr to State supported T-Fund.

### Kerala

- INR 20+ crore provided to startups as grants
- Set up Fund of Funds of INR 60+ cr
- Soft Loan against Purchase Order for Women Entrepreneurs

### Puducherry

- ~60 Lakh sanctioned to 5+ startups
- Puducherry Startup Fund – Corpus Fund of INR 10 Cr setup
- Propelx Investor Pitch Fest conducted to connect Startups with Investors

# DETAILS OF BEST PRACTICES

## GUJARAT

The State of Gujarat has supported its startup ecosystem through various funding options. The State has supported 200+ Startups with INR 35+ Crore disbursed to them. The state has been highly proactive in its initiatives and actions to help startups grow and scale-up. Some of the startup funds supported by it are given below:

- **GVFL Limited**

The GVFL Limited (formerly Gujarat Venture Finance Limited) is widely regarded as a forerunner in venture capital financing in the country. Based in Ahmedabad, GVFL has ushered in the dawn of venture capital in India. An initiative of World Bank, GVFL has supported ventures working on cutting edge of technology as well as encouraged entrepreneurs with innovative ideas.





## • Student Innovation Fund (SSIP Startup Seed Fund)

The Student Startup & Innovation Policy provisions for creation of a Student Innovation Fund (SIF) of Rs. 200 crores for a period of five years. Rs. 100 crore of the SIF is to be provisioned through budgetary provision every year between 2017 and 2021, whereas the remainder Rs. 100 Cr are to be mobilised via existing resources such as internal budgets of universities, central budget, private and CSR funds, etc.

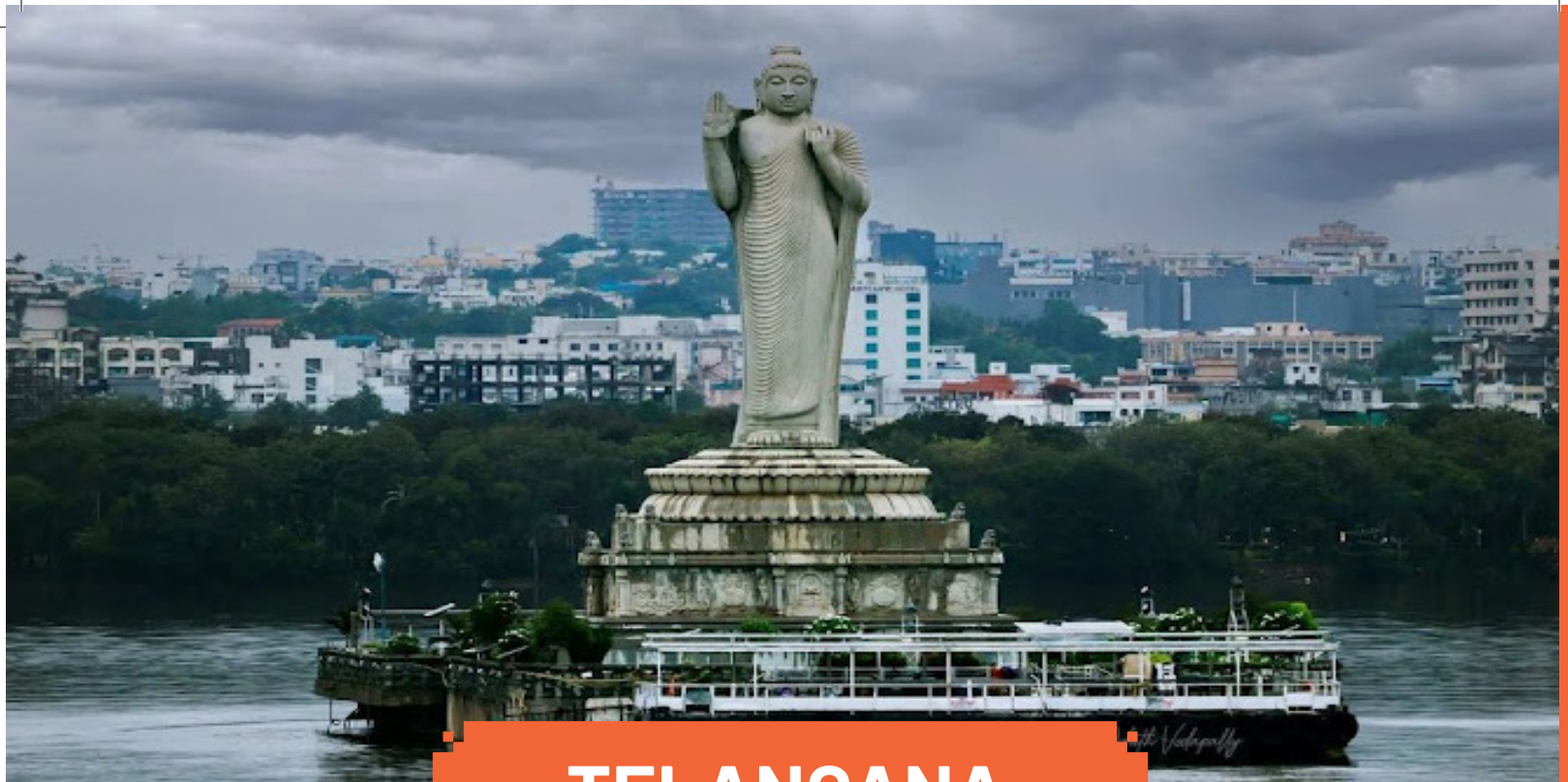
The State has also conducted 5+ programs to connect startups with private funds or investors. These events saw a participation of 25+ Private Investors. One such program was the "Anweshā -The Quest for Innovation".

The primary objective of this event is to provide a platform to connect Startups with Investors. Around five different workshops were conducted under the series. The participant organisations were also offered handholding support to the innovators while exploiting the sector expertise carried by each of the participant organisations.



Figure 41 Event picture from Anweshā program





# TELANGANA

The State has supported 100+ Startups with more than INR 5 crore disbursed to them. The Government of Telangana has been proactive in providing a variety of funding incentives to startups in the form of:

Reimbursement of SGST

Reimbursement of international marketing

Reimbursement of the patent registration expenses

Reimbursement of recruitment assistance

Performance related grant

Grants for the startups with grassroots/rural impact

Public procurement incentives for Startups with grassroots/rural impact

## T-Fund

The Government of Telangana has allocated INR 15 crore to initiate the T-Fund operations. The Government has also given an in-principle approval to financially support and contribute to the initiative at least for the next five years. The T-Hub Foundation is the Investment Manager of T-Fund.

T-Fund is primarily a Co-Investment Fund where it will invest alongside established Angels, Angel Networks, VC's. T-Fund will not invest more than 20% of its investible funds in any single portfolio company.

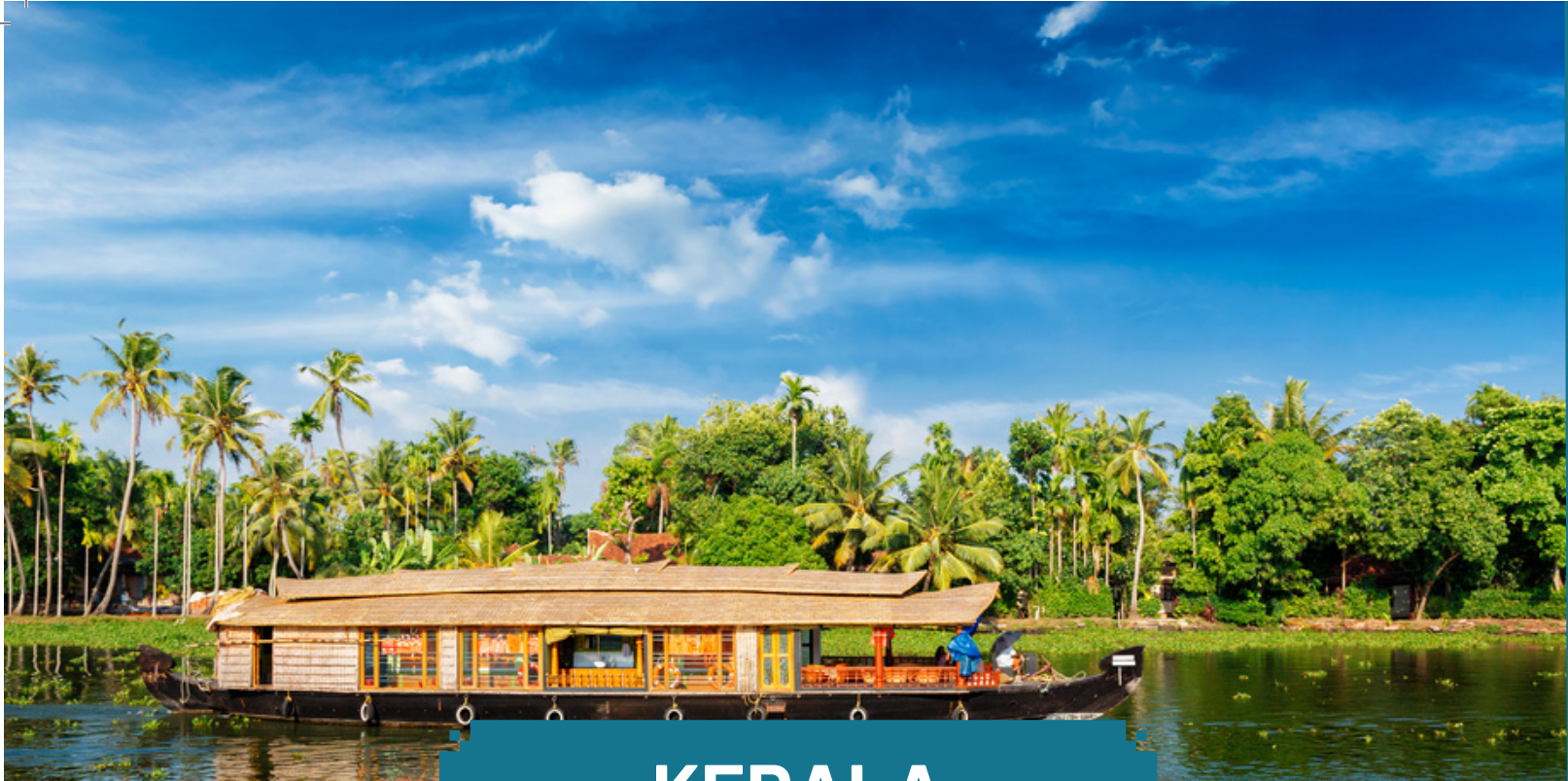
## T- Spark

The Government of Telangana through the Telangana State Innovation Cell launched the T-Spark initiative to provide funding/grant support for early stage and seed stage startups. The grants intend to help accelerate a few aspects of prototype building, talent development, R&D, and marketing efforts. The selected startups will also get access to mentoring, funding readiness guidance, and Go to Market strategy support as required. The initiative is part of the state's larger vision to fuel the entrepreneurship and innovation ecosystem.

The State has also conducted 10+ programs to connect startups with private funds or investors which saw a participation of 50+ private investors. One such program was the "Funding Desk Program".

Funding desk is a year-long program for Go-To-Market readiness along with supporting startups to get connected to right investors. The startup stage varies from early stage to mature stage and is specific to certain sectors. A total of 25 startups participated in the programs and were connected to more than 13 private investors.





# KERALA

The Kerala Startup Mission (KSUM) is the nodal agency of the government of Kerala for promoting entrepreneurship in the state. KSUM, to nurture the Startup Ecosystem of Kerala, has provided many Funding options with a total of INR 20+ crore provided to 150+ startups as grants, including:

Soft Loan Scheme for Women Entrepreneurs

Fund of Funds

Innovation Grant

Seed Fund for Women Entrepreneurs

Soft Loan against Purchase Orders for Women Entrepreneurs

R & D Grant

Technology Commercialisation Support

## Fund of Funds – INR 60+ Crore

KSUM has partnered with SEBI-accredited Alternative Investment Funds (AIFs) to invest in startups from Kerala with the State Government as a limited partner. The AIFs can source potential startup deals from the Kerala ecosystem for investments. The technology startups in the scaling up stage can connect with the investors and raise equity-based investments for their growth. Furthermore, the startup founders can leverage the network of investors to support their efforts to scale up the business and to connect with more investors for future rounds.

## Soft Loan against Purchase Order for Women Entrepreneurs

The Government of Kerala has introduced a soft loan scheme for women entrepreneurs to provide financial assistance for executing purchase orders received from a government department or public sector undertaking. Soft Loan against Purchase order are to be given on the same terms as the seed loan of the startup mission that is simple interest at the rate of 6% per annum. The amount of loan is limited to 80% of the purchase order and disbursement is as an advance against the milestone payment agreed by the client.

The state has conducted five programs to connect startups with private funds or investors which saw a participation of 35+ private investors. One such program was the "Investor Café".

A special edition of Investor Café was organised as part of the Seeding Kerala. The Investor Café programme had the participation of 20 Investors from Angel Networks and VC firms. They interacted with more than 20 fundraising startup founders over the two days of the summit.



Figure 42 Event Pictures from Investor Cafe





# PUDUCHERRY

The UT has sanctioned a sum close to INR 60 Lakh to more than five startups for funding support.

The UT has set up a corpus fund of INR 10 crores with the name 'Puducherry Startup Fund' to support the establishment of startup incubators and to develop infrastructure support like co-working stations, cloud services, testing, and marketing facility. The fund aims to attract funding from private industrial CSR funding and any other sources and resources as approved by the Startup Council. It will consist of:

Financial grant upto INR 3 lakhs to be provided to the projects recommended by the incubator established by the government/private sector/academic institutions as a startup grant.

Monthly allowance of INR 10,000 for an ordinary founder or co-founder or INR 15,000 if women/SC/PH/Transgender founder or co-founder.

Marketing assistance with the approval of IEDC, operating at the Minimum Viable Product (MVP) stage.

## Propelx - Investor Pitch Fest

The UT has undertaken the Propelx program to connect startups with private funds or investors. The objective was to create a unique platform for Startups where they can showcase their ventures, meet investors, engage with government organisations, Industry Leaders, network with business experts, explore partnership opportunities, find potential customers and interact with key stakeholders that can help them scale new heights. 10+ investors were connected with Startups during the program.



Figure 43 Propelx – Investor Pitch Fest Poster





# REFORM AREA

6

## CAPACITY BUILDING OF ENABLERS



# OVERVIEW

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.

Under this Reform area an overwhelming response was observed in terms of State and UTs participation. Overall, 25 participating States and UTs has conducted ~200 sensitisation workshops during the period of consideration for officials of respective State Government departments on Startup ecosystem of India.

Similarly, 21 States and UTs trained 100+ State-supported incubators through various capacity development workshops. Focussing on sensitisation of potential investors (including family businesses, corporate houses & entrepreneurs) on investment in startups, 300+ programs were conducted by 27 participating States and UTs. Some of the best practices from this Reform Area is highlighted below.

## SNAPSHOT OF BEST PRACTICES

### Odisha

- 150+ Government officials sensitised
- ~100% State-supported incubators trained
- 5+ programs conducted to sensitise potential investors

### Rajasthan

- 200+ Government officials sensitised
- 100% State-supported incubators trained
- 10+ programs conducted to sensitise potential investors

### Uttarakhand

- 50+ Government officials sensitised
- 10+ State-supported incubators trained
- ~10 programs conducted to sensitise ~1000 potential investors

### Tripura

- 30+ Government officials sensitised
- 5+ State-supported incubators trained
- 5+ programs conducted to sensitise potential investors

# DETAILS OF BEST PRACTICES

## ODISHA

Startup Odisha conducted a Capacity Development Workshop for the Startup India Seed Fund Scheme with Incubation Managers and CEOs on 18 May 2022. Through the session, a roadmap for the creation of a conducive ecosystem for Startups in India was laid down. Subsequently, many activities were discussed to be undertaken for encouraging the incubators. Startup India Seed Fund Scheme (SISFS) is one such scheme that provides financial assistance to incubators.

Startup Odisha conducted a brainstorming session with officials from Startup Odisha and incubation managers and CEOs on 29 December 2022 to finalise areas of improvement for conducting the Startup Mela 2023. The participants were able to creatively engage and generate ideas for the Startup Mela 2023.

### **HNI-Investor Meetup**

The program was a meet and greet with High Net-worth Individuals (HNIs) from Bhubaneswar and nearby cities that included experience sharing on Startup funding by seasoned investors. The investors suggested the prospective angels on consistent and varied portfolio funding to Startups of their interest. Many of the participating HNIs showed great interest in understanding as well as initiating their first investment into Startups.



Figure 44 Snapshot of the Program

TIE Bhubaneswar in association with Startup Odisha organised an event on Investment in Startups to sensitise HNI on Startup investments. It was a two-hour long session and attended by close to 10 expert investors who talked in detail about how to invest in Startups.



Figure 45 Snapshot of the program





## RAJASTHAN

The state of Rajasthan has organised sensitisation programs to more than 200 government officials across departments. Rajasthan Grameen Aajeevika Vikas Parishad<sup>26</sup> (RGAVP) has constituted two Resource Cells in Jaipur (Main) & Udaipur (Regional) for staff and community capacity building. These resource cells look after all activities related to capacity building with the co-ordination of various verticals.

The main functions of the Cells are:



<sup>26</sup><https://rgavp.rajasthan.gov.in/websitemaster/CapacityBuilding>

The state has also conducted close to 15 programs to sensitise potential investors. Two of these programs are Jodhpur DigiFest and Tie Smash up. At the Jodhpur DigiFest, the most experienced pioneers of the industry came together to share their treasure of knowledge on topics ranging from how to work in the industry to expanding skill set as an experienced user.

Investors from all over the State were invited and around 60 participated in different programs. They were also provided with opportunities for one-on-one discussion on investment strategies.

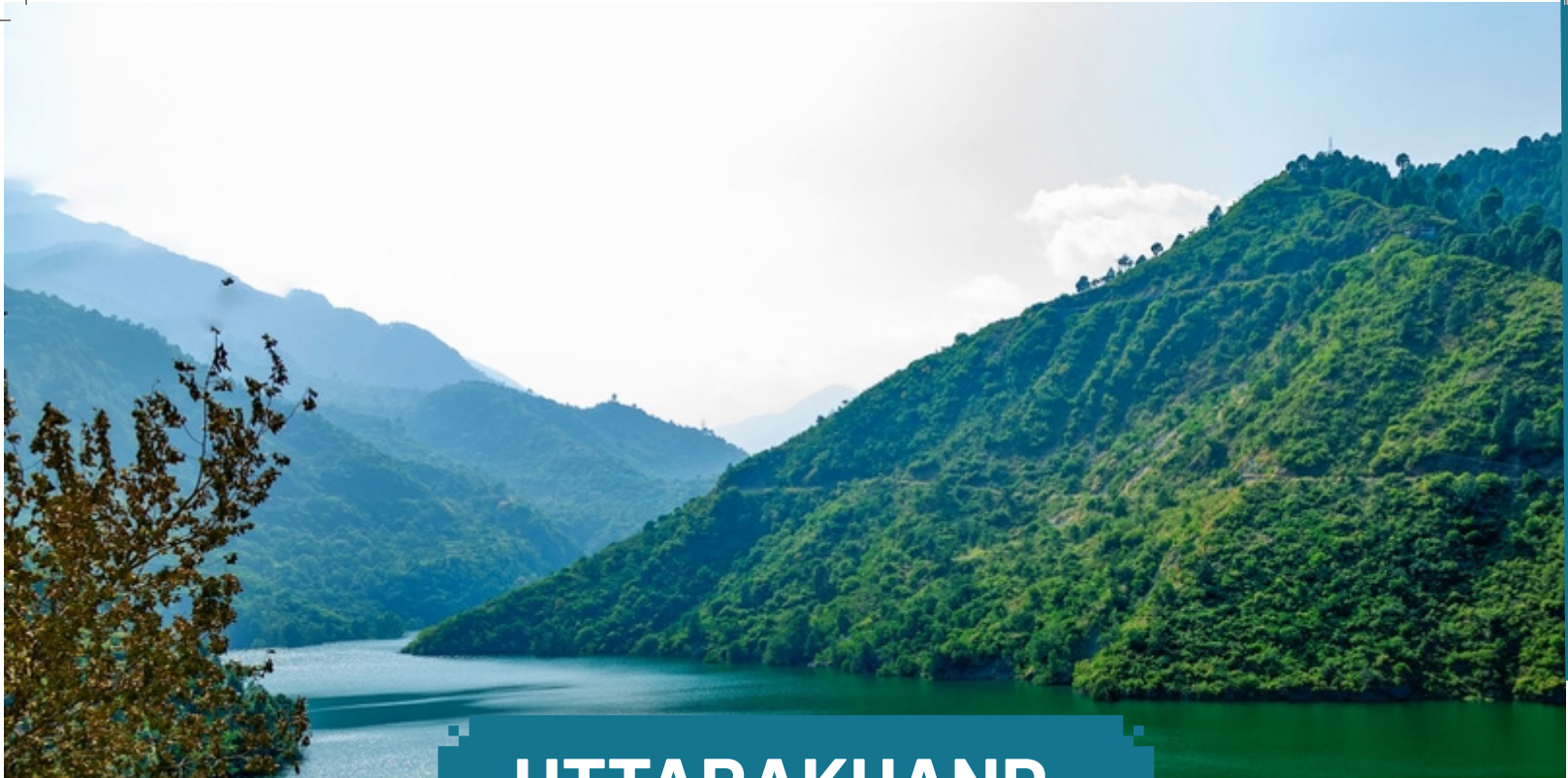


*Figure 46 Rajasthan Digi Fest Conclusion*

TiE Rajasthan organized the sixth edition of their flagship event, “TiE Smash Up”, for the Startup community from 16-17 September 2022 in Jaipur. The event featured many activities like open pitch and the Startup expo networking dinner. iStart, the flagship initiative for Startups by the Department of Information Technology & Communication, Government of Rajasthan joined hands as the Exclusive Premier Partner with TiE Rajasthan for the event. 23 investors, both VC firms and angel networks, joined and met select Startups on speed dating day. Investors were briefed about the Rajasthan Startup policy and on assessing Startups. Startups from 29 cities from across the country participated in the event.



*Figure 47 Snapshot of the event*



# UTTARAKHAND

For the promotion of entrepreneurship in the State, the Government of Uttarakhand came up with the Startup Uttarakhand initiative followed by the announcement of the Uttarakhand Startup Policy 2018. Under this initiative, the Government has organised various capacity building programmes for all other key stakeholder in the Startup ecosystem such as incubators, mentors and investors so as to build a robust Startup ecosystem in the State. The state has organised close to 10 programs sensitising around 1000 potential investors. It has also organised workshops to train more than 10 incubators.

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

#startupindia

Startup Uttarakhand

75 Azadi Ka Amrit Mahotsav

## Workshop for Incubators

### NATIONAL STARTUP AWARDS 2022

By #startupindia

**Dr. Hemang Shah,**  
Director, Qualcomm  
Technology Licensing

**Ms. Ipsita Yadav,**  
Assistant Manager,  
Invest India

DATE : 22<sup>ND</sup> FEBRUARY, 2022

TIME : 04:00 PM - 05:00 PM

Figure 48 Virtual Incubator Roundtable

## ICONN: Startup Investors Connect Program

ICONN is one of its kind, industry-led platform for the Startup ecosystem. ICONN promotes corporate Startup connect, strengthening the India's Startup ecosystem and strengthening international engagement. The idea is to help build an ecosystem that encourages innovation-driven entrepreneurship by facilitating strategic conversations between these groups.

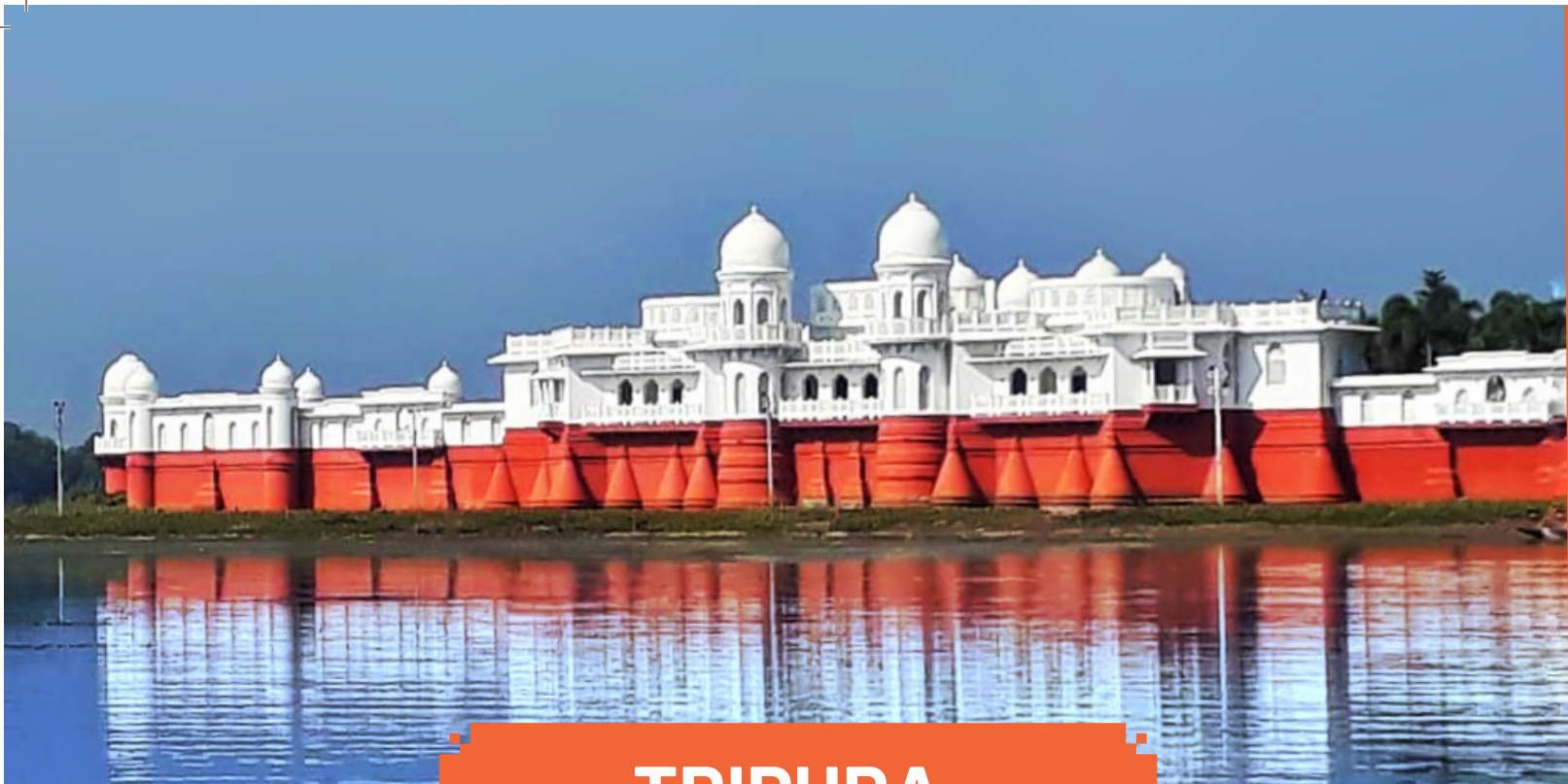
In order to provide opportunities to Startups from Uttarakhand, Startup Uttarakhand and the Confederation of Indian Industry (CII) organized ICONN to connect Startups with investors and mentors on 1 December 2021. Around 50 people attended the program from various sectors and professional areas.



The poster for the ICONN 2021 event features the following content:

- Logos:** India @ 75 (with tagline 'Atmanirbhar Bharat - Lead To a New Future'), CII (Confederation of Indian Industry), and Centre of Excellence for Innovation, Entrepreneurship & Startups.
- Event Title:** **ICONN 2021**  
A STARTUP-CORPORATE CONNECT INITIATIVE
- Main Theme:** **Unlocking the Power of Deep Tech in India**
- Date and Time:** 18 November, 2021 / 16:30 – 18:00 hrs
- Panel 1:** **Building a world-class deep tech ecosystem in India**
- SPEAKERS:**
  - Avnish Sabharwal**  
Managing Director, Accenture Ventures & Open Innovation
  - Ashwin Raguraman**  
Founding Partner, Bharat Innovation Fund
  - Daniel Raj David**  
CEO & Co-Founder, Detect Technologies
  - Milind Hanchinmani**  
NASSCOM Product Council Member, Lead Deep Tech Club
  - Sunil Gupta**  
Co-Founder & CEO, QuNu Labs

Figure 49 CONN: Startup Investors Connect Program



# TRIPURA

A one-day workshop on the Tripura Startup Ecosystem was held on 10 December 2021 at Pragna Bhavan, Agartala. The aim of this workshop was to raise awareness on the Tripura Startup Ecosystem and also have an interactive session between the other participants and 30+ potential investors during the workshop.

In a separate session, various State Government initiatives and facilities like IT Incentive Scheme, Data Center Policy, IT Startup Scheme and others were showcased and discussed.



Figure 50 Snapshot of the workshop





Figure 51 Snapshot of the workshop

Workshop had an interactive session wherein questions were raised by the prospective investors and the same was answered by the State Government officials.

Seven of these interested investors signed Memorandum of Understanding (MoU) with the Directorate of Information Technology, Government of Tripura.





# HIMACHAL PRADESH

The state of Himachal Pradesh undertook more than five workshops to sensitise officials of State Government departments on Startup ecosystem of India.



*Figure 52 Capacity building programme by GoHP*

During a two-day Startup event “Himalayan Startup Trek 2022” was held on 26 - 28 August 2022, the State Government organized a specific investor connect session and sensitised more than 15 potential investors on investment in State Startups.



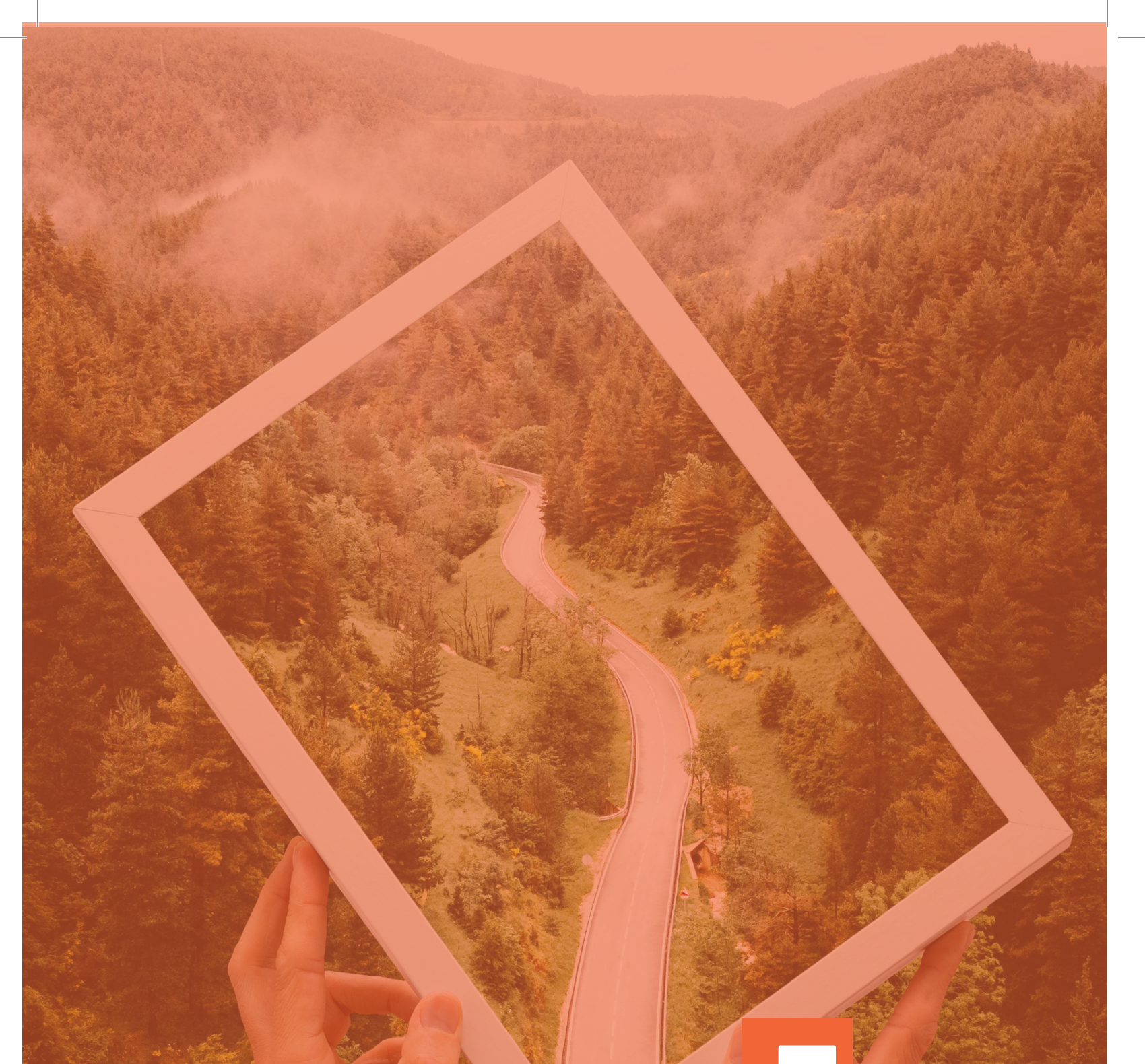
Figure 53 Snapshot of Himalayan Startup Trek 2022 participants

On a similar note, Chitkara University, Himachal Pradesh, conducted a session on "Startup Investor Opportunities with the US investor and its universities with a specific discussion on Rider". The session was conducted by Mr. Jeffery Hutchison. Mr. Jeffrey Hutchison serves as the Director of International Investment for Rider University, located in Lawrenceville, New Jersey. The session ended with the testimonies of the students who used the AI Assessment tool by Princeton Hive.



Figure 54 Snapshot of Session on Startup Investor opportunities





**REFORM AREA** **7**  
ROADMAP TO A SUSTAINABLE  
FUTURE



# OVERVIEW

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

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

In total, 25,000+ Startups were supported with rural impact and 1,300+ Startups focused on renewable energy, and climate change and sustainability were supported by the 27 participating States and UTs. Out of 23 participating States and UTs, 22 States and UTs have at least one active State or UT policy to support Startups working on Circular Economy.

Some of the best practices from this Reform Area is highlighted below.

## SNAPSHOT OF BEST PRACTICES

### Uttar Pradesh

- Policy to support rural Startups and sustainability with clear definitions
- Startup Policy with provisions on sustainability and circular economy

### Rajasthan

- Incentives such as Cash reward and free access to trainings centers and others specifically for Rural Startups under State Startup policy

### Arunachal Pradesh

- Dedicated policy for rural impact Startups with a clear definition
- Dedicated Page for Grassroot and Rural Startups
- Dedicated webpage for Grassroot and rural Startups

### Gujarat

- 350+ rural impact Startups supported
- Dedicated Policy to support startups with rural and sustainability impact with clear definitions
- More than 3 State policies supporting Startups in Circular economy



# DETAILS OF BEST PRACTICES

## UTTAR PRADESH

The State of Uttar Pradesh has clearly defined Startups involved in sustainable and social impact domain to ensure targeted incentives and benefits to them. The Startup policy of the State has provisions with regard to circular economy and sustainability which paves the way for sustainable future.

The State also has implemented policies in the areas related to sustainability and renewable energy, some of which is listed below.

### Uttar Pradesh Solar Energy Policy - 2022

The main objectives of the policy are:

- **To provide access to reliable and sustainable solar energy in Uttar Pradesh**
- **To reduce the dependence on fossil fuels and achieve “optimal energy mix” of conventional and renewable power, ensuring energy security in the state**
- **To provide a conducive environment for private sector investment in the field of solar energy generation and storage**
- **To develop human resource for skill enhancement and generation of employment opportunities in the field of renewable energy**
- **To generate awareness amongst the masses regarding solar energy technology**





# DETAILS OF BEST PRACTICES

## RAJASTHAN

Government of Rajasthan has specifically detailed out the incentive for Rural Startups through “Rural Startup of the Year” competition. This competition is being undertaken at district level yearly only for entrepreneurs working in the area of rural impact.

It is provisioned that winners will receive cash reward to develop the idea into business model and will be given free access to training centres such as Rajiv Gandhi Centre for Advanced Technology (R-CAT), Rajiv Gandhi Fintech Digital Institute and Rajasthan Institute of Advanced Learning.

With a vision to expand the outreach and impact of the growing Startup ecosystem in the State to Rural Rajasthan, a “Rural iStart Program” has been launched by the State Government. Aim of the program is to ignite the spirit of entrepreneurship and innovation specifically in rural Rajasthan and seeks to transform the agriculture area and rural development in the State.

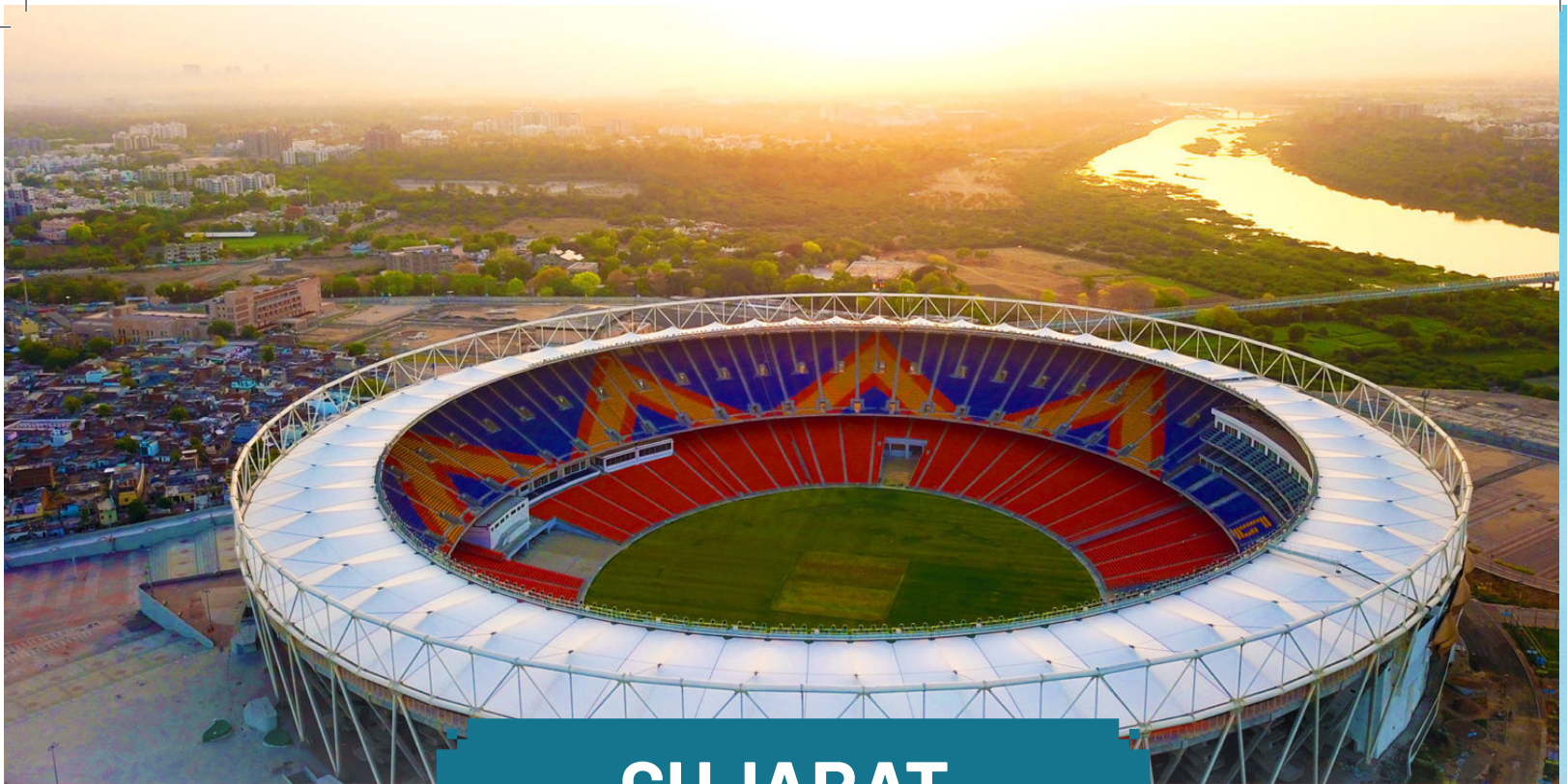
As per the State Government submission ~2300 Startups with Rural impact were supported during the period of consideration.

Additionally, under the State Startup policy provisions with regard to circular economy and sustainability has been included. “Thrust Sector Booster” mentioned in State Startup policy covers areas related to sustainability and renewable energy also. The State Startups working in these sectors are eligible to receive 10% booster on viability grant (as part of the Seed Stage) and Scale-up Fund (as part of growth Stage). Apart from State Startup policy, four other policies or scheme are available to support Startups working in Circular economy.

During the period of consideration State Government has supported ~150 Startups focused on renewable energy and climate change and sustainability.







# GUJARAT

The State of Gujarat has one of the highest numbers in the following support areas:

- **The state has supported 350+ startups with rural impact.**
- **120+ startups working on sectors focussed on renewable energy, sustainability, and climate change.**

The State has launched the Student Startup and Innovation Policy (SSIP 2.0). It aims to promote innovations and Startups in the traditional and New-age technology along with the sunrise sectors. The innovations in clean and green energy and climate change towards achieving India's pledge of net zero emissions by 2070 will be encouraged. Thrust areas like semi-conductors, robotics, electric vehicles, waste management, artificial intelligence, machine learning, internet of things, blockchain will also be in focus. However, the policy aims to support sector agnostic innovations and Startups.

The State also provides the following support, among others, to startups under the Biotechnology Policy:

- **Capital Subsidy: Capital subsidy @ 25% of gross fixed capital investment (GFCI) in buildings and infrastructure facilities, excluding the cost of land, subject to a ceiling of Rs. 25 crores.**
- **Registration/Stamp Duty Concession: The developer of Biotechnology Park will be eligible for 100% reimbursement of stamp duty, registration fee and fee for conversion on sale/lease/transfer of land for developing Biotechnology Park.**
- **Electricity Duty: Biotechnology Park will be given 100% reimbursement for electricity duty paid for a period of five years on coterminous basis with power tariff subsidy.**



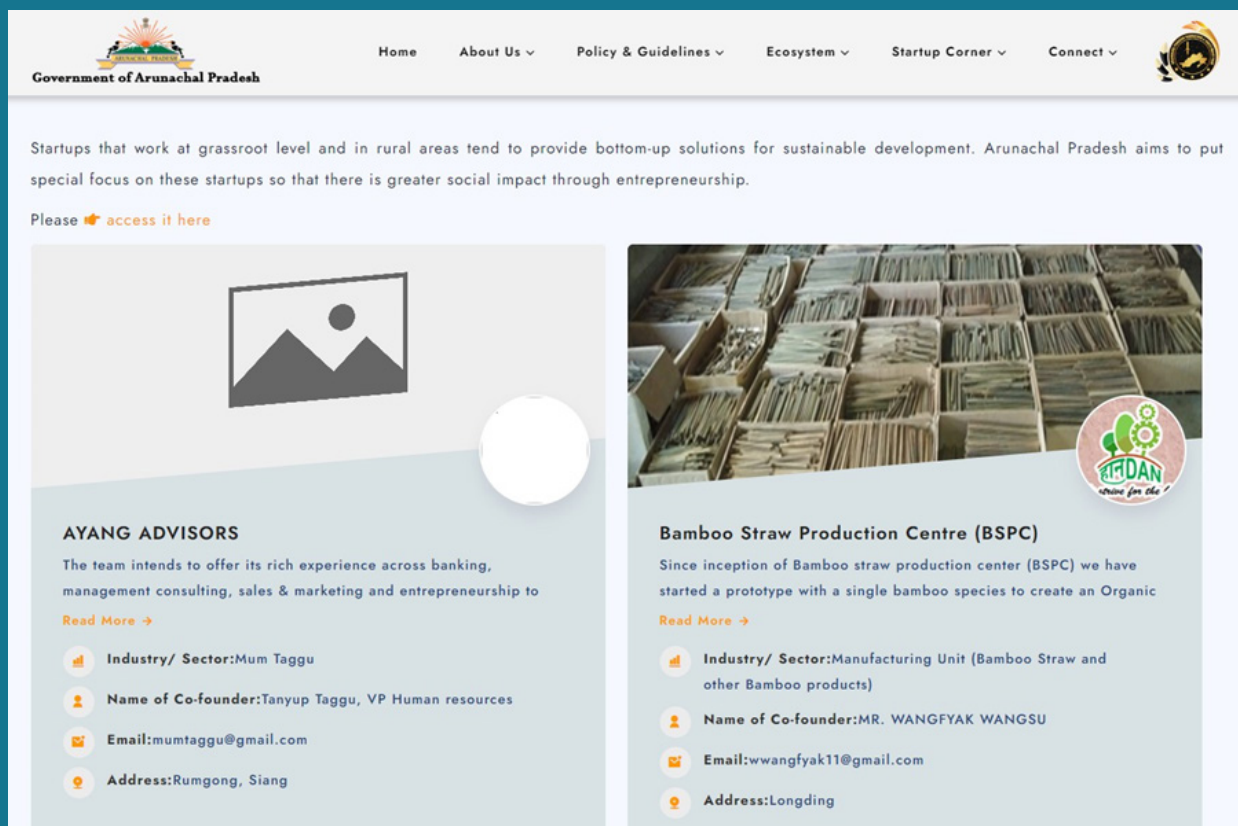
---

<sup>1</sup><https://startup.gujarat.gov.in/know-your-approval>  
<sup>2</sup><https://startup.gujarat.gov.in/grievance/raise>

# ARUNACHAL PRADESH

The State's Startup Portal (<https://www.apstartup.in/grassroot-startups>) has a dedicated page on grassroots and rural impact Startups<sup>27</sup>. The State through its Startup policies has clearly defined the rural and grassroot impact Startups and offered incentives and benefits to selected Startups working in the area of grassroot impact.

The page below provides information on Startups that provide bottom-up solutions for sustainable development.

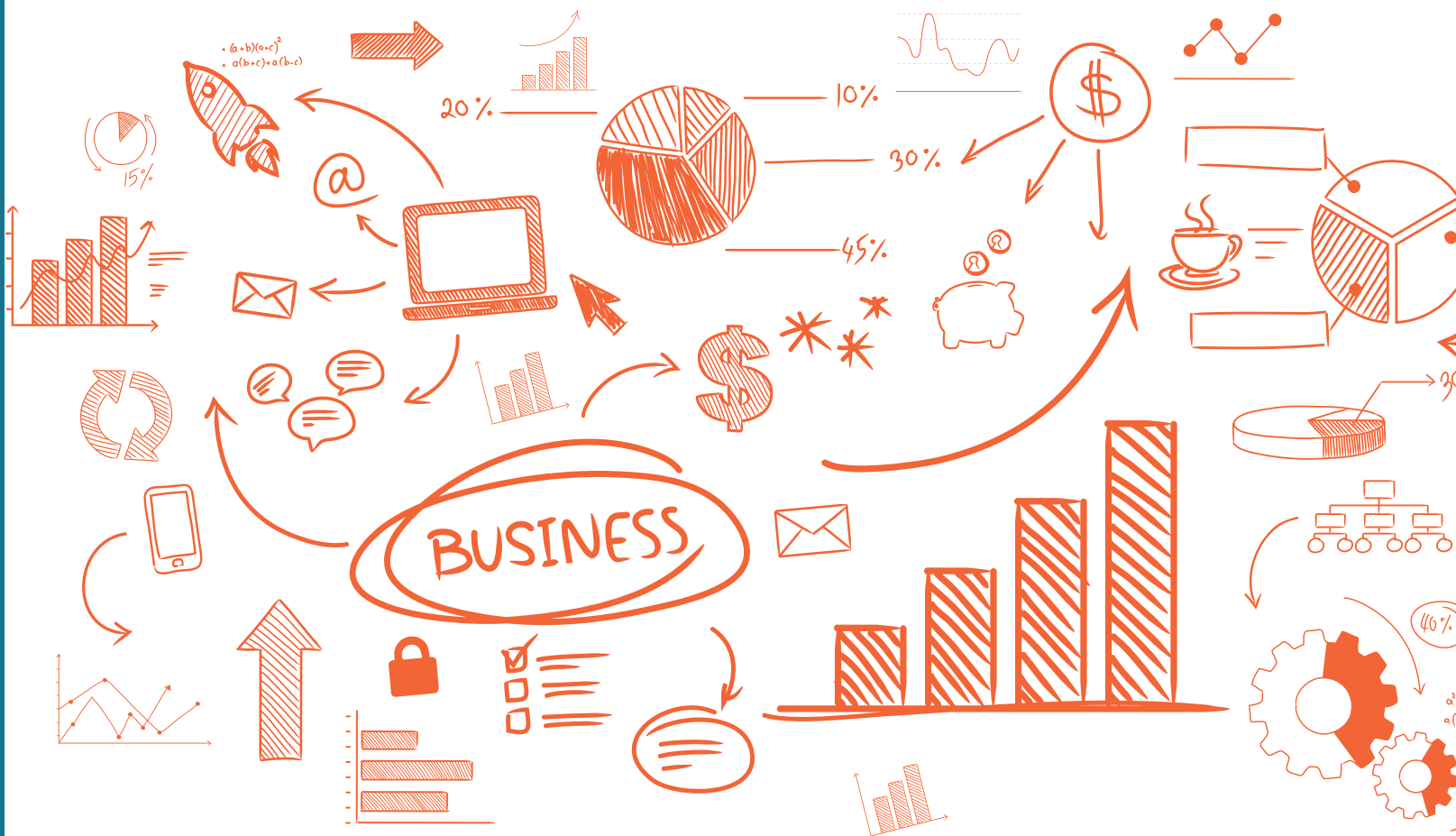


The screenshot displays the Government of Arunachal Pradesh Startup Portal. The header includes the state logo and navigation links: Home, About Us, Policy & Guidelines, Ecosystem, Startup Corner, and Connect. The main content area features a paragraph about grassroots startups and a link to access them. Below this, two startup profiles are shown:

- AYANG ADVISORS**: The team intends to offer its rich experience across banking, management consulting, sales & marketing and entrepreneurship to [Read More](#).
  - Industry/ Sector: Mum Taggu
  - Name of Co-founder: Tanyup Taggu, VP Human resources
  - Email: mumtaggu@gmail.com
  - Address: Rungong, Siang
- Bamboo Straw Production Centre (BSPC)**: Since inception of Bamboo straw production center (BSPC) we have started a prototype with a single bamboo species to create an Organic [Read More](#).
  - Industry/ Sector: Manufacturing Unit (Bamboo Straw and other Bamboo products)
  - Name of Co-founder: MR. WANGFYAK WANGSU
  - Email: wwangfyak11@gmail.com
  - Address: Longding

Figure 55 Grassroots/ Rural Startups webpage under Startup Corner Tab

<sup>27</sup><https://www.apstartup.in/grassroot-startups>



# LIST OF FIGURES

Figure 1 Glimpses of States' Startup Ranking Framework	4
Figure 2 Chatbot feature on Startup Gujarat Portal	6
Figure 3 QR Code to Startup Gujarat portal	6
Figure 4 QR Code to Raise Your Grievance page on Startup Gujarat portal	6
Figure 5 QR Code to Startup Policies page on Startup Gujarat portal	6
Figure 6 Startup Gujarat Portal - Know Your Approval	7
Figure 7 Raise Your Grievance Page of Startup Gujarat portal	7
Figure 8 Mission Karnataka Startup Portal - unified digital platform for everything	8
Figure 9 QR Code to Mission Karnataka Startup Portal	8
Figure 10 QR Code to Grievance Redressal page on Mission Karnataka Startup Portal	8
Figure 11 QR Code to Startup Policies page on Mission Karnataka Startup Portal	8
Figure 12 Regulatory connect on Startup Karnataka Portal	9
Figure 13 QR Code to Startup Odisha Application	10
Figure 14 Interactive Performance Dashboard	10
Figure 15 QR Code to Startup Odisha Portal	10
Figure 16 QR Code to Submit Grievance page on Startup Odisha Portal	10
Figure 17 QR Code to Startup Policies page on Startup Odisha Portal	10
Figure 18 Grievance Redressal Form on Startup Odisha Portal	11
Figure 19 Startup Himachal Portal	12
Figure 20 QR Code to Startup Himachal Portal	12
Figure 21 QR Code to Help Desk page on Startup Himachal Portal	12
Figure 22 QR Code to Startup Policies page on Startup Himachal Portal	12
Figure 23 Helpdesk Contact Information on Startup Himachal Portal	13
Figure 24 Raise Query Page on Startup Himachal Portal	13
Figure 25 Women Entrepreneurship Cell page in MSInS Portal	16
Figure 26 DPIIT Recognition page in Startup TN Portal	17
Figure 27 WE Hub page on Invest Telangana Portal	19
Figure 28 Learning & Development Section of Startup Goa Website	20
Figure 29 Assam Public Procurement Portal	23

Figure 30 Training on National Informatics Centre (NIC) e-Procurement System	24
Figure 31 Event pictures from the Inauguration of the Startup Conclave	25
Figure 32 Event Picture from The Big Fish Pool	26
Figure 33 Snapshot of the showcase event	27
Figure 34 C-CAMP – An Acceleration Program	29
Figure 35 Mentoring System in University of Mysore	30
Figure 36 AIIRF Inauguration of Incubation Facility	31
Figure 37 Mentoring Process of Startup Tamil Nadu	32
Figure 38 Innovation Hub Uttar Pradesh Logo	33
Figure 39 Navachar Incubation Centre Logo	33
Figure 40 Inauguration of BioNEST Bioincubator Centre	34
Figure 41 Event picture from Anwasha program	38
Figure 42 Event Pictures from Investor Cafe	42
Figure 43 Proplex – Investor Pitch Fest Poster	44
Figure 44 Snapshot of the Program	47
Figure 45 Snapshot of the program	48
Figure 46 Rajasthan Digi Fest Conclusion	49
Figure 47 Snapshot of the event	50
Figure 48 Virtual Incubator Roundtable	51
Figure 49 CONN: Startup Investors Connect Program	52
Figure 50 Snapshot of the workshop	53
Figure 51 Snapshot of the workshop	53
Figure 52 Capacity building programme by GoHP	55
Figure 53 Snapshot of Himalayan Startup Trek 2022 participants	55
Figure 54 Snapshot of Session on Startup Investor opportunities	56
Figure 55 Grassroots/ Rural Startups webpage under Startup Corner Tab	61

# ABBREVIATIONS

KYA: Know Your Approvals

PwD: Persons with Disabilities

HEIs: higher education institutions

MSInS: Maharashtra State Innovation Society

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

EiR: Entrepreneurs-in-Residence

RiiDL: Research Innovation Incubation Design Labs

WE-HUB: Women Entrepreneurs Hub, Government of Telangana

TSIC: Telangana State Innovation Cell

YFSI: Youth for Social Impact

T-AIM: Telangana AI (Artificial Intelligence) mission

INEX: India International Innovation & Invention Expo

EMD: Earnest Money Deposit

SMEs: Small and Medium Enterprises

PSUs: Public Sector Undertakings

NIC: National Informatics Centre

GePNIC: Government eProcurement System of NIC

TBI: Technology Business Incubator

IISER: Indian Institute of Science Education and Research, Mohali

I-RISE: IISER- Raising Innovative & Sustainable Enterprises

K-SAP: Karnataka Startup Advancement Program

C-CAMP: Centre for Cellular and Molecular Platforms, Karnataka

SRM: Supportive Relationship Model

AIIRF: Annamalai Innovation and Incubation Research Foundation

EDII TN: Entrepreneurship Development and Innovation Institute, Tamil Nadu

CoE: Center of Entrepreneurship

NIC: Navachar Incubation Centre, Uttar Pradesh

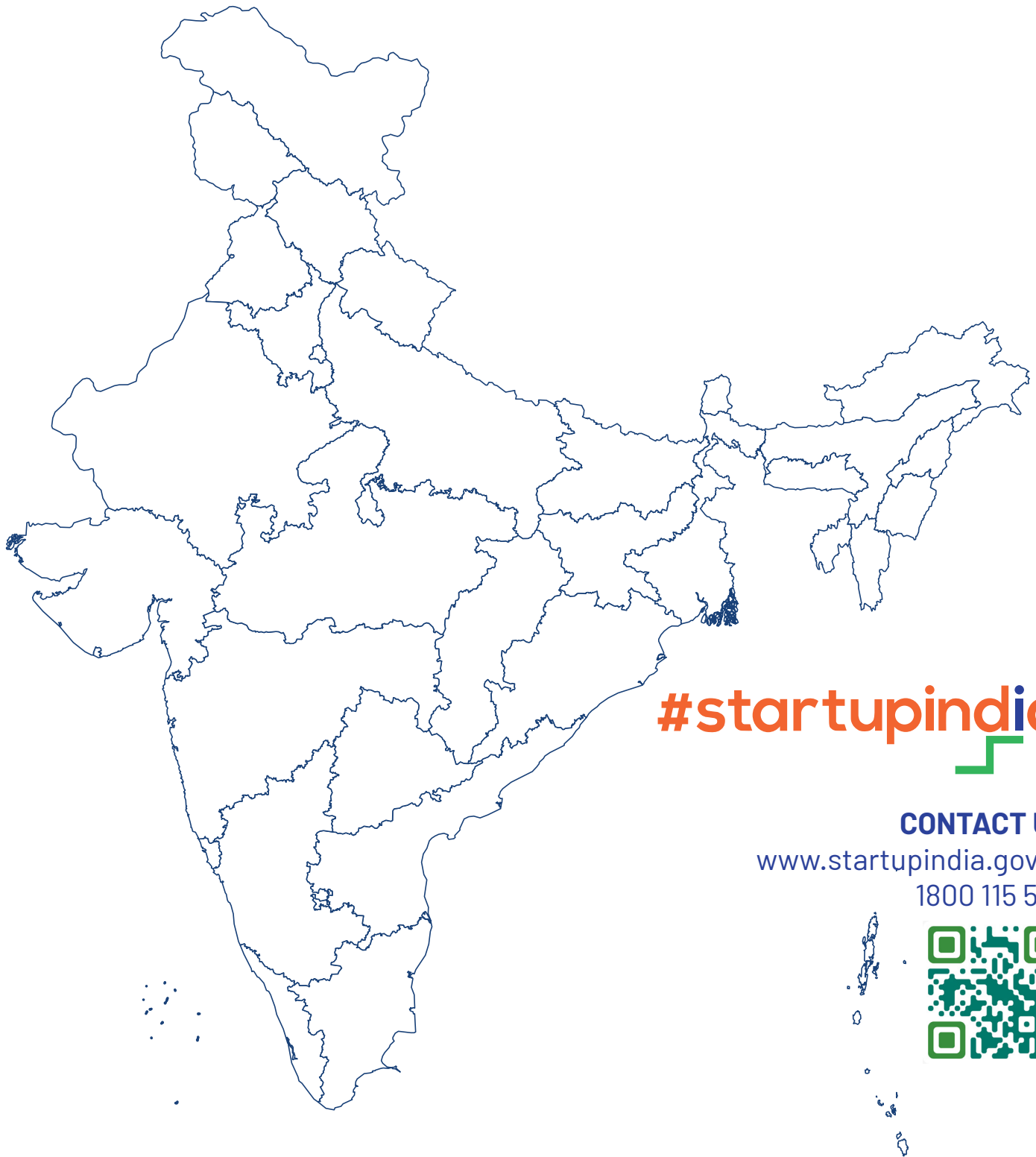
IIT: Indian Institute of Technology



MoU: Memorandum of understanding  
IIS: Indian Institute of Skills  
HAL: Hindustan Aeronautics Limited  
DASI: Dassault Aircraft Services India  
PRIME: Promotion and Incubation of Market-driven Enterprises, Government of Meghalaya  
BIRAC: Biotechnology Industry Research Assistance Council  
DBT: Department of Biotechnology  
NEHU: North-Eastern Hill University  
GVFL: Gujarat Venture Finance Limited  
SISFS: Startup India Seed Fund Scheme (SISFS)  
CSR: Corporate Social Responsibility  
SGST: State Goods and Services Tax  
KSUM: Kerala Startup Mission  
SEBI: Securities and Exchange Board of India  
AIFs: Alternative Investment Funds (AIFs)  
SC: Scheduled Caste  
IEDC: International Economic Development Council  
MVP: Minimum Viable Product  
HNIs: High Net-worth Individuals  
TIE: The Indus Entrepreneurs  
RGAVP: Rajasthan Grameen Aajeevika Vikas Parishad  
TOTs: Training of Trainers  
VC: Venture Capitalist  
CII: Confederation of Indian Industry  
R-CAT: Rajiv Gandhi Centre for Advanced Technology  
GFCI: Gross Fixed Capital Investment







**#startupindia**

**CONTACT US**

[www.startupindia.gov.in](http://www.startupindia.gov.in)

1800 115 565

