



सत्यमेव जयते

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

#startupindia

❖ STATES' STARTUP RANKING 2022 ❖
LEADER



MANIPUR



TABLE OF CONTENTS

States' Startup Ranking 2022 Results	5
State Startup Ecosystem	6
State Startup Policies and Incentives	6
Highlights of State Startup Ecosystem	7
Key Initiatives Driving Growth	9
Institutional Support	10
Introduction	10
State Performance	10
Way Forward	12
Fostering Innovation & Entrepreneurship	13
Introduction	13
State Performance	13
Way Forward	15
Access to Market	15
Introduction	15
State Performance	16
Way Forward	17
Incubation and Mentorship Support	18
Introduction	18
State Performance	18
Way Forward	20
Funding Support	20
Introduction	20
State Performance	21
Way Forward	22
Capacity Building of Enablers	23
Introduction	23
State Performance	23
Way Forward	26
Roadmap to a Sustainable Future	26
Introduction	26
Way Forward	27
Annexure	28
List of Figures	28
Abbreviations	29

States' Startup Ranking 2022 Results

Manipur participated in 24 Action Points of the Ranking Framework 2022. Manipur 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 Manipur 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.

Manipur 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

Manipur is located in the north-eastern part of India, is known for its spectacular beauty, diverse culture, and historical importance. Imphal, the capital city of Manipur serves as its political, economic, and cultural hub. Agriculture plays a crucial role in the livelihood of the majority of the population in the State. However, tourism has been growing in importance as Government of Manipur is relentlessly working towards promoting the State's natural beauty and cultural heritage.

The Government of Manipur proposed to develop an ecosystem for strengthening State Startups with appropriate incubation and mentoring infrastructure. A network of appropriate funding mechanisms is proposed to improve the enabling environment and address the aspirations of youths of the State.

In 2016, the State Government launched the Manipur Startup Policy, which was further amended in 2022. Overall execution and monitoring of the Manipur Startup Scheme is looked after by the Startup Cell. Planning Department, Government of Manipur acts as the Nodal Department. A dedicated Startup team is established in the nodal department consisting of various professionals capable of assisting the department in implementing this policy.

State Startup Policies and Incentives¹

By encouraging entrepreneurship and a culture of innovation through the most enabling ecosystem to support and nurture Startups, the State Government envisions enabling the youth of Manipur to become job creators and help the State become one of the top Startup destinations in the Northeast region of the country.

Highlights of Manipur Startup Scheme 2.0 Policy 2022: To achieve its objective, the Government of Manipur offers incentives to Startups at various stages which are Fiscal & Non-fiscal incentives such as:

Idea/ Proof of Concept Stage:

- Seed Grant and Seed Funding offered to the Startups via the Manipur Startup Venture Fund
- Incubation support to the Startups by providing mentoring services, access to their labs, facilities, etc. besides ensuring that the financial assistance disbursed through them is well spent.
- Free access to Universities/ Libraries/ Government Laboratories/ Centre of Excellence/ PSU and others

¹office-memorandum-manipur-startup-scheme-2.0_1.pdf (startupmanipur.in)

- Cost of filing and prosecution of Patent application will be reimbursed to the incubated Startup companies

Revenue Stage:

- Revenue-stage Startups are eligible for financial assistance from financial institutions up to a maximum of INR 100 lakhs, which includes a 30% grant from Startup Manipur.
- Other incentives of the entities at this stage will be Mentorship, Incubator/ accelerator, and funding support besides the various incentives under the pilot scheme.

Stand Up Category:

- Special provision for Scheduled Caste/ Scheduled Tribe Categories/ Minorities/ Women entrepreneurs in the Greenfield area of manufacture/service/trading sector
- Financial assistance from financial institutions up to INR 100 Lakhs
- Mentorship, Incubator/ Accelerator, and funding support besides the various incentives under the pilot scheme.

Fiscal Incentives:

- Stamp Duty Reimbursement
- Reimbursement on Patent filing Cost

Non-Fiscal Incentives:

- Market Access: The State implements specific interventions to provide market opportunities and access for the Startups registered in the State.
- Exemption to Startups from submission of EMD
- Self-certification and Compliance Incentives
- Exemption to Startups from submission of EMD
- Self-certification and Compliance Incentives

Highlights of State Startup Ecosystem²

5000+

Startups Registered

~20

Women-led Startups
received incentives



~50

Startups offered access to market

~5

Startups were provided Government Purchase Orders

~50

Startups received incubation support

Key Initiatives Driving Growth

The Government of Manipur has implemented a range of key policy measures to nurture its Startup ecosystem, transforming it into a thriving hub for emerging businesses.

Key focus areas to develop a Startup ecosystem in Manipur are:

- Agro and Food Processing including cash crops.
- Horticulture
- Textile, Handloom and Handicrafts
- Education & Skill Development
- Tourism, hospitality, and wellness

The Startup Policy of the Government of Manipur is based on four broad pillars :

- **Network of Entrepreneurship of Development Centres:** Creating a Network of Entrepreneurship and Development Centres (NEDC) to foster innovation, entrepreneurship, and economic growth in the State.
- **Business Incubators:** Programs or organisations that provide support and resources to early-stage Startups and entrepreneurs, helping them grow and succeed. The programs are typically designed to nurture and accelerate the development of new businesses, making them well-prepared for market entry
- **Market:** Enables Startups to connect with customers, generate revenue, and grow their businesses
- **Product and Prototype:** A fundamental component of a Startup's journey that represents the tangible result of a Startup's innovation, solving a specific problem, or addressing a market need.

³Startup Manipur – Turn Your Idea Into Opportunity

⁴office-memorandum-manipur-startup-scheme-2.0_1.pdf (startupmanipur.in)

Some of the notable policy initiatives include⁴

- **Enabling Environment:** A multipronged approach is adopted to facilitate effective incubation support for the Startups. Sector-specific incubators are encouraged in areas such as IT, ESDM (Electronic Systems and Design Manufacturing), Waste Management, Healthcare and Sanitation, Agri/Horticulture, Fishery/Veterinary, Food Processing, Hi-Tech farming, Tourism, Textiles and Garments, Downstream and Ancillary.
- **Ease of Public Procurement:** The State Government is undertaking a host of measures that encourage Government departments to give preference to Startups and provide a level playing field to Startups during the procurement of products & services.
- **Awareness and Outreach:** Colleges and universities (HEIs) are encouraged to set up Entrepreneurship Cells to encourage students to take up entrepreneurship at the College level. Startup weekends and Hackathons/ grand challenges are organised to promote creative thinking and innovation.

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 on 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.

State Performance

Startups were provided institutional support by ~2 departments

State has an Active policy supporting the Startups

Manipur has a dedicated Startup portal (<https://startupmanipur.in/>).



Figure A: Manipur State Startup Portal URL

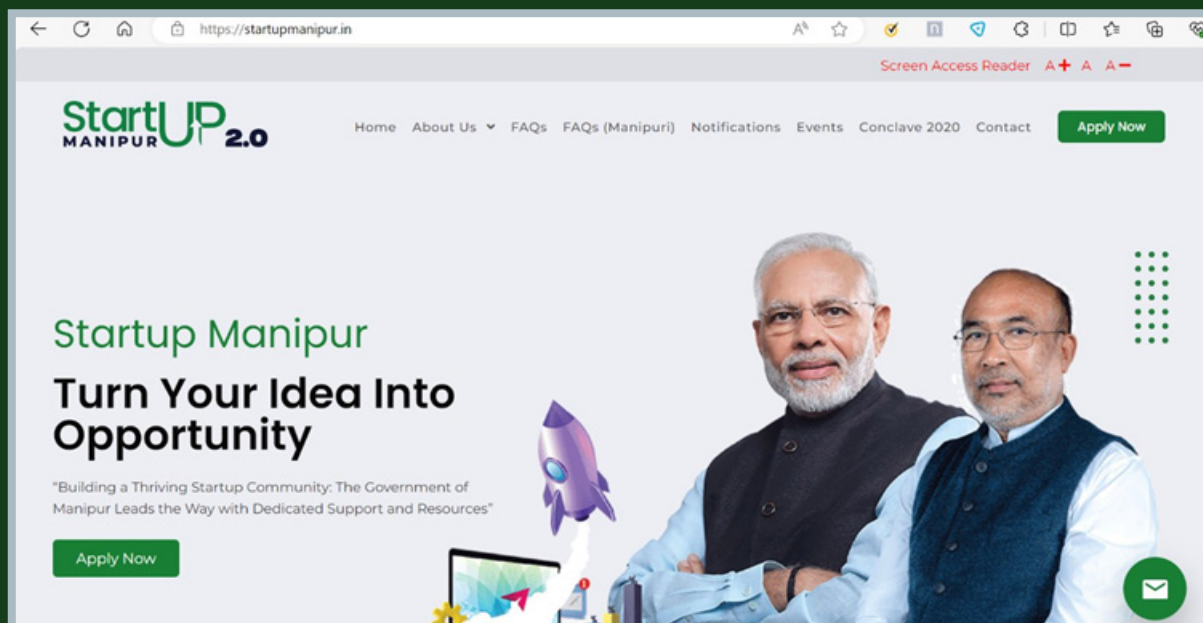


Figure B: Manipur Startup Portal Webpage

Out of 12-point evaluation on State Startup Portal, all 12 points have been complied by the State. State has also provided the number of queries received having the resolution timeframe below 30 days.

The State Startup portal provides easy access to information such as –

1. Details of State level approvals & clearances for Startup registration
2. Details of State Nodal Officer, Nodal Department and dedicated team for Startups
3. Details of Dedicated Helpline or call centre number on Startup Portal
4. List of Incubators and Accelerators with contact details
5. List of Mentors
6. Details of Public Procurement relaxation for Startup on Portal
7. Details of availing Funding Support
8. Details of departments providing institutional support to Startups

9. Details of marketing, outreach, events, webinars on State
10. Virtual Tour/ Demo of portal
11. The portal is also accessible to persons with disabilities (PwD)
12. Language Translation and website accessibility in local/official language on Portal

Manipur also has a grievance redressal mechanism wherein resolution to grievances or queries are done within 3 working days. The State has two departments that are providing institutional support to the State Startups. Manipur has launched Startup policy in 2016 now termed as Manipur Startup scheme 2.0 meant to facilitate State Startups with fiscal and non-fiscal incentives as well as strengthen the existing environment and eco-system for further growth of Startup in the State.

Way Forward

1. The State, in State Startup portal or a separate unified web platform may develop or include a mechanism for Startups to submit requests or grievances with a tracking mechanism.
2. State may include additional number of State Government departments (excluding nodal department) for providing institutional support to Startups. The number of activities and frequency of institutional support may be increased so as to increase the number of beneficiary Startups.
3. State may mention query response timeframe in the public domain through a State notification or Government order or FAQs.
4. The State may bring in more State policies provisioning support to State Startups.

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.

State Performance

5000+

Registered Startups

~5

Events undertaken to support student entrepreneurs in schools

10+

Programs undertaken in HEIs to support student entrepreneurs

It is noteworthy that the State has 5,000+ registered Startups, having highest number in Category B States. The State has been continuously supporting women-led Startups and has supported 20+ Startups in a year.

The State has conducted 20+ events to support to both School as well as Higher Education Institutes (HEIs) Student Entrepreneurs, these events included Roadshows, Bootcamps and various workshops promoting entrepreneurship culture with the participation of approximately 450+ students.

Startup Cohort of Startup Manipur and XR for Startup Roadshow was organised by the State wherein acceleration programme of 16 Startup Manipur Beneficiaries as well as launch of an awareness campaign was done to scout the Startups from Manipur for Meta XR Programme implemented by MIETY and AIC-SMUTBI.



Figure C: Snapshot of "Startup Cohort" Event

Way Forward

1. The State may focus on designing knowledge support and outreach programs to disseminate the benefits of registering Startups, thereby encouraging entrepreneurs to register.
2. The State may provide specific incentives to women-led Startups, which may be included in the Startup policy of the State. The incentives might encompass a monthly support stipend for Startups led by women.
3. The State may set up University Innovation Hubs in bigger urban centres which cater to small towns in a hub-and-spoke model to engage students in remote areas as well.

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.

State Performance

| ~10

Startups provide market access opportunity through to ~1 Program

The State Government has eased requirements and removed the need for Startups to submit an "EMD" (Earnest Money Deposit) as per State Startup scheme.

The State provided market access and showcase opportunities to more than eight State Startups. One of the similar events where Startups were provided with the opportunity is "India Pavilion of Dubai Expo 2022".



Figure D: India Pavilion of Dubai Expo 2022

Way Forward

1. The State may explore the possibility of introducing further relaxations in its procurement proposals to encourage Startups to participate in public procurement.
2. The State may assign a certain percentage of the total procurement by the administration's Departments PSUs to be acquired from Startups.
3. The State may undertake programs to connect Startups to the State Government departments as well to present case-wise solutions to the departments and promote procurement activities by them.

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.

State Performance

~2

New incubators established

~50

Startups received incubation support

~10

Startups enrolled in Acceleration Programs

10+

Startups connected with mentors by State supported incubators

The State has supported in setting-up and upgrading of incubators in the State to strengthen and creating supportive ecosystem that facilitates State Startups. The Government of Manipur has supported in setting up of two new incubators and upgrading of existing incubators in the State.

State has provided the details of Incubators on State Startup portal page detailing the Name and making it readily accessible to Startups.

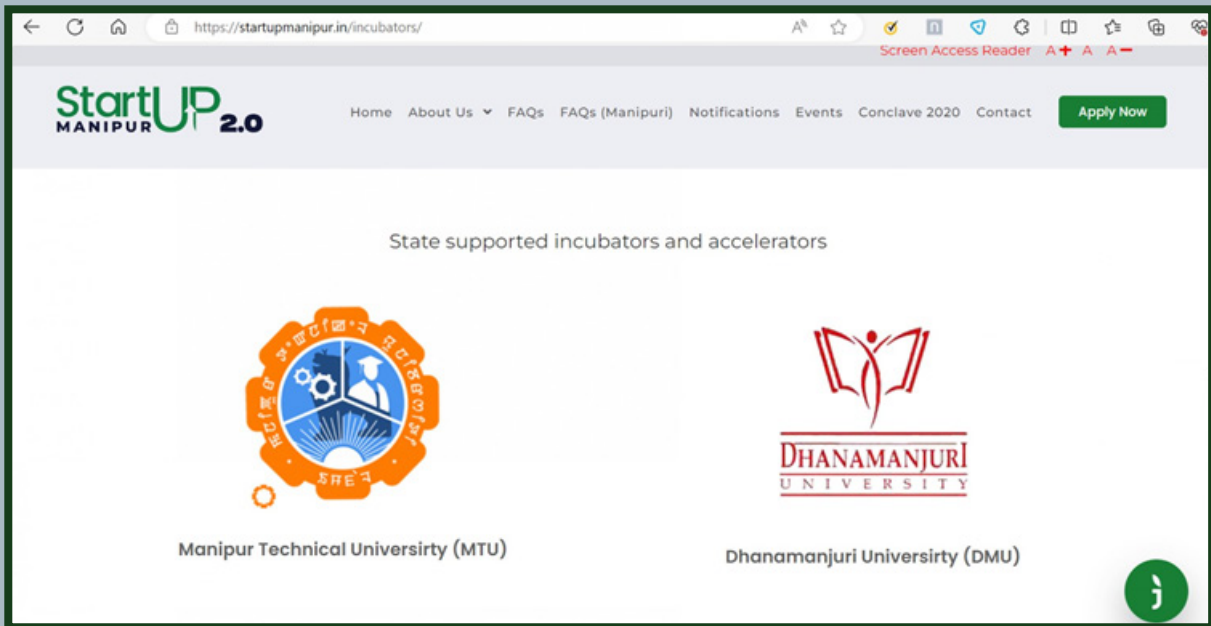


Figure E: Incubators Supported page for Manipur Startup Portal

Apart from the names of Incubators, State has provided the names of institutions providing institutional support to the State Startups on the State Startup portal.

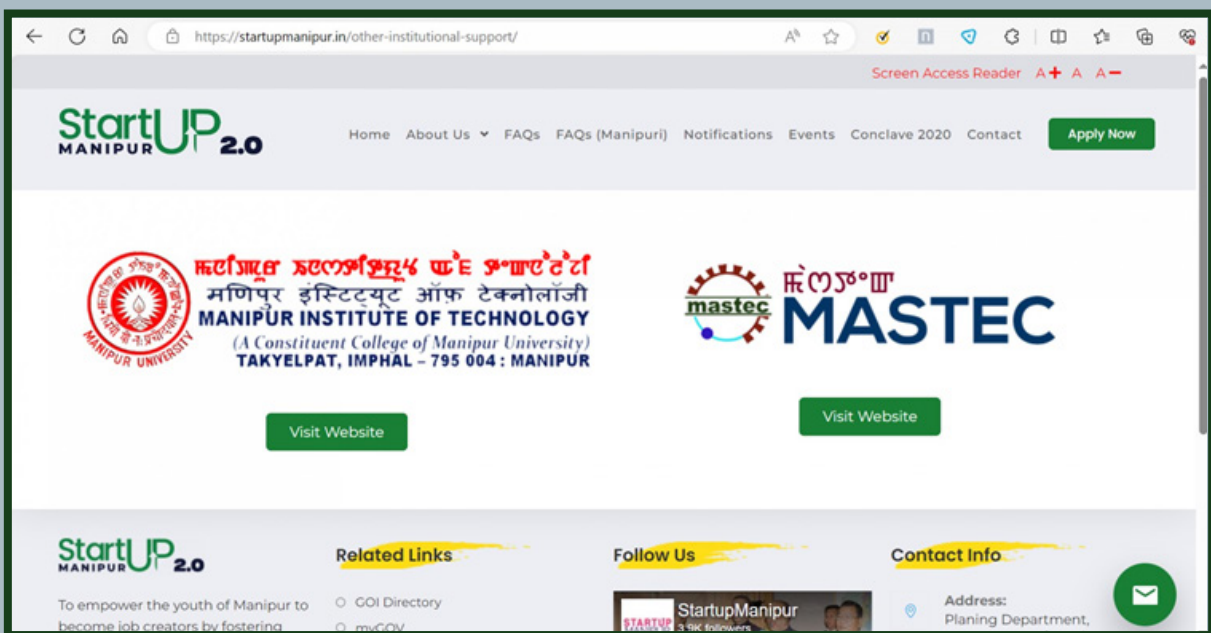


Figure F: Screenshot of Institutional Support Details Webpage

Way Forward

1. The State may set up more incubators to guide young entrepreneurs. The State may explore the possibility of virtual incubation as well.
2. Support to new incubators can be provided in the form of (a) one-time capital assistance (b) 100% reimbursement of stamp duty and registration fee paid (c) power tariff subsidy (d) 100 % reimbursement for electricity duty paid for a period of 5 years continuously with power tariff subsidy.
3. The State may increase the reach of the acceleration programs. 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 look to engage and connect with mentors outside the State, at the national as well as international level.

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.

State Performance

The Government of Manipur has been supporting State Startups via. various incentives as per Manipur Startup scheme, in the form of reimbursements and awarded grants by organising various events and competitions.

| **90+**

Startups received funding through
State supported funds

State has also provided the opportunity to ~10 Startups to connect with private funds or investors during the event at World Expo Dubai-2022.

Way Forward

1. The funding given by the State Government may be diversified further. These may include government grants, monthly allowance, interest subsidy and others. Information can be publicised to Startups for the grants provided.
2. The State may collaborate with financial institutions, venture capitalists and angel investors to create additional funding options at regular intervals.
3. The State may organise events, conferences dedicated to funding with discussions on funding opportunities and processes.

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.

State Performance

Sensitisation Workshop conducted for Government Officials

Programs conducted to sensitise potential investors on investment in Startups

The State Government has been taking various initiatives in capacity building to make the incubator managers well equipped through business training, financial management, monitoring and evaluation, marketing and stakeholder management, and networking.

In a step taken by the State Government, Planning Department, Government of Manipur has organised a one-day Sensitisation program me for Investors on 24 March 2022 at

Classic Grande, Imphal. The programme was in continuation of the Business-to-Business meeting held at Dubai during the World Expo 2020, Dubai and after interacting with both Government officials and the Startups who went for pitching their products.

The investors were sensitised for potential investment to the Startups of Manipur. Startups from Manipur State in the field of organic products, processed food items and others had interacted with the visiting business delegation from United Arab Emirates (UAE).



Figure G: B2B meeting Snapshot at Classic Grande, Imphal

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.

Annexure

List of Figures

Figure A: Manipur State Startup Portal URL

Figure B: Manipur Startup Portal Webpage

Figure C: Snapshot of "Startup Cohort" Event

Figure D: India Pavilion of Dubai Expo 2022

Figure E: Incubators Supported page for Manipur Startup Portal

Figure F: Screenshot of Institutional Support Details Webpage

Figure G: B2B meeting Snapshot at Classic Grande, Imphal

Abbreviations

PSU - Public Sector Unit

EMD - Earnest Money Deposit

NEDC - Network of Entrepreneurship and Development Centres

ESDM - Electronic Systems and Design Manufacturing

HEI - Higher Education Institutes

FAQ - Frequently Asked Questions

GeM- Government e-Marketplace

#startupindia



CONTACT US

www.startupindia.gov.in

1800 115 565

