



सत्यमेव जयते

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

#startupindia

» STATES' STARTUP RANKING 2022 «
LEADER



TRIPURA



TABLE OF CONTENTS

States' Startup Ranking 2022	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
State Performance	26
Way Forward	27
Annexure	28
List of Figures	28
Abbreviations	29

States' Startup Ranking Results 2022

Tripura participated in 25 Action Points of the Ranking Framework 2022. Tripura 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 Tripura 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.

Tripura 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

Tripura is a State in North-East India. Spread in about 10,500 square kilometres, it shares borders with Bangladesh, Mizoram and Assam. Bengali, Kokborok and English are the official language of Tripura, but Hindi, Garo, Chakma, Bishnupriya Manipuri, Oriya etc. are also being spoken in Tripura. The State has 8-Districts divided in 23 Sub-divisions.

Tripura Economy is primarily agrarian, with approximately 42% of its population relying on agriculture and related activities. However, only about 26% of the land is suitable for cultivation, as the rest is covered by hills and forests. Over 40% of the population is directly dependent on agriculture and allied activities, reflecting the importance of this sector in the State's economic landscape .

Tripura Economy is largely based on agriculture, forestry, and tourism. In light of the challenges in traditional economic activities, the Government of Tripura has been making significant strides in the development of its Startup ecosystem.

In a proactive move towards fostering a thriving Startup ecosystem within the State, the State Government introduced its Startup Policy in 2019. The Government aims to create an environment conducive to IT Startups and plans to promote Tripura as a favourable destination for high-tech industries, such as e-Commerce and IT-enabled platforms.

For the effective implementation and seamless operation of the Startup policy, the State Government has established key components. These includes the Startup Council or a State Level Implementation Committee, a dedicated Task Force, and a robust review mechanism, all complemented by an Advisory Board.

State Startup Policies and Incentives

The Tripura Startup Policy was launched in 2019 with the aim of creating a supportive ecosystem for Startups in the State. The policy offers a number of benefits to Startups, including reimbursement of various expenditures, mentorship support, and access to funding.

Fiscal Incentives:

- Allocation of cloud space in State Data Centre (SDC) or reimbursement of cost incurred on purchasing of cloud space from private entity
- Waiver of incubation rental charge or reimbursement of rental charge in case Startups take space or an incubation facility from private incubators
- Subsidy on fixed capital investment

¹Based on RBI Statistics

- Reimbursement of Patent filling cost, Internet Bandwidth cost, Power Charges and EPF contribution by Startups
- Subsidy on project cost for those projects whose POC (Proof of Concept) is approved
- Recruitment assistance to Startups

Non-Fiscal Incentives:

- Startups can have access to data of various State Government department such as ePDS, eJami, eDistrict, and eRoR through API or XML for authentication
- Exemption to Startups from EMD, prior experience and prior turnover criteria while participating in Government tenders
- Marketing Development Support to scale-up business

Highlights of State Startup Ecosystem

75+

Startups Registered

10+

Startups provided market access opportunities through ~5 programs

25+

Startups received incubator support

30+

Programs conducted to sensitise students

~INR 40

Lakh amount given to 10+ Startups

~10

-state supported Incubators functioning



50+

Private investors sensitised on investment in Startups

Key Initiatives Driving Growth

The Startup ecosystem in Tripura is still in its early stages of development. The State Government has implemented a range of key policy measures to further nurture its Startup ecosystem.

- **Sector focused Startup Policy:** Recognising Tripura's robust potential in the field of Information Technology, the State Government has formulated a dedicated Startup Policy with a primary focus on nurturing IT and IT-enabled service (ITeS) Startups.
- **Conducive environment for Startups:** The Government of Tripura is actively working to create a conducive environment for IT Startups in the State. This includes providing support and infrastructure for emerging Startups to grow through innovation and development.
- **Fiscal incentives:** Startups are entitled to various fiscal incentives, such as reimbursement of patent filing costs, internet bandwidth cost subsidies, power charge reimbursements, support for Proof of Concept (POC), marketing development support, and recruitment assistance.
- **Incubation Support:** Despite being a compact State comprising just eight districts, Tripura has demonstrated an impressive commitment to fostering its Startup ecosystem. Currently, the State hosts a notable count of nine operational incubation centres, all of which have received active support from the State Government. The State has allocated over INR 55 lakhs for the establishment and development of these incubator centres.
- **Capacity Building:** The State Government works with universities and educational institutions to update syllabus, and introduce entrepreneurship development courses relevant to emerging technologies.



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.

State Performance

Startups were provided institutional support by

~2 departments

State has **~2** Active policies supporting the Startups

Out of 12-point evaluation on State Startup Portal, all 12 points have been complied by the State. State has also provided the screenshot of the portal and the URL for the grievance redressal portal and it has the functionality to submit grievances related to incubation, funding, and procurement support. State has also provided the number of queries received having the resolution timeframe below 21 days.

Startup Tripura (<https://startup.tripura.gov.in/>) is the official website for all information relating to Startups in the State. The Directorate of Information Technology (DIT), Government of Tripura is the nodal department.

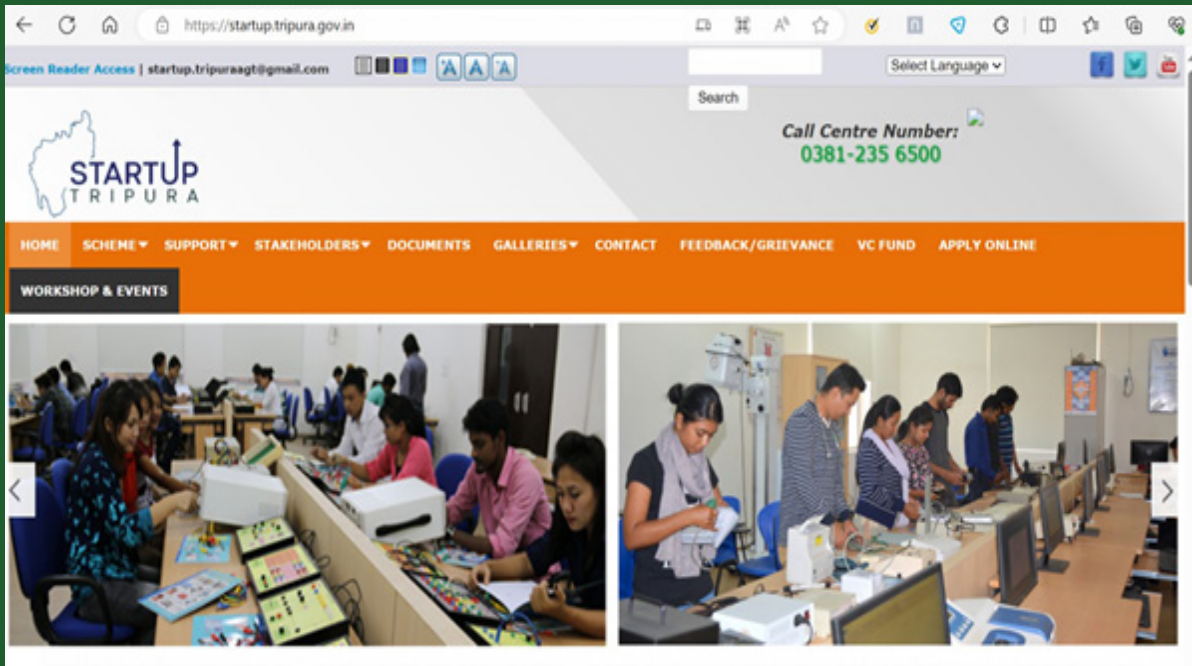


Figure A: Snapshot of Tripura Startup portal

To name the few, 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. Tracking of submitted applications
11. Language Translation and website accessibility in local and official language is available on Portal
12. The portal is also accessible to persons with disabilities

State Startup portal also have a grievance redressal mechanism and queries registered on the portal are being resolved within 30 days by the nodal department as detailed on the portal.

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

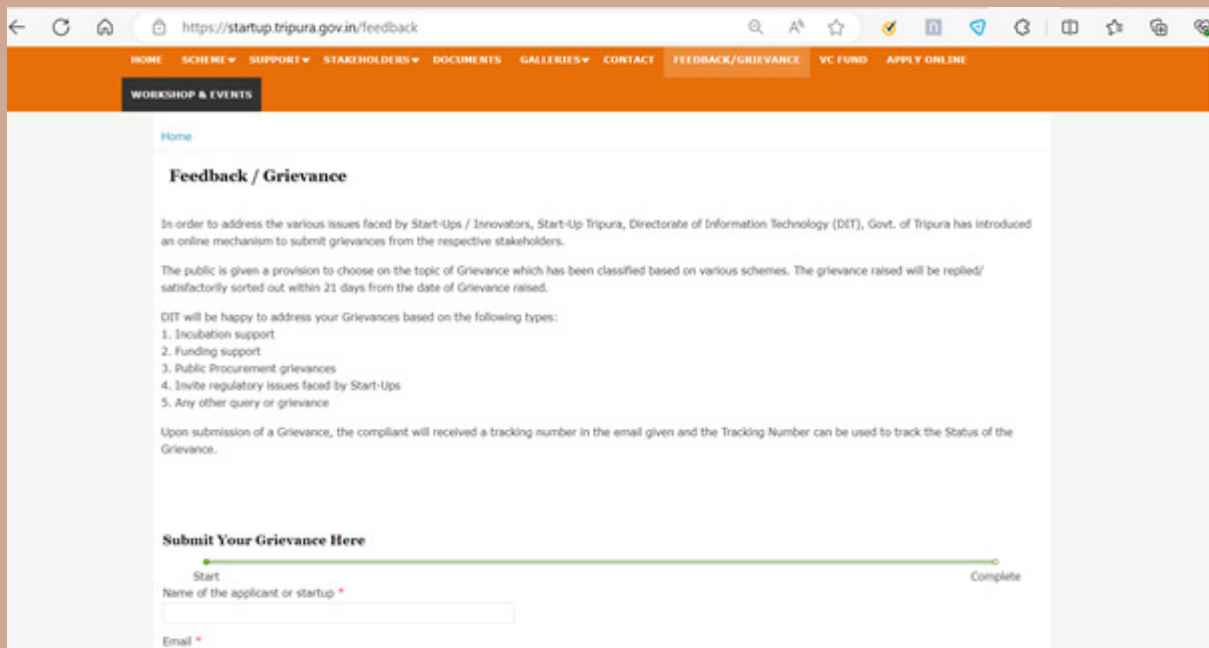


Figure B: Grievance Redressal Webpage

Way Forward

1. More number of State Government departments (excluding nodal department) may be added 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 Startup.
2. Apart from State Startup Policy, the State may develop additional number of policies/ schemes with support to Startup ecosystem stakeholders. It is suggestive to include Startup ecosystem stakeholders support in State sectoral policies or Schemes and others also. It may be ensured that the amendments and their details are to be provided on State Startup Portal for easy access to information.

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

75+

Recognised Startups

20+

events undertaken to support student entrepreneurs in schools

5+

programs undertaken in HEIs to support student entrepreneurs

~3

women-led Startups received special incentives

State has 75+ registered Startups during the period of consideration and has been continuously supporting women-led Startups.

The State has conducted 30+ events to support to both School as well as Higher education institutes Student Entrepreneurs, these events included Roadshows, Bootcamps and various workshops promoting entrepreneurship culture with the

Patna Science College Outreach Program for Students

The purpose of the program was to sensitise the college students about the significance of entrepreneurship and explain the benefits of the Bihar Startup Policy 2022. The State Startup team then conducted an 'On-spot Ideation Challenge', where students were given ten problem statements relevant to today's societal challenges to come up with innovative solutions for, as well as share their unique Startup ideas.

Additionally, the State plans to set up a functional Startup centre at the Science College that will cater to the needs of aspiring Startups in the college.



Figure C: Snapshot of Mobilisation Workshop at NIT, Agartala

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 may include a monthly sustenance allowance for women-led Startups.
3. The State may further reserve a specific quota for women-led Startups in terms of funding grants and incubation support.
4. 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.

State Performance

~5

Startups received work orders for public procurement

INR 12 Lakh+

Worth work order given to Startups

The State has conducted ~5 programs and workshops to encourage the participation of Startups in public procurement activities.

The State Government is steadily rising in support to Startups and have been supporting them in accessing the market. Nearly 10+ Startups have been connected with relevant State Government departments, Private Stakeholders, Industry Associations, Corporates, and other National as well as International relevant Stakeholders through these events.



Figure D: Snapshot of Tripura Industry and Commerce Fair-2022

State have also been supporting Startups in public procurement with an EMD relaxation in State Government tenders. The State has awarded work orders to ~5 Startups amounting to INR 12+ lakh in total.

Way Forward

1. The State may provide the relaxations in public procurement outside the State Startup Policy and as a separate Government Order or Notification outlining the relaxations.
2. The State 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.
3. 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.

State Performance

25+

Startups received incubation support

5+

New incubators established

10+

Startups connected with mentors by State-supported incubators

15+

Startups enrolled in Acceleration Programs

The incubators and accelerators have been constantly supporting State Startups in their venture. There are ~10 incubators under which 25+ Startups are getting incubation support. More than five mentors in the State have been supporting and guiding Startups. The details of mentors have been provided on the State Startup portal along with relevant information for Startups. 15+ Startups have also been supported through various acceleration programs undertaken in the State.

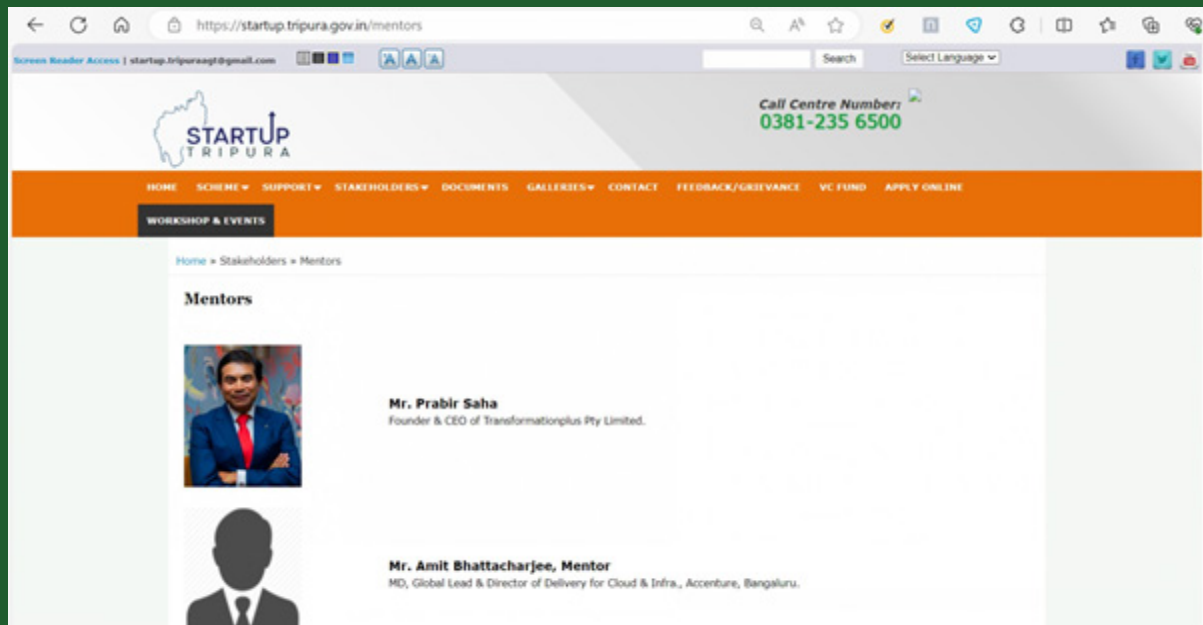


Figure E: Startup Tripura Mentor List

Way Forward

1. The State may further expand the mentorship network to include experts from the relevant sectors, including industry experts, corporates with experience in the required field, people from the financial sector with funding experience, and successful entrepreneurs
2. The State may establish a dedicated section within the State Startup Portal, streamlining connections between Startups and incubators through an exclusive incubator dashboard.
3. The State may assess the feasibility of amplifying the existing incubators' capabilities and explore the potential establishment of new ones, recognising the growing entrepreneurial fervour in the State to further bolster the burgeoning Startup ecosystem.
4. 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.

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

~INR 40 Lakh

Worth of funding support provided to 10+ Startups

Program undertaken to connect Startups with Private funds or investors

The Government of Tripura has been supporting Startups with funds as per State Startup policy. During the period of consideration the State has disbursed ~INR 40 Lakhs in total to the Startups. Tripura Government has provided funding support to 10+ Startups.

The State has been conducting programs in regular intervals to sensitise potential investors and connecting them with State Startups.

Way Forward

1. The State may ensure that it offers funding assistance to more startups based on the incentives such as lease rental assistance, utilities tariff assistance, subsidised incubation and patent reimbursement highlighted in its Startup Funding and Incentives package.
2. The State may organise events, conferences dedicated to outreach related to funding with discussions on funding opportunities and processes and to connect startups with funds as well as investors

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 Government of Bihar has conducted various workshops for the sensitisation of various potential investors on the Startup ecosystem in Bihar and India.

State Performance

Sensitisation workshop
conducted for **30+**
Government officials

~5

State-supported
incubators trained through
capacity development
workshops

50+

Potential investors
sensitised through ~2
programs

The Government of Tripura has been conducting sensitisation workshops for the officials of various State Government departments, potential Investors, and incubators. During the period of consideration, State has provided trainings to total of 30+ State Government Officials participating across all the workshops.

Further, The State has undertaken five capacity development workshops to specifically provide training to ~5 State-supported incubators.

The State is also focussing to sensitise potential investors on investment in State Startups. The state has organised two programs for the same in which more than 50 potential investor participated.



Figure F: Snapshot of Investor Interaction with Startups

Way Forward

1. 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.
2. The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States as well to explore mutual learning opportunities.
3. The State may conduct monthly virtual programs spread across various districts to sensitise potential investors on investment in Startups.

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

List of Figures

Figure A: Snapshot of Tripura Startup portal

Figure B: Grievance Redressal Webpage

Figure C: Snapshot of Mobilisation Workshop at NIT, Agartala

Figure D: Snapshot of Tripura Industry and Commerce Fair-2022

Figure E: Startup Tripura Mentor List

Figure F: Snapshot of Investor Interaction with Startups

Abbreviations

SDC - State Data Center

EPF - Employee Provident Fund

POC - Proof of Concept

EMD - Earnest Money Deposit

ITeS - IT-Enabled Service

DIT - Directorate of Information Technology

HEI - Higher Education Institutes

GeM - Government eMarketplace

QR - Quick Response

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