



सत्यमेव जयते

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

#startupindia

➤ STATES' STARTUP RANKING 2022 ➤
LEADER



GOA

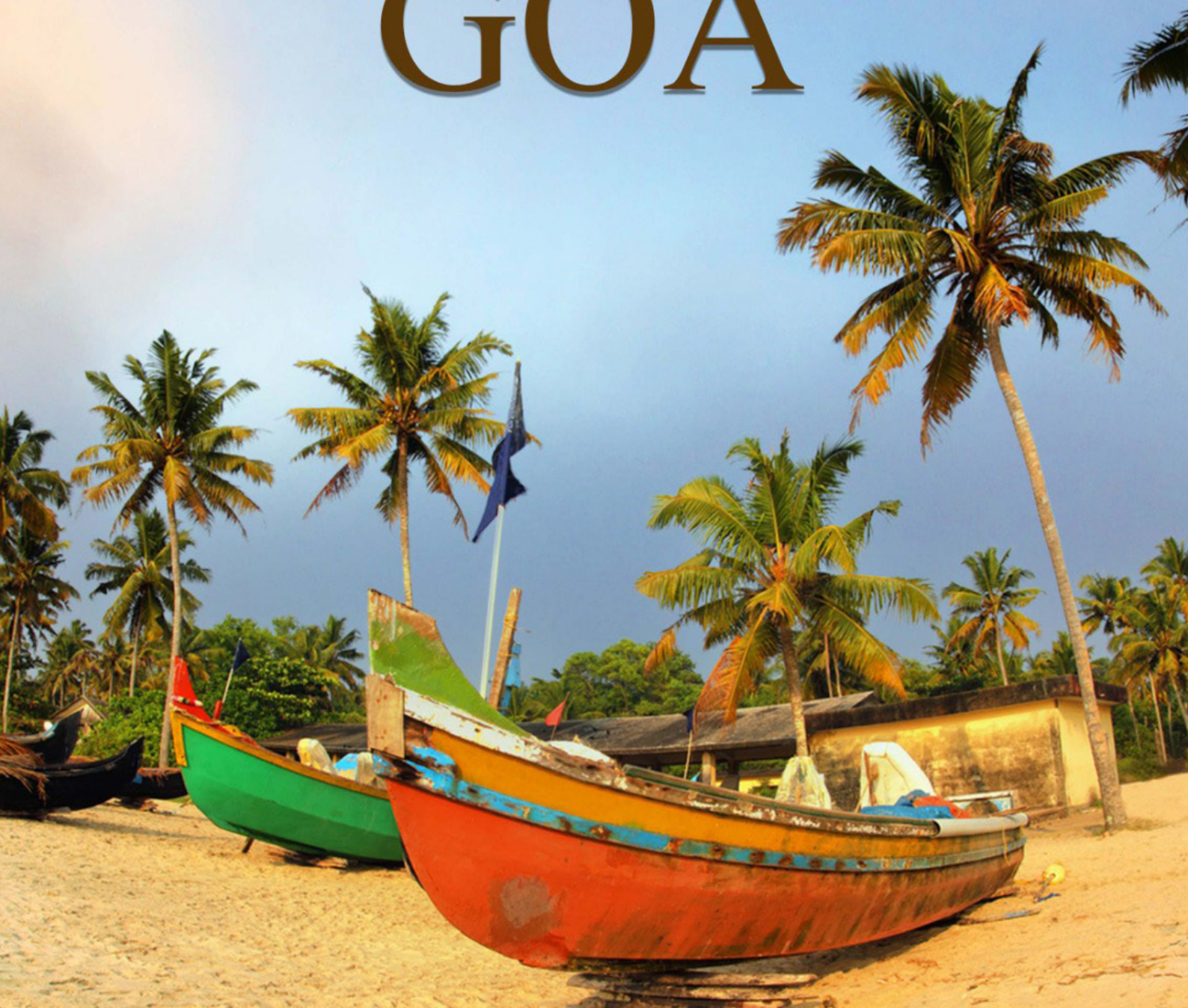


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States' Startup Ranking 2022 Results

Goa participated in 19 Action Points of the Ranking Framework 2022. Goa 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 Goa 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.

Goa 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.



STATE STARTUP ECOSYSTEM

Goa is a state of India, located along the southwest coast and falls within the Konkan region. Goa covers an area of 3702 square kilometres and there are two districts in the state, North Goa and South Goa. The state has a population of over 14 Lakh (census 2011).

The state is well-connected through rail and road routes and offers a coastline of ~104 Km and ~248 Km of inland waterways¹. The State is traditionally known as a tourist paradise, but it also has a robust presence in agriculture and fisheries as well as mining (iron ore and manganese). It has 20+ industrial estates established by Goa Industrial Development Corporation and an installed power capacity to produce 614 MW.

The Goa Startup Policy 2021 is the governing policy for Startups in the state. The Nodal Department for support to Startups is Department of Information Technology, Electronics and Communications, Government of Goa.

State Startup Policies and Incentives²

The Goa Startup Policy 2021 envisions to make Goa one of the most preferred Startup destinations of India. It envisions to make Goa feature in the top 25 Startup destinations in Asia by 2025.

The objectives of the Goa Startup Policy 2021 are:

- To make Goa an aspirational geographical and human resources base for high value Startups.
- To invite the best entrepreneurial minds to make Goa their professional base, and thereby build a robust Startup ecosystem in the state.
- To provide assistance to Goan entrepreneurs and local Startups.
- To endeavour to create 100+ successful Startups in Goa in the next 5 years, targeting generation of employment for 5000+ Goans.

¹<https://www.investindia.gov.in/state/goa>

²<https://www.startup.goa.gov.in/>

Highlights of State Startup Ecosystem³

160+

Startups Registered

10+

Women led Startups

15+

Incubators supported

~5

Departments providing institutional support to startups

INR 1.5+ Cr

sanctioned to 50+ Startups

100+

Startups connected with 100+ mentors

~5

Policies to support Startups

100+

Entrepreneurial workshops and bootcamps at Schools and Higher Educational Institutions (HEIs)

Key Initiatives Driving Growth

- Mentorship: The state supports startups by a comprehensive mentorship mechanism. A network of 100+ Mentors is available to the startups of Goa for providing support in different areas.
- Regulatory Compliance Enablement⁴: All startups registered in Goa are allowed to operate 24/7. An intimation from Startup Promotion Cell is issued to the Panchayat and Local Bodies intimating them on the Certified Goa Startups to operate 24x7.

³Based on SRF 2022 submissions

⁴[https://www.startup.goa.gov.in/Notification/StartUp-Policy-2021-\(amended\).pdf](https://www.startup.goa.gov.in/Notification/StartUp-Policy-2021-(amended).pdf)



- Startup Incentives⁵: The state provides multiple fiscal incentive to Startups. Co-Working Spaces/ Incubators/ Accelerators Subsidy Scheme, Reimbursement of Expenses for Startups Operating from Leased/ Privately Owned Premises Scheme, Grant for Incubation Centers within Educational Institutes Scheme and more.
- Events⁶: The state has conducted 100+ events to support Startups in Goa. These include Startup workshops, Conference and exhibitions, virtual trainings, conclaves and more.

Institutional Support

Introduction

Institutional Support focuses on the facilitation and execution of the State/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 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/UT Government departments including that of Government policies that are currently active for support to Startups.

The Startup Promotion Cell (SPC) serves as the agency for upliftment of Startup ecosystem in the state. As part of the Government of Goa's endeavour to promote EoDB in the state, the cell has set-up Goa State Startup portal called "Startup Goa" exclusively for Startups and continues to update and maintain the portal providing due information.

The portal enables registration of the Startups, facilitates two-way communication with the Government for updates and reminders on regulatory matter. It provides access to the repository of information on all state level as well as national regulatory compliances that are required for new and existing Startups. Through the portal, the cell also provides a channel for the Startups to provide policy inputs to the Government.

⁵[https://startup.goa.gov.in/StartupIncentives#:~:text=The%20Start%2Dup%20Promotion%20Cell%20\(SPC\)%20shall%20run%20a,Machine%20Learning](https://startup.goa.gov.in/StartupIncentives#:~:text=The%20Start%2Dup%20Promotion%20Cell%20(SPC)%20shall%20run%20a,Machine%20Learning)

⁶<https://startup.goa.gov.in/Events>

State Performance

~5

Active Policies to support Startups

~5

Departments supporting Startup Ecosystem

Average Query Resolution Timeframe of <10 days

The portal provides the facility to register with the Government of Goa as a Startup and avail the benefits. The Startups already registered with "Startup India" scheme by DPIIT, can also login on the Portal.



Figure A: QR Code to Startup Goa Portal

The Homepage of the Startup Goa portal provides an overview of the portal. Key numbers of the Startup ecosystem of the state are provided on the Homepage.



Figure B: Homepage of Startup Goa Portal

Goa has an active grievance redressal system for query resolution. The “Register Grievance” option on the portal provides the same function. This option redirects the user to Public Grievances Department webpage⁷ of Government of Goa. Users can submit their queries and track them from this webpage.

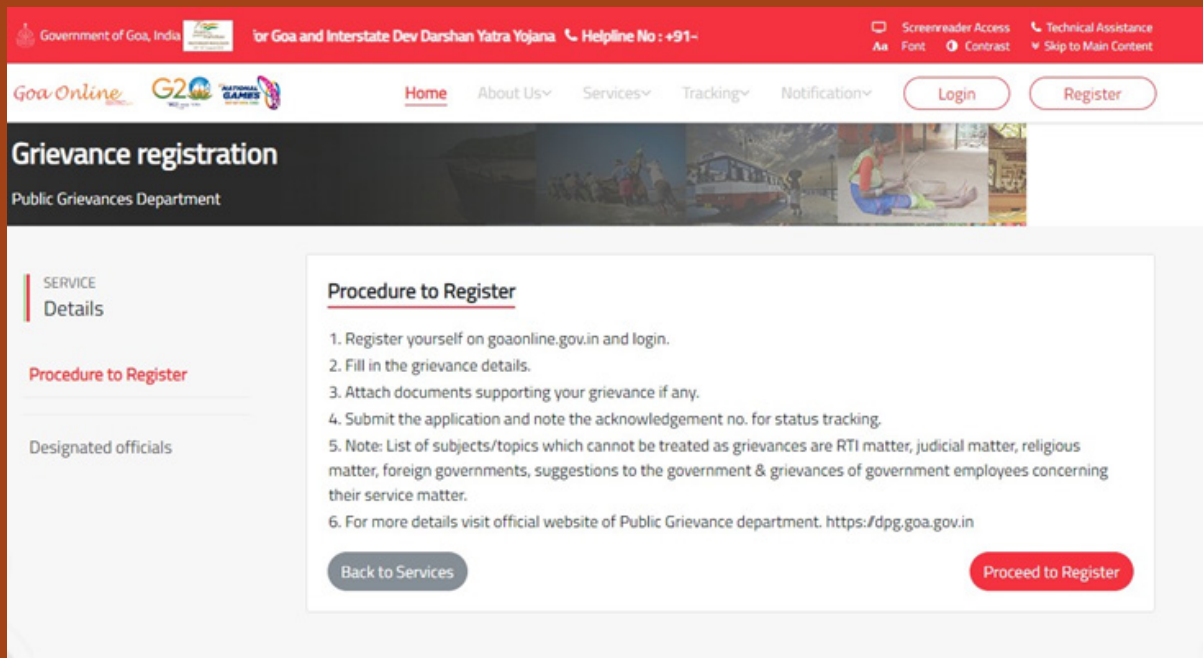


Figure C: Public Grievances Department webpage

Way Forward

1. The State may include a dedicated section for public procurement process to help startups with access to market.
2. The State may prioritise inclusivity, making the website accessible to Persons with Disabilities (PwD), compliance norms are to be in concurrence with the following: <https://www.w3.org/TR/WCAG21>
3. The State may incorporate a mechanism for Startups to submit requests or grievances with a tracking system on the State Startup portal or a unified web platform.
4. More number of State Government departments (excluding nodal department) may be added for providing institutional support to Startups. Other avenues such as periodically capacity building support, mentorship or public procurement support may be provided to further strengthening the Startup ecosystem.

⁷https://goaonline.gov.in/AppIn/UiI/DeptServices?__DocId=PGR&__ServiceId=PGR26

Fostering Innovation & Entrepreneurship

Introduction

Fostering Innovation and Entrepreneurship, as the name of Reform Area 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 be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

Startup Goa aims to create an ecosystem that makes it easy for Goan students to acquire technical skills required for employability and professional growth in the Startup space. Envisioning the same, Goa Startup Policy 2021 provides an opportunity to all educational institutes in Goa who are affiliated to a recognised public university.

Such institutes can avail a one-time grant of up to INR 10 lakhs towards capital expenses, for setting up of an incubator within their institute campuses for the purpose of nurturing Startups founded by students enrolled in these institutes. Such incubators will also be provided a grant of up to INR 3 lakh per year for operational expenses for a period of three years.

State Performance

160+

Registered

10+

Women-led Startups

5000+

Students attended ~100
entrepreneurial workshops and
bootcamps at Schools and HEIs

The State has conducted more than 100 events at various Schools and colleges throughout Goa to support student entrepreneurs. These events included different categories like Bootcamps, workshops, Expos and more. One such workshop is briefed below.

Goa Startup Yatra – Workshops

This initiative encompassed a comprehensive series of entrepreneurship workshops spanning over different educational institutions across the state. The objective of these workshops was to inspire the young minds to explore entrepreneurship and cultivate business ideas.



Figure D: Event Pictures from Startup Yatra Workshops

Way Forward

1. The State may facilitate networking events connecting students with investors, industry professionals, and fellow entrepreneurs, recognising the importance of building a robust network for future collaborations and business growth.
2. The State may collaborate with Government entities, nodal institutes, and incubators in Higher Education Institutes (HEI) to conduct informative sessions tailored for Startups and students.
3. The State may consider analysis of its database of Startups to evaluate the Startups registered for five years and more.

4. The State may focus on designing Knowledge Support and outreach programs to disseminate the benefits of registering Startups, thereby encouraging entrepreneurs to do the same.
5. The State may organise interaction events for students with successful entrepreneurs and industry experts. Students will get a chance to understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.

Access to Market

Introduction

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 organisation 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.

The State Government of Goa has relaxed Earnest Money Deposit (EMD) criteria to help Startups in the public procurement process. State has provided the option to claim exemption in payment of EMD to Startups.

State Performance

The state has organised 3+ events which helped provide such access to market opportunities to Startups. One such event was:

Anthaprerna 2021 – A Startup Conclave

The marquee Startup Conclave and Entrepreneurship summit was inaugurated by Honourable CM of Goa. The event saw a participation of 400+ attendees. 40+ visitors attended the event from outside Goa. 10+ Government of Goa officials and 15+ Government of India Officials were present. It also saw a participation of 20+ Investors and 20+ Industry Representatives. The objective of the events was to bring the Startup ecosystem of India under one roof in Goa.

The Conclave had many fruitful outcomes and discussion like:

- Startup Pitching was held for Startups Based out of Goa
- Startup Policy 2021 Discussion
- Launch of iMAGIC – Identifying Entrepreneurial Talent in Goa
- Masterclasses and Panel Discussion for Students by Startups
- Goa Startup product launch and pitching sessions
- Investors panel discussion
- Successful Startups addressing Goan Startups
- Investors' and Founders' Closed Room Discussion with the Government of Goa



Figure E: Event picture from Anthaprerna 2021



Way Forward

1. The State may give mandate to each State Departments and State PSUs to compulsorily procure a certain percentage of required goods or services from registered startups.
2. The State may consider placing greater importance on organising National and International events, incorporating elements such as exhibitions, pitching sessions, and seminars. Diverse participation may be encouraged by inviting Startups from more than five states or countries.
3. The State Administration may undertake programs to connect Startups to Government departments as well to present case-wise solutions to the departments and promote procurement activities by them. These programs may be GeM workshops, Demo Days, Grand Challenges, Hackathons, Innovation Zones, Buyer-Seller meets, and corporate innovation programs. The informational programs conducted may be streamed on the Startup portal and online streaming platforms for wider reach.

Incubation and Mentorship Support

Introduction

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.

The State works actively to provide the necessary mentorship and incubation support to Startups in Goa. The Goa Startup policy aims to provide the incubation support through Government Developed Incubators, Privately Run Incubators, Incubation within Government leased space and Incubators within educational institutes.

State Performance

100+

Registered Mentors

15+

Incubators Supported

100+

Startups provided incubation support

100+

Startups provided mentorship support

The Government of Goa has a pool of mentors registered with State Startup portal. These mentors are sectors experts including but not limited to Marketing, IT, Business Operations, Funding, Ecosystem, Scaleup, HR, Supply Chain, Agritech, Telecom, Real Estate. There are around 100+ mentors registered in State which provided mentorship support to 100+ Startups under SRF 2022.

The Mentors Page⁸ on the Goa Startup Portal provides the list of these mentors along with their contact details for reference.

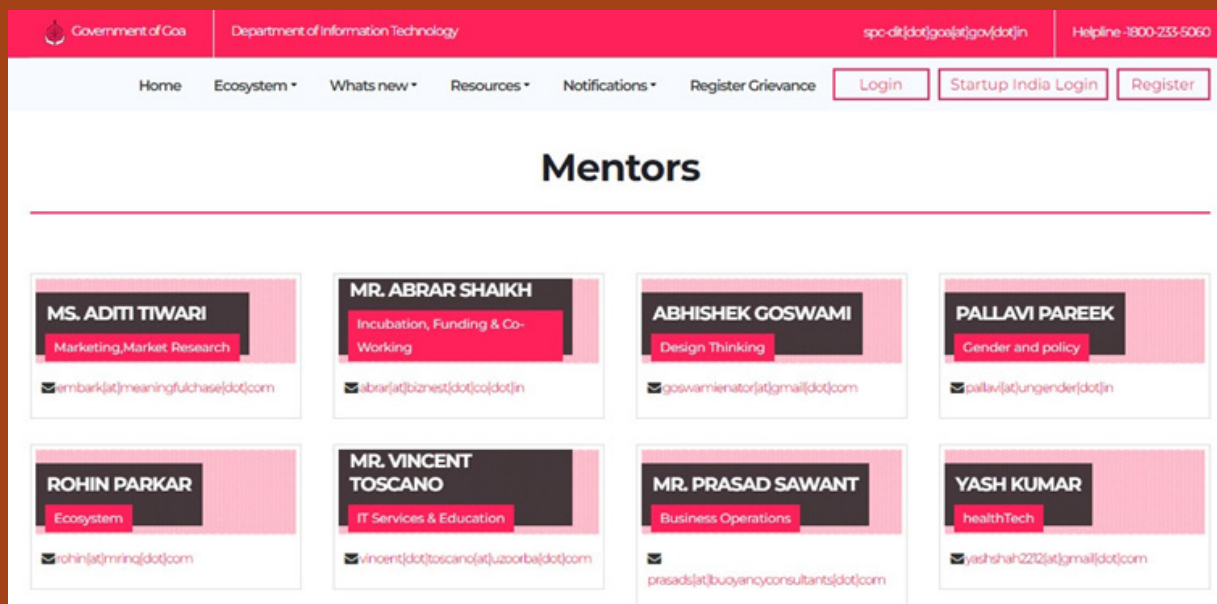


Figure F: Mentors Page on the Goa Startup Portal

⁸<https://startup.goa.gov.in/Mentors>

The State portal also provides information regarding Incubators⁹ in the State through a dedicated page.

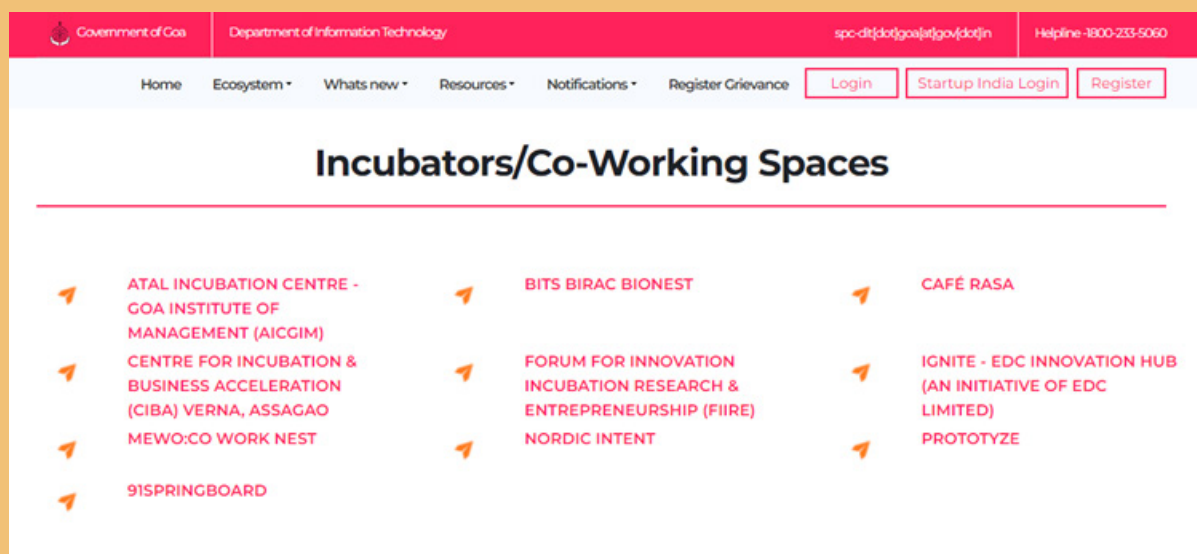


Figure G: Incubators Page on the Goa Startup Portal

Way Forward

1. The State may provide robust support to incubators by extending one-time capital assistance, fully reimbursing stamp duty and registration fees, offering power tariff subsidies, and covering the entire electricity duty paid during the initial 5 years.
2. The State may introduce a centralised form to simplify the enrolment process for incubation programs, ensuring a more streamlined and accessible application process.
3. The State may develop acceleration programs to handhold startups. The State can leverage the virtual format for holding seminars and discussions. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the country.
4. The State may categorise registered mentors with the expansion of the mentorship network, offering Startups sector-specific guidance for a more targeted and impactful mentorship experience.
5. The State may organise and expand the impact of acceleration programs, moving into the future. Leveraging virtual formats, these programs may reach a broader audience nationally and internationally, fostering connections with stakeholders globally.

⁹<https://startup.goa.gov.in/Incubators>

Funding Support

Introduction

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 mobilise the private investments into Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

Government of Goa intends to actively support the setup, operations and growth of eligible Startups based in Goa through various measures giving them access to finance. The state intends in enabling an investor network, funding process and financial schemes by way of incentives and enabling provisions. The State has organised two events Invest Goa 2022 and Anthaprerna through which 30+ Private Investors connected with more than 80 Startups.

State Performance

50+

Startups sanctioned
funding support of
INR 1.5 Cr+

30+

Private Investors
connected with Startups

Startup Goa provides various fiscal benefits in the form of schemes to Startups. These schemes cover provides support to Startups working at different stages. The following schemes may be availed by Startup units in Goa.

- Co-Working Spaces/ Incubators/ Accelerators Subsidy Scheme
- Reimbursement of Expenses for Startups Operating from Leased/ Privately Owned Premises Scheme
- Grant for Incubation Centers within Educational Institutes Scheme
- Intellectual Property Rights (IPR) Reimbursement Scheme
- R&D Reimbursement Scheme
- Salary Reimbursement Scheme

- Seed Capital Scheme
- Skill Development Fee Reimbursement Scheme
- Skill Development Promotion Scheme
- Technology Fellowship and Patent Promotion Scheme
- Trademark Reimbursement Scheme

Way Forward

1. The State may introduce a dedicated loan scheme and explore accessible funding options, including tailored loans or equity, addressing the unique financial needs of Startups to support them in their early stages.
2. The State may enhance transparency by integrating an online dashboard into the State Startup portal, providing comprehensive details of government-sponsored or supported funding opportunities.
3. The State may diversify financial support by considering various Government funding avenues for Startups, such as grants, monthly allowances, and interest subsidies, catering to diverse financial requirements.
4. The State may actively promote Government-provided grants, publicising information to raise awareness among Startups and ensuring they are well-informed about available financial support.
5. The State may prioritise funding-focused initiatives, organising events and conferences dedicated to funding discussions, fostering dialogue on opportunities and processes within the Startup community.

Capacity Building of Enablers

Introduction

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.

The State is actively working towards inviting the best entrepreneurial talent and the brightest innovative minds along with the Startup ecosystem enablers like Incubators, Accelerators, and Investors from outside Goa in order to build a robust Startup ecosystem within the state.

State Performance

The State has organised two events to sensitise potential investors on investment in Startups. One such program has been briefed below:

Invest Goa 2022

This was a two-day investors summit held in October 2022. One of the key focus sectors was Startups. The core idea was to provide the necessary impetus to channelise the available private investor funds into making capital expenditure for setting up manufacturing and processing units. The employability factors of the Goan youth and unemployed population were taken into account. The event saw a participation of 200+ attendees. The delegates will also include representatives of various trade bodies, consulates and embassies.

The event saw a participation of 15+ Private Investors. To clear the doubts and queries of Potential Investors, they were given an opportunity to interact with heads of various



Figure H: Event Picture from Invest Goa 2022

Way Forward

1. The State may conduct monthly virtual programs spread across various districts to sensitise potential investors on investment in Startups.
2. The State Government may hold quarterly sensitisation workshops for various Government departments and officials to encourage them to interact with Startups to understand their concerns.
3. The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States to explore mutual learning opportunities.

Roadmap to a Sustainable Future

Introduction

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.

Way Forward

1. The State may develop a clear definition of startups which qualify as working in the field of sustainability, renewable energy, climate change and circular economy may be established as an amendment to the Startup Policy.
2. The State may develop specific incentives for the Startups working in the field of rural impact, sustainability, renewable energy, climate change and circular economy and consider amending any existing policy or incentive for Startups in the State to support these Startups.
3. The State may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.
4. The State may look at developing a separate parameter for "Social Impact", under which a Startup promotes a product or service that is based in a rural area as well as related to sustainable practices, renewable energy, circular economy and climate change.

Annexure

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Figure B: Homepage of Startup Goa Portal

Figure C: Public Grievances Department webpage

Figure D: Event Pictures from Startup Yatra Workshops

Figure E: Event picture from Anthaprerna 2021

Figure F: Mentors Page on the Goa Startup Portal

Figure G: Incubators Page on the Goa Startup Portal

Figure H: Event Picture from Invest Goa 2022

Abbreviations

Startup Promotion Cell (SPC)

Persons with Disabilities (PwD)

Higher Educational Institutes (HEIs)

Earnest Money Deposit (EMD)

Central Public Sector Enterprises (CPSEs)

Public Sector Undertakings (PSUs)

Government e-Marketplace (GeM)

Intellectual Property Rights (IPR)

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