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5th Edition

States' Startup Ecosystem Ranking

Assam

Aspiring Leader

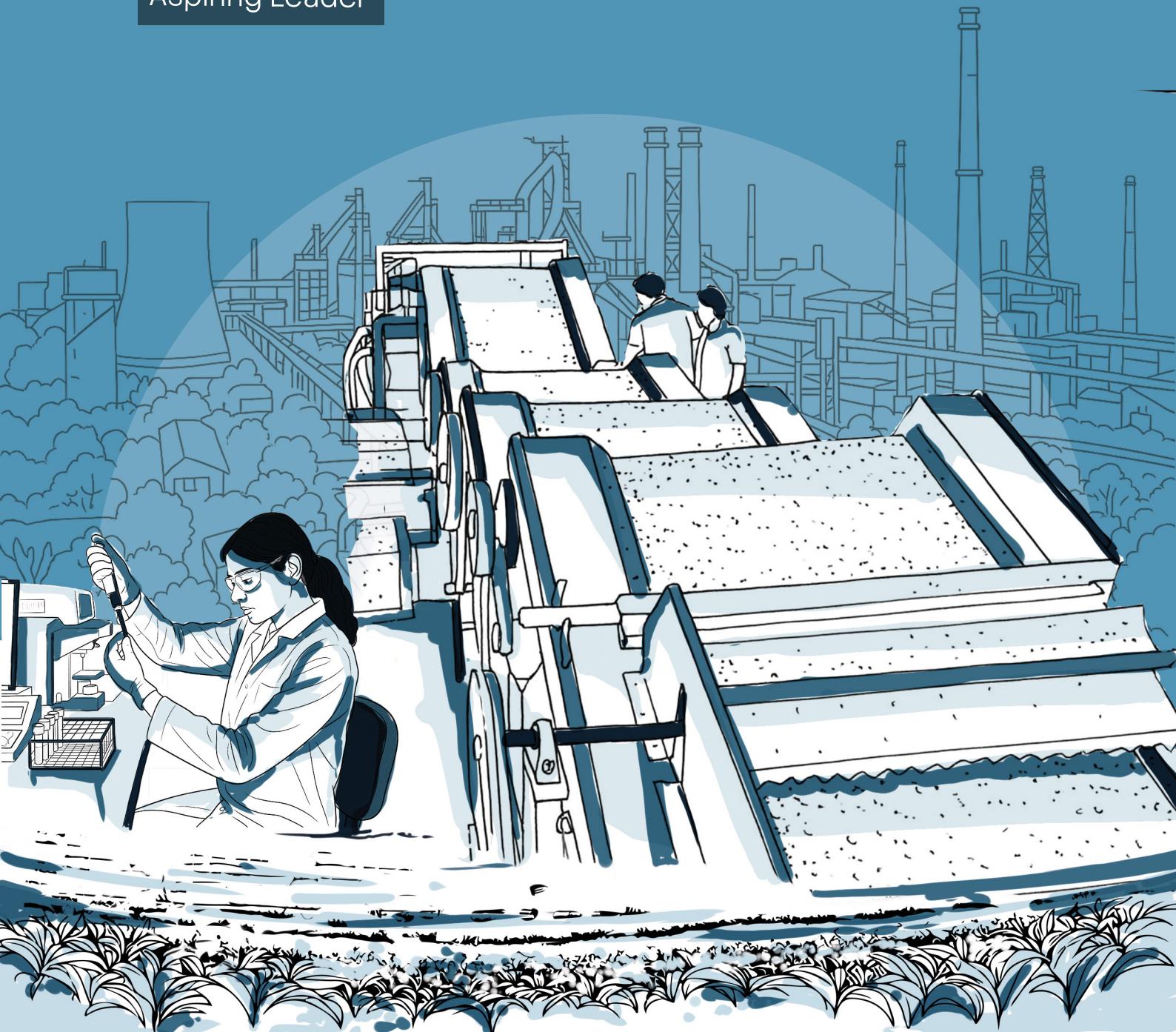
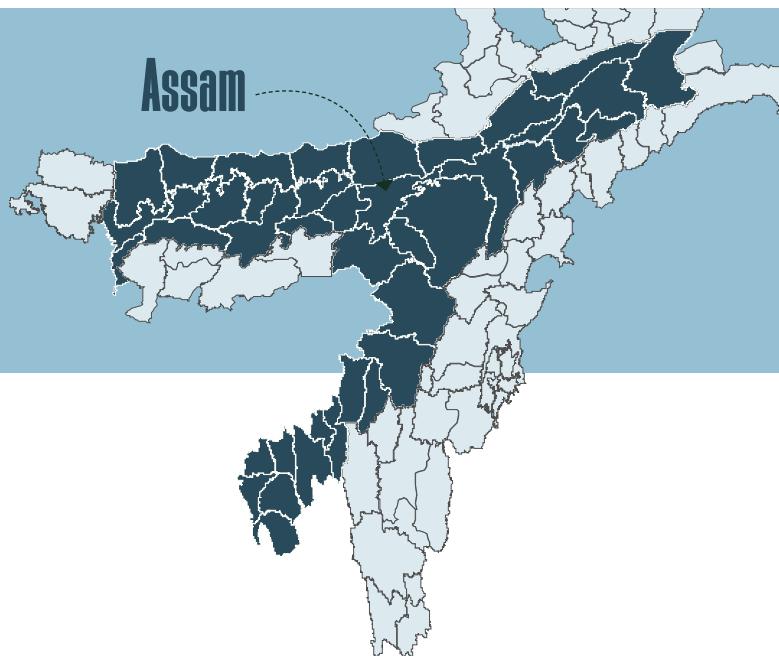


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1. About the State



Assam, situated in the North-Eastern region of India, spans over 78,438 sq. km. and comprises 35 districts. The state is home to a population of 31 million people as per the Census of India 2011. The service sector has emerged as the leading contributor to Assam's economy, with Dispur the state capital serving as a key administrative and tourism hub. Tourism plays a vital role in the service industry, supported by Assam's rich natural and cultural heritage. The State is also renowned for its rich agricultural produce, particularly tea and silk, which hold both economic and cultural significance for the region.

Assam Startup Policy 2017 is designed to provide customized incentives and benefits to encourage startups from various sectors to flourish.

Economically, the State's Gross State Domestic Product (GSDP) was recorded at INR 6.43 Lakh Crore (at current prices) in 2024-25, growing at a Compound Annual Growth Rate (CAGR) of 12.26% between 2011-12 and 2024-2025, making it the largest economy in the North-Eastern region of India. Also, in 2024-25, the state has attracted a total FDI inflow of USD 2.88 Mn and its total exports were valued at USD 0.55 Bn.

To strengthen and streamline the startup ecosystem, the Government of Assam has constituted a High-Level Committee comprising 20 members and a Startup Council consisting of 13 members, with the Assam Industrial Infrastructure Development Corporation (AIIDC) designated as the nodal agency. The High-Level Committee convenes biannually to review and assess the implementation of the Assam Startup Policy, 2025, and to recommend necessary amendments and policy improvements for effective execution.



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2. State Startup Policies and Initiatives

2.1 State Startup Policies

The Government of Assam introduced the Assam Startup Policy in 2017 with the vision of creating a strong culture of entrepreneurship in the State by empowering the youth to become job creators and transforming Assam into a leading startup hub in the country. The 2017 policy served as the foundation for the State's startup ecosystem and underwent one amendment in 2018 to strengthen implementation measures and incentive structures.

The Government of Assam has revised and reintroduced the framework under a new name "Assam Start-up and Innovation Policy, 2025", notified on 22 Feb 2025, to further enhance innovation-driven entrepreneurship and expand the scope beyond startups to include innovation and technology development.

It offers various fiscal and non-fiscal incentives (over and above the Startup policy of the Government of India) to Startups registered with MASI (My Assam Startup ID), such as:

- **GST Reimbursement:**
Annual reimbursement of State GST paid on sales of goods for up to 3 years, capped at INR 5 lakh per startup per year.
- 100% reimbursement of Stamp Duty, Registration Fee, and Conversion Fee on the first sale/lease transaction.
- **Digital upgradation subsidy:**
Subsidy of 50% of capital expenditure on computers, hardware, and relevant software, subject to a ceiling of INR 1 lakh per startup.
- **Lease Rental Reimbursement:**
50% reimbursement of lease rentals for up to 3 years, capped at INR 5 lakh. Includes rent paid to incubators or co-working spaces.

● **Power Subsidy:**

50% subsidy on power expenses, subject to a maximum of INR 10 lakh per annum for a period of 5 years.

● **Patent Filing Reimbursement:**

Up to 100% reimbursement of actual costs (filing, attorney, search, maintenance fees) for patent applications:

- INR 1 lakh for domestic patents
- INR 5 lakh for international patents
- Reimbursement disbursed as 75% post-filing and 25% post-grant.

● **Inclusive Hiring Incentive:**

One-time incentive of INR 5,000 per employee for hiring women, transgender persons, or differently abled individuals, capped at INR 1 lakh per startup over 3 years.

● **Entrepreneur Incentive:**

Monthly Sustenance Allowance of INR 20,000 per startup for 1 year. Preference given to women entrepreneurs.

● **Idea2POC Grant:**

One-time grant of INR 5 lakh per startup for developing a Proof of Concept.

● **Scale-Up Grant:**

Startups with MASI are eligible for a grant of up to INR 50 lakh, inclusive of the INR 5 lakh Idea2POC Grant. The remaining amount may be used for scaling activities such as raw material procurement, marketing, and commercialization.

● **Preferential Market Access (PMA):**

Startups with MASI receive PMA for product procurement by Assam Government departments. Relaxations on prior turnover and experience is granted, subject to quality and technical compliance.

● **Self-Certification & Compliance:**

Startups with MASI are exempt from routine inspections under six labour laws (except in case of complaints) and may file self-certification via the Shram Suvidha Portal.

2.2 Key Initiatives Driving Growth

● **Sarothi:**

The scheme aims to provide financial assistance through loans with interest subvention, facilitated by a designated bank operating across Assam. Beneficiaries receive interest support at 5% per annum, subsidized by the State Government.

● **Atmanirbhar Start-up Venture Fund:**

The fund, sponsored by SIDBI, aims to invest in scalable and sustainable startups particularly emerging or early-stage ventures with strong potential to deliver economic, social, and environmental impact. The investment strategy focuses on startups in manufacturing and services that demonstrate the capability to become industry leaders and offer a superior value proposition for the country.

● **Biponi Scheme:**

launched by the Government of Assam, aims to boost the growth of small businesses, farmers, and artisans by creating a more efficient and competitive market ecosystem. The scheme provides financial assistance for developing market infrastructure such as godowns, storage facilities, and market yards, facilitating better marketing of agricultural and non-agricultural products. It also offers training and capacity-building support to enhance the marketing skills, financial management, and product quality of small traders and artisans.

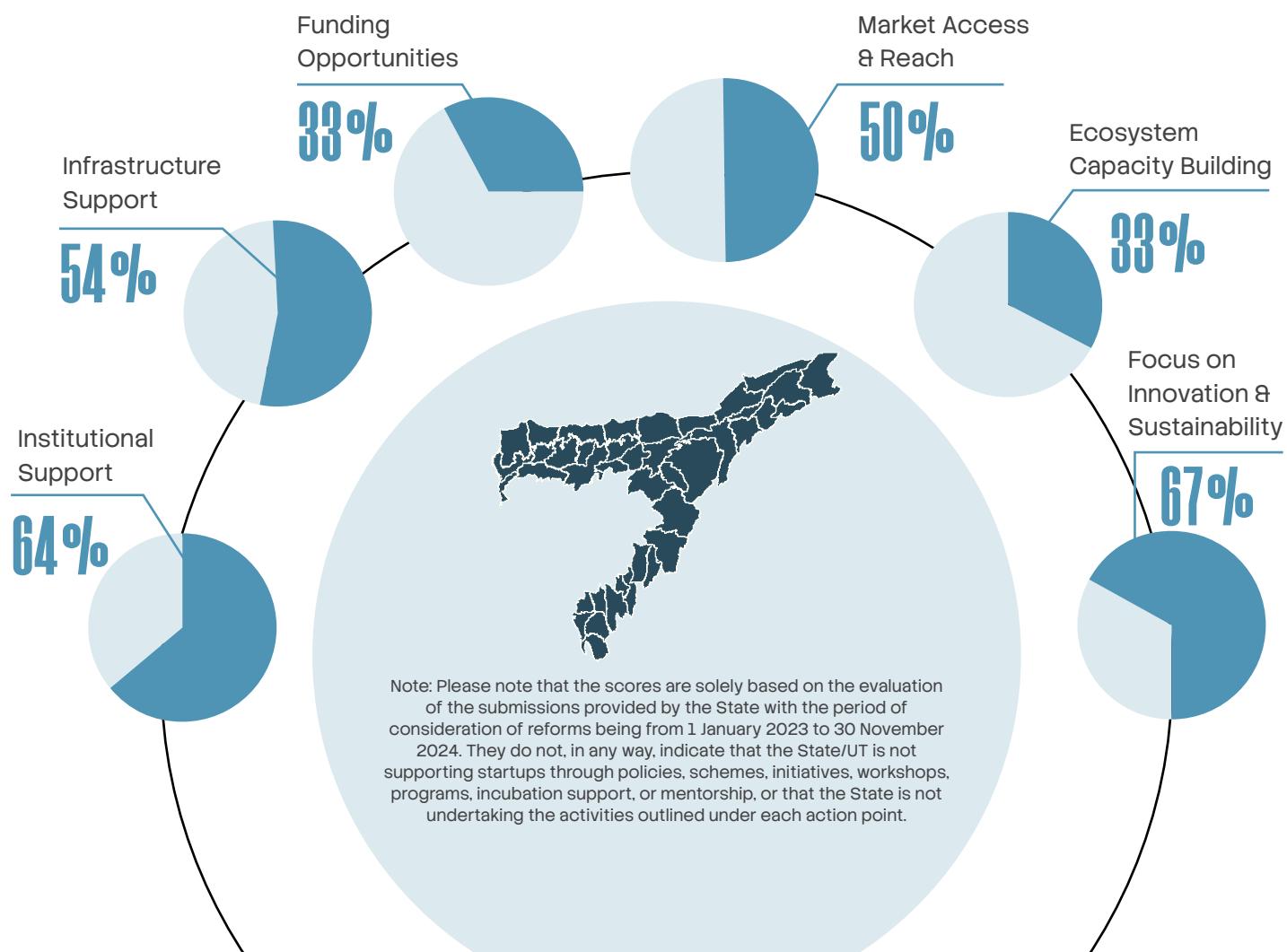
3. States' Startup Ecosystem Ranking Results

Assam participated in all 6 Reform Areas and 19 Action Points under the 5th edition of States' Startup Ecosystem Ranking, and has been positioned as an 'Aspiring Leader' State in Category A.

The state's performance across different reform areas is presented below as percentile scores, which is the relative performance of the State in each Reform Area as compared to States/UTs in Category A. For example, if the state 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.

Overall, Assam has been evaluated across 6 Reform Areas that are critical to strengthening and advancing the State's startup ecosystem. A detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

Figure 1: Reform area wise scores for Assam



4. Reform Area 1 - Institutional Support

4.1 Introduction

Institutional Support focuses on the foundational support provided by state governments to foster startup ecosystems. It evaluates whether states have active startup policies, designated nodal departments, and

dedicated teams. It also assesses the extent of support provided by other government departments beyond the nodal agency. Key action points include the presence of a startup policy, identification and development of priority sectors, support for women entrepreneurs and initiatives for young student entrepreneurs.

It covers 6 action points:



Action Point 1:
Support Provided to Startups
by State/UT Department(s)



Action Point 2:
For Development with a Futuristic
and Disruptive Focus



Action Point 3:
Women Entrepreneurial
Development



Action Point 4:
For the Growth of
Young Entrepreneurs

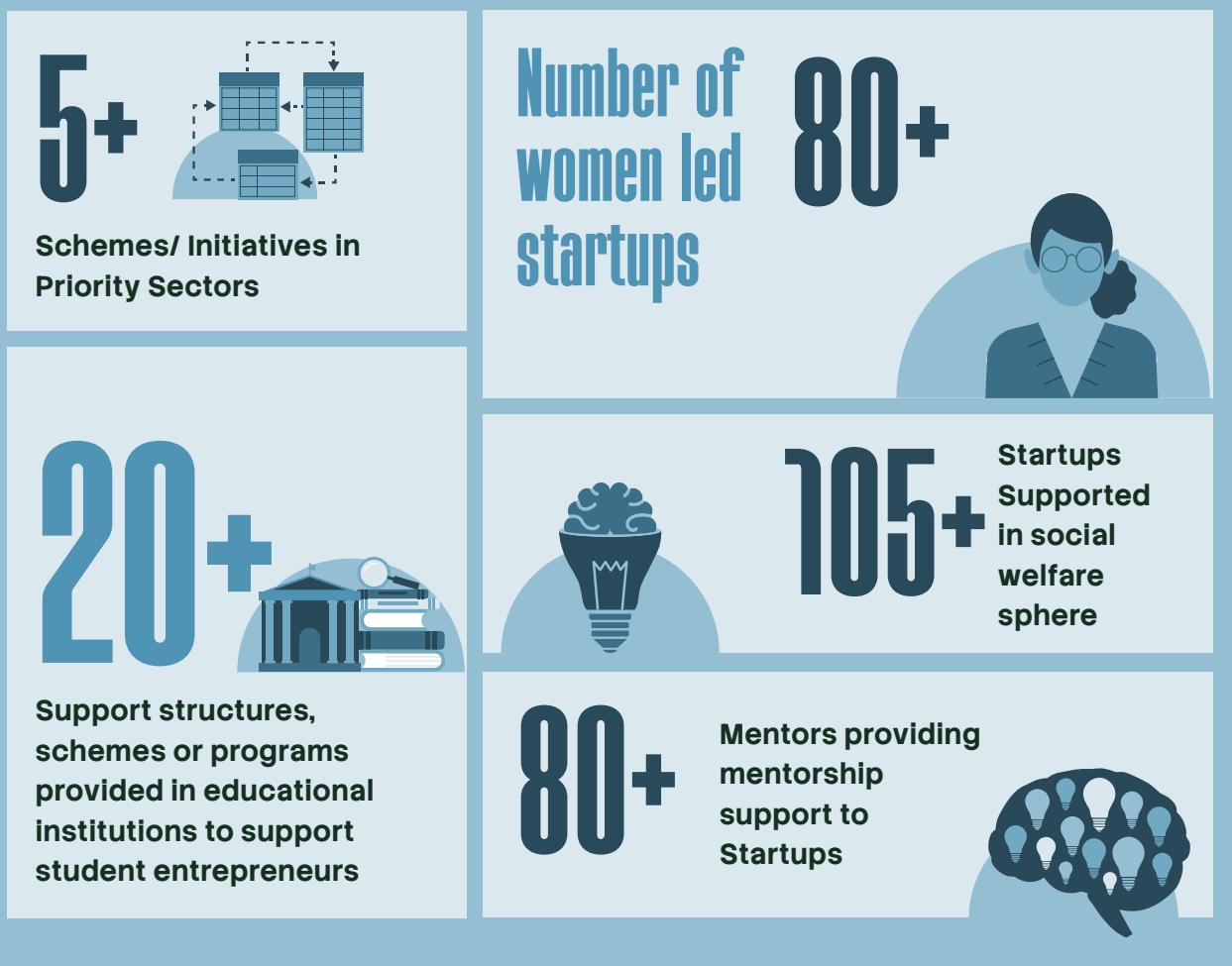


Action Point 5:
Entrepreneurial Growth in the
Social Innovation Landscape



Action Point 6:
Mentorship Support
Provided to Startups





Institutional support provided to Startups

Assam has put in place an institutional framework to support startups through its 'Assam Startup Policy 2017'. Several incentives have been extended under this scheme, including fiscal and non-fiscal incentives (GST reimbursement, stamp duty reimbursement, power subsidy etc.) as well as support for organizing events for awareness, mentoring, networking and training, among others.

Assam Industrial Development Corporation Limited (AIDC) acts as the nodal agency for supporting all startups within the state. Assam also has a nodal officer responsible for startup promotion and facilitation in the State.

In addition to the nodal department, multiple line departments and institutions such as Assam Agriculture University (NEATeHUB) among

others have extended institutional support to startups in the form of financial assistance, rural incubation support, mentoring, market connect, funding assistance etc.

Development with a Futuristic and Disruptive Focus

The State has identified priority sectors to guide the development of a futuristic and innovation-driven startup ecosystem. These priority sectors include Agro & Food Processing, Textile, Handloom & Handicraft, Plastics and Petrochemicals, IT and ITeS, Power, Pharmaceuticals and Medical Devices, Tourism, among others.

To promote startups operating within the identified priority sectors, the State had **5+** **schemes**, initiatives / policies / activities operational during the evaluation period. These interventions included funding and incubation

support under the State Startup Policy, as well as the establishment of ESDM and Innovation Zones that provide mentoring, networking opportunities, and lab facilities for technology verticals such as gaming, VLSI, robotics, telecom, and others.

Women Entrepreneurial Development

As per documentary evaluation, dedicated incentives and support mechanisms for women-led startups have been introduced through schemes / initiatives such as:

- Tejaswini 2024: a business idea contest to promote and identify women from Assam with an entrepreneurial mindset providing solutions to local problems
- Swanirbhar Naari: Empowering the indigenous weavers of the state and providing financial support to the weaver families.
- SBI Stree Shakti Yojana 2024: offers women entrepreneurs loans up to INR 25 lakh at low interest rates. No collateral is required for loans up to INR 5 lakh, while loans between INR 5 lakh and INR 25 lakh need a guarantee. To qualify, women must own at least 50% of the business.
- Mahila Udyam Nidhi Scheme: is aimed at bridging the equity gap for startups led by women entrepreneurs. SIDBI (Small Industries Development Bank of India) serves as the principal financial institution dedicated to the promotion, financing, and development of industries in the small-scale sector. In case of a soft loan, only service charge @ 1% p.a. is payable, which may be retained by lending office.

As per the documentary evidence submitted, the State has supported **80+ unique women-led startups** across **15+ districts** during the evaluation period.

For the Growth of Young Entrepreneurs

Several initiatives have been undertaken for the growth of young entrepreneurs in the State. One such is the 'Awareness Session undertaken in Education Institutions to support student entrepreneurs':

Assam Startup, in collaboration with Assam Don Bosco University, organized an Entrepreneurship Awareness Program in 2024 to inspire students and aspiring entrepreneurs by providing practical guidance on launching and scaling businesses. Through interactive sessions with industry experts and mentors, participants learned about business planning, innovation strategies, and overcoming startup challenges, fostering a stronger entrepreneurial ecosystem in the state.

Overall, during the evaluation period, the State implemented **20+ such comprehensive support structures / schemes / programs** aimed at supporting student entrepreneurs.

Entrepreneurial Growth in the Social Innovation Landscape

The State has extended targeted support to startups operating in the public welfare and social innovation space through its Assam Startup Policy. As per the documentary evidence submitted, the State has supported **105+ startups** operating in the public welfare sphere during the evaluation period.

Mentorship Support Provided to Startups

The State has facilitated structured mentorship support for startups as part of its ecosystem development initiatives. As per the documentary evidence provided, **80+ mentors** have been engaged to provide mentorship support to startups within the State during the evaluation period.

5. Reform Area 2 - Infrastructure Support

5.1 Introduction

Infrastructure Support evaluates the availability and quality of both digital and physical infrastructure provided by states to startups. Digital infrastructure includes state startup portals with features like online registration, grievance redressal, and accessibility in local

languages and for persons with disabilities. Physical infrastructure focuses on the establishment and upgrading of incubators, especially those supporting manufacturing and hardware startups. It also assesses the number of startups receiving incubation support and the facilities available to them.

It covers 2 action points:



Action Point 7:
Access to Digital Infrastructure



Action Point 8:
Access to Physical Infrastructure

5.2 Performance

275+



Startups registered on
the State Startup portal

2+

Existing
Incubators
Upgraded

280+



Startups provided Incubation Support



Access to Digital Infrastructure

The State has enabled digital access for startups through a unified State Startup Portal that serves as a single-window interface for registration, information dissemination, and service delivery. As per the records submitted, **275+ startups** are registered on the State Startup Portal.

The State has digitized the application process for incentives under the Startup Policy, ensured the official website is accessible in the local language and to Persons with Disabilities (PwD), and established a grievance redressal mechanism for startups. This mechanism allows concerns to be submitted through multiple channels, ensuring transparency, timely resolution, and a supportive environment within the incubation ecosystem.

Figure 2: Grievance tracking mechanism on the state startup portal

The screenshot shows the 'Grievance Form' section of the Assam Startup Portal. At the top, there are links for 'Assam Startup Impact Report', 'Assam Startup Trailblazers', and 'Apply For Startup Recognition'. Below these are navigation links for 'ABOUT US', 'STARTUPS', 'INCUBATION', 'ECOSYSTEM', 'RESOURCES', 'LOGIN', 'FAQ', 'HELPDESK', and a search icon. The main form area has a blue header 'Grievance Form'. It contains the following fields: 'Entrepreneur Name*', 'Business Name*', 'Email Address*', 'Mobile*', 'My Assam Startup ID (MASI) (If Applicable)', 'Help Topic' (with a dropdown menu 'Select a Help Topic'), and two buttons at the bottom: 'Create Ticket' (green) and 'Reset' (red).

Access to Physical Infrastructure

The State has strengthened physical infrastructure support for startups, particularly those engaged in manufacturing and hardware sectors, through the establishment and upgradation of incubators and acceleration facilities.

During the evaluation period, the State has upgraded **2+ existing incubators**. These include

Jorhat Engineering College Incubation Centre and Assam Engineering College Incubation Centre.

As per the documentary evidence submitted, **280+ unique startups** have received incubation or acceleration support across State-supported incubators and accelerators during the period of consideration.

6. Reform Area 3 - Funding Opportunities

6.1 Introduction

Funding Opportunities examines the financial mechanisms established by states to support startups. It includes the creation and management of seed funds, venture funds, and funds of funds, especially those

targeting priority sectors. It also evaluates the number of startups that have received funding through these mechanisms and the extent of collaboration with financial institutions. Additionally, it assesses initiatives like pitching sessions and investor connect programs that facilitate access to private capital.

It covers 3 action points:



Action Point 9:
Access to Funding



Action Point 10:
Number of Startups which have Received Funding through State Supported Funds or Mechanisms



Action Point 11:
State Support in Fundraising Initiatives

6.2 Performance

40+

Startups received funding from the State



5+

Number of state level fundraising initiatives



Access to Funding

In relation to direct funding instruments, the State has initiated collaborative funding provisions for startups in partnership with banking and financial institutions such as SIDBI, and North Eastern Development Finance Corporation Ltd. (NEDFi).

The State of Assam has provided funding support to **40+ Startups** during the period of consideration.

The State of Assam has provided funding support to 40+ Startups during the period of consideration.

The Government of Assam, Department of Industries & Commerce and Public Enterprises in collaboration with SIDBI, established the Assam Start Up Venture Fund with a total corpus of INR 200 crores. The fund is managed by SIDBI Venture Capital Ltd. (SVCL), a wholly owned subsidiary of SIDBI. In parallel, North East Venture Fund (NEVF) was established as a close ended fund with a target corpus of INR 100 crore. It has already received its targeted corpus with contribution of INR 30 crore from North Eastern Development Finance Corporation Ltd. (NEDFi), INR 25 crore from Small Industries Development Bank of India (SIDBI) and INR 45 crore from Ministry of Development of North Eastern Region (MDoNER).

NEVF is a SEBI-registered Category I Venture Capital Fund and is monitored by RBI and CAG.

State Support in Fundraising Initiatives

The State has also undertaken targeted initiatives to facilitate fundraising for startups

by enabling structured interactions with angels, investors, and financial institutions. These initiatives include **5+ state-led programs** featuring pitching session for Startups.

One of the major events organized by the state was the 'Ignite Program', a four-month initiative that supported early-stage entrepreneurs and individuals with promising business ideas through mentorship, training, and resources, refining and validating their concepts. It culminated in Product Day, where Cohort 5.0 participants showcased their progress via product exhibitions, pitching sessions, and networking opportunities with investors, entrepreneurs, and industry leaders.



7. Reform Area 4 - Market Access & Reach

7.1 Introduction

Market Access & Reach focuses on how states help startups access markets by relaxing public procurement processes, awarding Government Work Orders, and domestic and international exposure. It evaluates the number of tenders floated with startup-friendly relaxations, the

number of startups awarded work orders, and the reach of market access initiatives across districts. It also considers programs that connect startups with government departments, corporates, and international trade bodies for product showcases and pilot projects.

It covers 3 action points:



Action Point 12:
Market Access Opportunity
Provided to Startups through
Public Procurement



Action Point 13:
Number of Startups
Awarded Purchase Orders
or Work Orders



Action Point 14:
Access to Domestic
and International Market
Access Opportunities

7.2 Performance

20+



Unique market access
opportunities

3+



Startups awarded purchase
orders

Market Access Opportunity Provided to Startups through Public Procurement

Assam has enabled market access for startups by facilitating their participation in public procurement through procedural relaxations in tenders and RFPs issued by State government departments and public sector undertakings.

The State has also enabled tangible market access for startups by awarding purchase

orders or work orders through State government departments, agencies, and public sector undertakings. The awarded work orders or purchase orders span multiple sectors and departments such as District Disaster Management Authority, Directorate of Technical Education, State Council of Educational Research and Training among others.

As per the documentary evidence submitted, **3+ startups** have been awarded purchase orders or work orders during the evaluation period.

Figure 3: Relaxation on public procurement by the Government of Assam to assist startups

Public Procurement Support

Public Procurement Support

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

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

Startups supplying goods/ services to State Government offices/ Its aided institutions/ Public Sector Undertakings shall qualify for the following benefits:

- Issue of tender sets free of cost.
- Exemption from payment of 50% of Earnest Money.
- Waiver of Security Deposit

[State Public Procurement Portal of Assam](#)

[Procurement Preference Policy, Assam, 2021](#)

Access to Domestic and International Market Access Opportunities

During the evaluation period, the State implemented **20+ market access initiatives**, including Rongali (2024), Money Control Startup Conclave 2024, Startup Fest (2023), Rising Sun Water Fest, The Assam Tea Festival, among others, designed to improve visibility, customer acquisition, and business expansion opportunities for startups.

For instance, the Money Control Startup Conclave 2024 gave Assam's startups national exposure, networking opportunities with industry leaders and investors, and insights from top companies like Zepto, Freshworks, and PhonePe. The event showcased Assam's growing startup ecosystem while enabling collaborations and funding prospects to drive business growth.

Figure 4: Money Control Startup Conclave 2024



8. Reform Area 5 - Ecosystem Capacity Building

8.1 Introduction

Ecosystem Capacity Building evaluates efforts to strengthen the startup ecosystem through training and sensitization programs. It includes workshops for government officials, capacity

development for incubators, and sensitization programs for ecosystem enablers like mentors, investors, and accelerators. The focus is on building awareness, improving stakeholder capabilities, and fostering collaboration across the ecosystem.

It covers 3 action points:



Action Point 15:
Capacity Building of Officials
of State Government
Departments on Startup
Ecosystem of India



Action Point 16:
Number of State-supported
Incubators Trained Through
Capacity Development
Workshops



Action Point 17:
Number of Programs
Conducted to
Sensitize Ecosystem
Enablers

8.2 Performance

20+



State departments
participated in the
Sensitization Workshop

20+

Unique State-
sponsored
incubators trained



Capacity Building on Startup Ecosystem of India

As per the documentary evidence submitted, officials from State departments such as Agriculture Department and Director, Horticulture & Food, Indigenous & Tribal Faith and Culture Department, Home & Political Department, School Education Department, Samagra Siksha Assam among others participated in the sensitization programs. The purpose of these programs was to familiarize officials with startup-related policies, regulatory

frameworks, and the role of government in enabling entrepreneurship.

The State has also undertaken capacity development initiatives to strengthen the operational and managerial capabilities of State-supported incubators through structured training workshops and programs. As per the documentary evidence provided, **20+ State-supported incubators** have participated in capacity development workshops during the evaluation period

9. Reform Area 6 - Focus on Innovation & Sustainability

9.1 Introduction

Focus on Innovation and Sustainability assesses how states promote innovation and sustainability through support for Intellectual Property Rights (IPR), Research

and Development (R&D), and startups focused on climate change and circular economy. It evaluates the presence of policies facilitating IPR, the extent of R&D support, and the number of sustainability-focused startups receiving incentives.

It covers 2 action points:



Action Point 18:
Initiatives Undertaken by the State/UT to Facilitate Research and Innovation



Action Point 19:
Support to Startups for a Sustainable Focus

9.2 Performance

70+

Startups focused
on renewable
energy, climate
change, and
sustainability



2+

Policies for startups
focused on renewable
energy/ sustainability



Facilitating Research and Innovation in the State

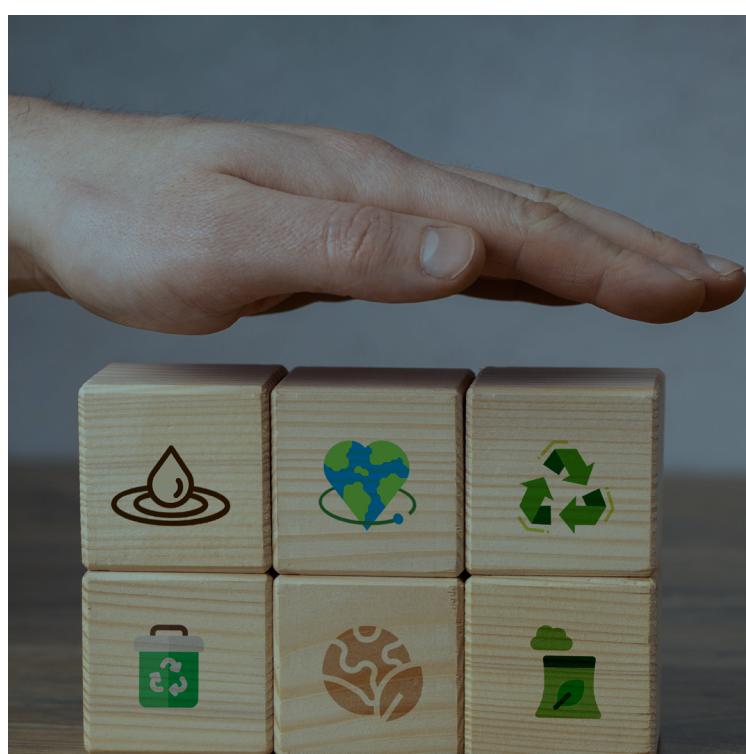
Assam provides R&D support for Startups/ Innovators working in the identified priority sectors. For instance, Assam has established an Innovation Fund to promote research in ICT and Electronics within state institutions. The fund supports technology transfer and commercialization of innovations developed in these institutes.

Support to Startups for a Sustainable Future

The State has introduced an Assam Electric Vehicle Policy 2021 to promote clean mobility by accelerating the adoption of electric vehicles, strengthening charging infrastructure, improving air quality and supporting EV manufacturing and skill development within the State. It supports startups through financial incentives such as capital subsidies, tax exemptions, and low-interest loans for setting

up EV manufacturing units, battery production, and charging infrastructure.

As per the documentary evidence submitted, the State has supported **70+ startups** working in areas such as renewable energy, climate resilience, climate technology, resource efficiency, waste management, and other sustainability-focused solutions.



10. Way Ahead

- While the State has introduced relaxations for startups participating in tender processes, the state may focus on spreading awareness and promoting startup participation in government tenders and RFPs issued by state departments and PSUs, as well as awarding more number of work orders to startups in the State.
- The State may consider scaling up sensitization workshops for government officials and the broader startup ecosystem, including mentors, accelerators, incubators, and private sector players.
- The State may consider conducting additional programs to sensitize and engage mentors, investors, accelerators, and startups to strengthen the startup ecosystem.
- The State may consider establishing or strengthening Seed Funds, Venture Funds, or Funds of Funds, with dedicated allocations for startups in priority sectors.
- Sensitize of banks for Credit Guarantee Scheme for Startups (CGSS) to support later-stage startups with loans.
- The state may intensify its focus on promoting startups in the sector of sustainability and renewable energy, by bringing in more focused policies on relevant areas like circular economy, waste management.
- The state may intensify its support to startups by providing additional mentorship support. This may be achieved by organizing more interactive sessions with mentors and startups.



11. Annexures

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Figure 3: Relaxation on public procurement by the Government of Assam to assist startups

Figure 4: Money Control Startup Conclave 2024

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