



सत्यमेव जयते

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

#startupindia

→ STATES' STARTUP RANKING 2022 ←
EMERGING ECOSYSTEMS



DELHI



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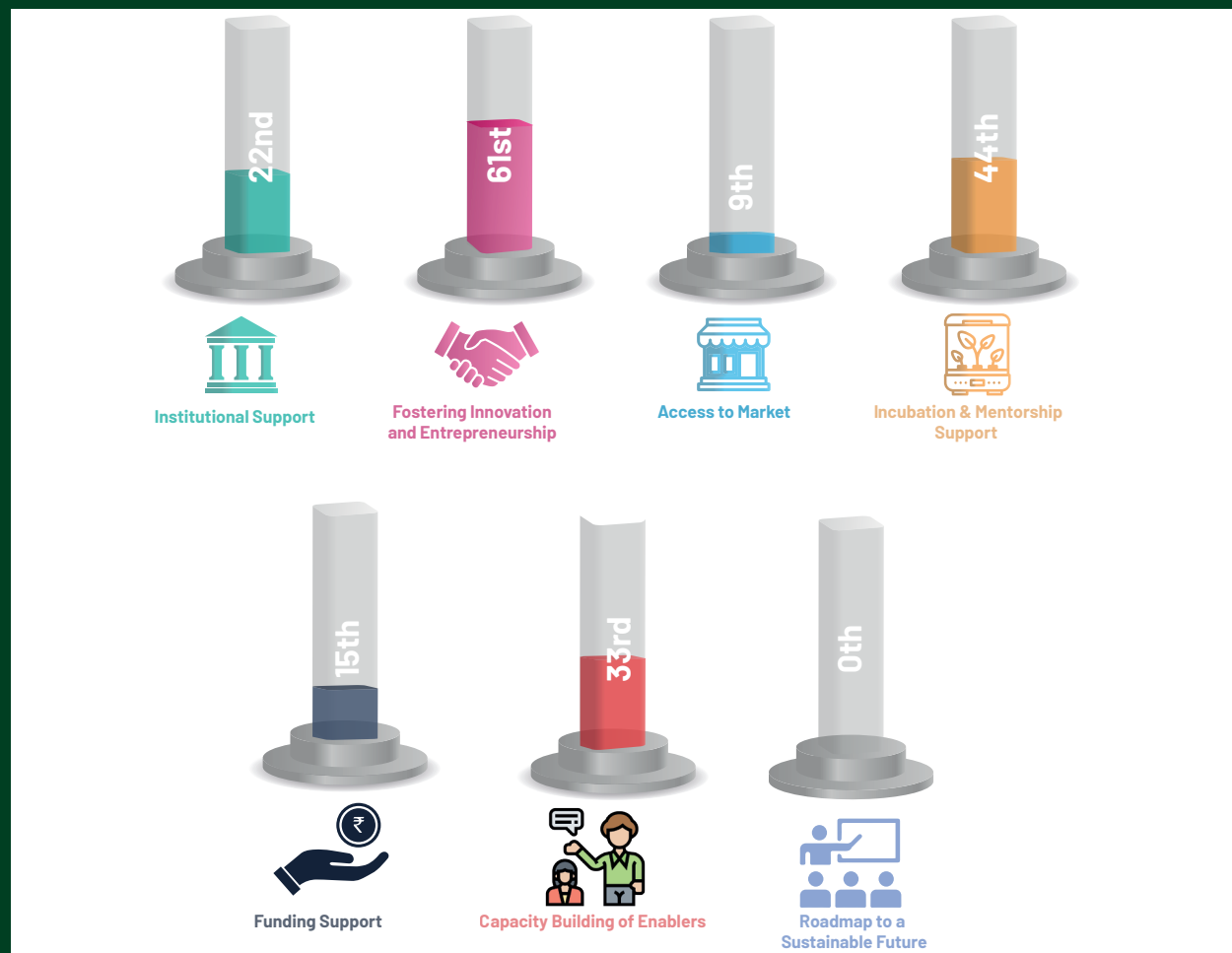
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States' Startup Ranking 2022 Results

Delhi participated in 22 Action Points of the Ranking Framework 2022. Delhi performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Delhi has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Delhi has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.



DELHI STARTUP ECOSYSTEM

Delhi, the capital of India, is a city with a rich tapestry of geography and demographics. Situated in the northern part of the country, it straddles the Yamuna River. Delhi, officially the National Capital Territory of Delhi, is a Union Territory and has a total of 11 Districts.

The Dialogue and Development Commission (DDC) of Delhi is formed with the aim of providing a unique model of collaborative and inclusive development in Delhi. It has led the design of the Delhi Startup Policy which envisages the emergence of Delhi as a Global Innovation Hub and the most preferred destination for Startups by 2030.

Delhi Startup Policies and Incentives

UT has the Incubation policy under which 11 incubators had been set up across GNCTD Universities such as IIT Delhi, DTU, IGDTUW etc.

A dedicated team has brought forward best practices from existing innovation hubs such as Silicon Valley, London, Israel etc. Serial entrepreneurs from these regions were interviewed to understand the reasons behind the growth of these innovation hubs.

Delhi Government have helped various Startups getting collateral-free loans which will be interest free for a year and also empaneled CAs, Lawyers and Experts to aid these Startups for free.

Highlights of State Startup Ecosystem

125+

UT registered Startups

25+

DPIIT registered Startups

3

events undertaken to support student entrepreneurs

2

Incubators set-up or upgraded

¹<https://ddc.delhi.gov.in/history>

<https://dmsouth.delhi.gov.in/about-district/>

<https://ddc.delhi.gov.in/our-work/7/delhi-startup-policy>

https://ddc.delhi.gov.in/sites/default/files/press_releases/press_release_cabinet_approval_of_delhi_startup_policy_5_may_2022_0.pdf

INR 1.5+ Cr

sanctioned to 50+
Startups

100+

Startups connected with
100+ mentors

Key Initiatives Driving Growth

Delhi has a dedicated Startup Policy, its vision is to enable Delhi to emerge as a Global Innovation Hub and the most preferred destination for Startups by 2030. The UT Government aims at creating an enabling ecosystem for innovation-based economy and fostering entrepreneurial spirit through a robust support mechanism.

The mission of the Delhi Startup Policy is to encourage, facilitate and support 15,000 Startups by 2030. The focus sectors in Policy includes Education and Education Technology; Healthcare and Health Technology; Tourism and Hospitality; Transportation & Logistics; Automotive; e-Governance for business and citizen connect; new technologies; and others.

Key Fiscal Incentives in the Policy include:

- 50% Reimbursement on lease rentals
- Reimbursement grants for filing Patent/ Trademark/ Copyright/ Industrial Design
- Reimbursement for exhibition stall/rental cost
- Scholarship towards educational fee for student winners

SRF 2022: Performance Assessment

Institutional Support

Institutional Support focuses on the execution and facilitation of the State or UT's Startup policy through a comprehensive portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on the access to information for Startups on the State-supported initiatives. It analyses whether a particular State or UT has a functional startup portal offering single window solutions for all startup ecosystem stakeholders.



A holistic Startup portal offers services ranging from startup registration to an efficient grievance redressal mechanism in making information accessible and inclusive through the functionality of local languages. A special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation. The Reform Area also emphasizes on institutionalized support provided to the startups from various State and UT Government departments.

Way Forward

1. The UT may establish a dedicated Startup Portal to provide crucial information for startups and entrepreneurs, including details on the UT's startup policy, necessary approvals for registration, and operational clearances.
2. The UT may feature information about the UT Nodal Officer, relevant department details, and a dedicated team for startup support on the portal to enhance accessibility and support and incorporate a dedicated helpline for startups and streamline the registration process by integrating APIs with Startup India.
3. The UT may ensure readily available information on UT-supported incubators, accelerators, and available incubation support on the portal.
4. The UT may prioritize inclusivity, making the website accessible to Persons with Disabilities (PwD).
5. The UT may include a dedicated section for marketing and outreach activities, covering events, webinars, mentorship sessions, and other initiatives to foster startup growth.
6. The UT may incorporate a mechanism for startups to submit requests or grievances with a tracking system on the UT Startup portal or a unified web platform and may consider specifying a response timeframe of less than 30 days for query resolution, with details available through a UT notification, Government order, or FAQs.
7. The UT may ensure that all funding-related issues, including seed funding, subsidized loans, government grants, sustenance allowance, and venture funding, are addressed on the platform.
8. The UT may encourage government departments, beyond the Nodal Department, to provide sustained support to startups through programs, hackathons, grand challenges, incubation assistance, funding programs, and open data APIs.
9. The UT may incorporate support for startup ecosystem stakeholders in various UT sectoral policies, schemes, or frameworks, ensuring prompt updates on the UT Startup Portal for transparency and accessibility.
10. Some specific departments of the UT may come up with startup or incubator related incentives and relaxations to support the startup ecosystem.

Fostering Innovation & Entrepreneurship

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

UT Performance

There are 3,500+ registered Startups in Delhi. The UT has been continuously supporting women-led Startups and has supported 60+ Startups in a year.

The Delhi Government, being the Startup hub have been conducting various programs such as Roadshows, Bootcamps and various workshops promoting entrepreneurship culture. In total 230+ such type of events to support School as well as Higher Education Institutes (HEI) Student Entrepreneurs were undertaken by the UT Government.

Some of the events are:

Bootcamp for Class XII Business Blasters Team: A one-day boot camp was organised on June 16, 2022 for the Business Blaster Incubates at the DSEU Dwarka campus. The camp held a series of learning-oriented sessions to help students learn basic fundamentals of marketing, how to develop their personal brand, legal issues to consider as an entrepreneur and introduction to company formation.



Figure 1: Snapshot of product showcase event by Delhi Government

Tech Workshop: A Tech Workshop was organised on 17 June, 2022. The session was organised for all teams, around 40 students that focus on IT, electronics and hardware-based products. It was led by Vinamra Mittal (Co-founder & CEO, Proteam Web Services, Shilpa Mahna Bhatnagar, (Found, DotnovaAI) and Prof Dhammi (DSEU). The workshop focused on providing technical advice on the products, and potential product enhancements that can be explored. Industry experts shared their view on product viability and marketability with each of the teams. They also shared pointers on how the products be refined while reducing operational cost.



Way Forward

1. The UT may contemplate making it a prerequisite for every startup registered within its jurisdiction to undergo registration with DPIIT.
2. The UT may encourage diversity in entrepreneurship, integrating specific perks for startups led by women within its startup policy. This could involve providing a sustenance allowance for startups with women in leadership roles.
3. In addition to incentives, the UT may think about setting aside a dedicated quota for funding grants and incubation support exclusively for startups led by women.
4. The UT may explore nurturing increased collaborations with organizations conducting programs in educational institutions, particularly focusing on supporting student entrepreneurs.
5. The UT may orchestrate a variety of events, including business plan workshops, faculty awareness sessions, boot camps, entrepreneurship, and innovation classes, lectures, and meet-and-greets, all aimed at fostering entrepreneurship.
6. The UT may engage in partnerships with government entities, nodal institutes, and incubators in Higher Education Institutes to conduct informative sessions for startups and students.
7. The UT may organize workshops featuring case studies on the latest rules, regulations,

and acts affecting startups in disruptive sectors. Involving government departments in these workshops is crucial for effective knowledge dissemination. Also, Bi-annual sessions could be implemented by the UT to educate students about the various incentives and benefits available to budding entrepreneurs within the State.

8. The UT may design a comprehensive Entrepreneurship course focused on nurturing students' entrepreneurial aspirations. Ensuring that the course imparts foundational knowledge and skills essential for venturing into the entrepreneurial realm is vital.

9. The UT may facilitate networking events connecting students with investors, industry professionals, and fellow entrepreneurs. Cultivating a robust network is vital for fostering future collaborations and business growth.

10. UT may focus on designing knowledge support and outreach programs to disseminate the benefits of registering startups, thereby encouraging entrepreneurs to do the same.

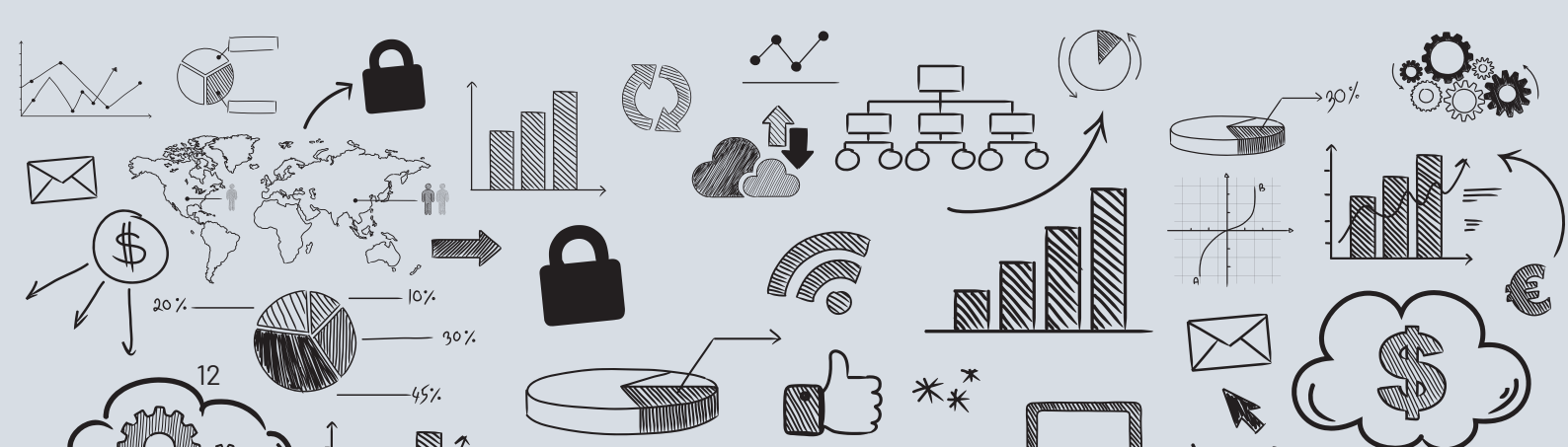
Access to Market

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

UT Performance

Delhi Government has recognized 50+ Startups who were provided with Work or Purchase order with a total value of ~INR 48 lakhs.

There were 30+ programs undertaken to encourage the participation of Startups in public procurement activities. In total 85+ Startups participated in these programs. Many such programs are being initiated by the UT Government at regular interval.





Way Forward

- The UT may explore the possibility of introducing relaxations in its procurement proposals to encourage Startups to participate in public procurement.
- The UT may assign a certain percentage of the total procurement by the administration's Departments/ UT PSUs to be acquired from Startups.
- The UT may develop a dedicated page on their respective Startup website for the public procurement activities and exemptions provided to the Startups with all the required details. The UT may explore the feasibility of introducing flexible measures in procurement proposals to actively encourage startup participation in public procurement processes.
- The UT may initiate programs to establish connections between startups and government departments, promoting their involvement in procurement activities by presenting case-specific solutions.
- The UT may earmark a designated percentage of overall procurement conducted by State departments and Public Sector Undertakings (PSUs) for startups, fostering an environment conducive to their participation.

- The UT may develop a specialized section on the official Startup website dedicated to public procurement activities, comprehensively outlining exemptions and details relevant to startup participation in procurement processes.
- The UT may conduct workshops on the Government e-Marketplace (GeM) and Demo Days, providing opportunities to showcase innovative solutions and familiarizing startups with the procurement platform.
- The UT may organize Grand Challenges and Hackathons as platforms for startups to showcase capabilities and present innovative solutions aligning with the requirements of government departments.
- Innovation Zones may be established by the UT to facilitate collaboration between startups and government entities, and Buyer-Seller Meets may be organized to encourage direct interactions between startups and procurement decision-makers.
- To facilitate collaborative engagement, the UT may undertake initiatives to connect startups with relevant departments of the Government of UT, Central Public Sector Enterprises (CPSEs), State Public Sector Enterprises, and other government organizations.
- Expansion opportunities for startups need to be facilitated through showcases of products and specialized programs designed to enhance visibility and accessibility in both domestic and global markets.
- The UT may consider placing greater importance on organizing National and International events, encouraging diverse participation by inviting startups from more than five states or countries.
- Emphasizing transparency, detailed information regarding deployment opportunities available to startups through events should be prominently featured on the State Startup Portal.

Incubation and Mentorship Support

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

UT Performance

There are more than 25 incubators that were newly setup or upgraded in a year and these incubators have incubated 200+ Startups. The UT Government has 65+ dedicated mentors and 150+ Startups were provided with the mentorship support during the period of consideration.

Way Forward

- The State may focus on framing key performing indicators for incubators that enables them to make better decisions and gives them direction. Capacity utilization is an important metric for assessing the performance of incubators.
- The UT may assess the feasibility of amplifying the existing incubators' capabilities and explore the potential establishment of new ones, recognizing the growing entrepreneurial fervor in the State to further bolster the burgeoning startup ecosystem.
- The UT could continue in this direction by increasing the reach of the existing programs, as per its Startup Policy which highlights regional diversity.
- The UT may encourage startups to actively contribute ratings and acknowledgments, aiming to gather valuable feedback for continuous improvement and enhancement of the overall incubation experience.
- Moving into the future, the UT may organize and expand the impact of acceleration programs, leveraging virtual formats to reach a broader audience nationally and internationally, fostering connections with stakeholders globally.

Funding Support

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

UT Performance

For the promotion and support to Startups, Delhi Government has provided funding support to 70+ Startups. UT Government have provided Seed fund to the Startups by IGDTUW Anveshan Foundation and BPIBS Knowledge and Innovation Foundation initiated by the Delhi Government.

Way Forward

- To support startups in their early stages, the UT may introduce a dedicated loan scheme and explore accessible funding options, including tailored loans or equity, addressing the unique financial needs of startups.
- The UT may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.
- For easy access to financial support, the UT may present detailed fund information, including eligibility conditions, on the startup portal, simplifying the application process.
- Diversifying financial support, the UT may consider various government funding avenues for startups, such as grants, monthly allowances, and interest subsidies, catering to diverse financial requirements.
- Actively promoting government-provided grants, the UT may publicize information to raise awareness among startups, ensuring they are well-informed about available financial support.
- Prioritizing funding-focused initiatives, the UT may organize events and conferences dedicated to funding discussions, fostering dialogue on opportunities and processes within the startup community.



Capacity Building of Enablers

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

UT Performance

UT have been organizing various networking programs and workshops with the Stakeholders for capacity building exercise.



Under various programs undertaken there were 55+ potential Investors who attended programs from across UT and were connected to the Startups of the UT.

Way Forward

1. The UT may consider meticulous documentation of workshops and programs, ensuring comprehensive records of discussions and detailed participant information are maintained with topics related to policy and regulations in the Indian startup ecosystem, sessions on the benefits and the role of the government of the UT in encouraging entrepreneurship, and discussions on national and global best practices.
2. The UT may organize monthly virtual programs across different districts to raise awareness among potential investors about the opportunities for investing in startups.
3. The UT may play a role in facilitating the capacity development of UT-supported incubators through workshops, collaborating with incubators from other regions to foster mutual learning opportunities and provide financial support for capacity-building programs conducted in other regions or countries by incubators, with consideration for contributions from private and international organizations.
4. The UT may consider holding quarterly sensitization workshops for various government departments and officials, encouraging them to interact with startups and understand their concerns.
5. The UT may concentrate on enhancing the presence of early-stage investors within the national startup ecosystem by raising awareness among potential investors. This includes individuals from family businesses, corporate entities, and small entrepreneurs, educating them about the potential of startups as an attractive asset class. The primary objective should be to empower aspiring or emerging investors, providing them with the knowledge and skills to deepen their engagement in early-stage investing.

Roadmap to a Sustainable Future

Roadmap to a Sustainable Future seeks to encourage the spirit of innovation in rural Startups, focused on sectors like renewable energy, sustainability, and climate change. Special focus is given to Startups working on Circular Economy.

The aim is to steadily increase the number of rural and future sectors in sustainability by established players in their respective sectors and cater to circular economy.

UT Performance

There were 35+ Grassroot or innovations Startups with rural impact that were supported by the UT Government. With an initiative to promote Startups working in Renewable Energy, Climate Change and Sustainability, UT Government has supported 25+ eligible Startups.

The Delhi Government have more than three active policies that support Startups working in Circular economy.

Way Forward

1. The UT may explore the formulation of specific incentives tailored for startups operating in sustainability, renewable energy, climate change, and the circular economy. Additionally, it may investigate potential amendments to existing policies or incentives to better support startups in these sectors.
2. The UT may articulate eligibility criteria for startups creating a rural impact, highlighting factors like employment generation, rural-focused innovations, or adherence to specified benchmarks. This information should be readily accessible to the public.
3. The UT may institute explicit and comprehensive incentives for startups, covering areas such as seed funding, venture funding, procurement opportunities, incubation support, mentorship programs, capacity development workshops, subsidized loans, marketing assistance, and stipends or grants.
4. The UT may proactively organize collaborative brainstorming workshops involving mentors and startups, with a particular focus on grassroots startups. Disseminating the outcomes of these workshops through television or video streaming platforms can boost engagement and potentially stimulate the growth of grassroots startups within the UT.
5. The UT may encourage market demand for sustainability-related products by aligning regulations, policies, or procurement norms with the principles of Reuse, Recycle, and Reduce. Incorporating elements like urban farming and carbon capturing could further underscore the commitment to sustainability.
6. The UT may extend support, whether in the form of grants, mentorship, capacity development sessions, or other non-monetary assistance, to beneficiaries of all policies and schemes aiming to enhance sustainability-related initiatives in the UT.

Annexure

Sources

Abbreviations

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