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#startupindia

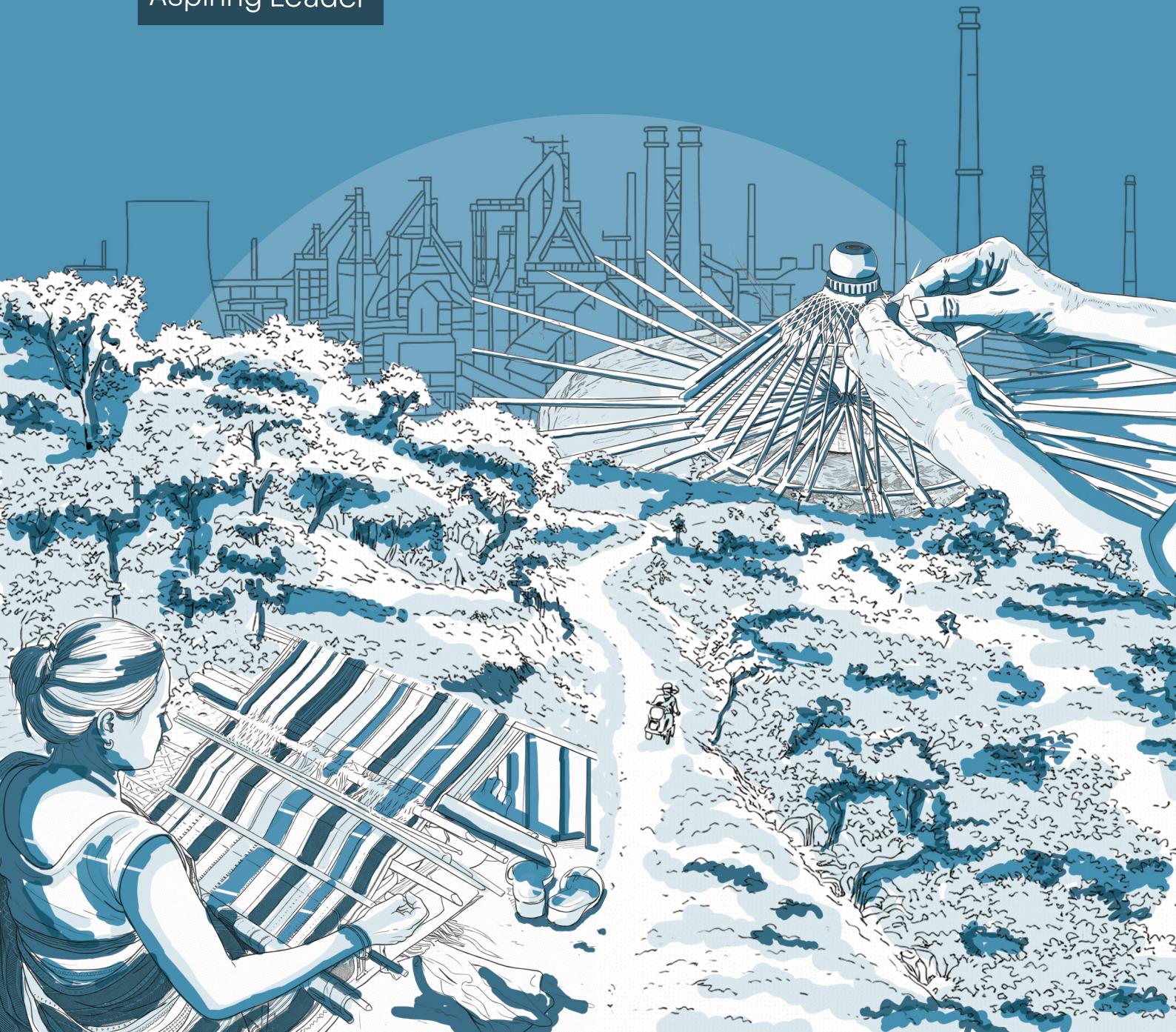


5<sup>th</sup> Edition

# States' Startup Ecosystem Ranking

## Mizoram

Aspiring Leader





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# 1. About the State



Mizoram, located in Northeast India, is composed of 11 districts and is the second least populated state in the country. The state shares international borders with Bangladesh to the west and Myanmar to the east and south. Within India, it borders the Indian states of Assam, Manipur, and Tripura. Aizawl serves as the political capital and largest city of Mizoram.

The state covers an area of 21,081 Sq. Km and as per satellite data, forests cover about 84.53%<sup>1</sup> of its total area, making it one of the most heavily forested states in India. Mizoram is also the most urbanised state in the northeastern region and ranks fifth nationally in terms of urbanisation, with about 52% of its population residing in urban areas and over one-third living in Aizawl district. The Mizo language acts as a common medium of communication among diverse ethnic groups. According to the Census 2011, the population of Mizoram stands

Mizoram, located in Northeast India, is composed of 11 districts and is the second least populated state in the country.

at approximately 10.97 L. Also, the state is home to the highest percentage of Scheduled Tribes in India, with the Mizo people forming the majority.

The state has a GSDP of 0.3 L Cr as of 2023-24, and has witnessed a CAGR of 13.5% between 2011-12 to 2023-24.

The Entrepreneurship Development Centre (EDC), under the Planning & Programme Implementation Department (P&PID), Government of Mizoram, serves as the nodal department for promoting the startup ecosystem in the state. The EDC has undertaken several initiatives, including training programmes, lecture series, and knowledge-sharing sessions, to equip startups with the necessary skills and guidance to excel in their ventures.

The Entrepreneurship Development Scheme (EDS) acts as the policy vehicle for implementing the Mizoram Entrepreneurship and Startup Policy<sup>4</sup>. To further strengthen the startup ecosystem, the state government is in the process of establishing a Startup Hub in Aizawl, aimed at providing conducive infrastructure and support for entrepreneurs to scale their ventures effectively.



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# 2. State Startup Policies and Initiatives

## 2.1 State Startup Policies

Mizoram has been steadily developing a robust ecosystem to nurture innovation and entrepreneurship through a combination of state-specific policies and flagship initiatives. The Mizoram Entrepreneurship & Startup

Policy (2019) serves as the cornerstone of this ecosystem.

The policy is implemented through the Entrepreneurship Development Centre (EDC) under the Planning & Programme Implementation Department. The Mizoram Startup Mission (MSUM) acts as the key implementing body for incubation, funding, and mentoring activities, ensuring that entrepreneurs receive both policy and operational support. Here are the key incentives under the policy:

### Key Policy Initiatives and Incentives

- **Entrepreneurship Development Scheme (EDS):** The flagship scheme under the policy, offering seed funding, incubation, and skill development training to early-stage startups. It focuses on promoting self-employment and enterprise creation across rural and urban areas.

- MSUM Seed Grant and Accelerator Support**  
Provides financial support to startups through two main components—seed grants of up to INR 2 L for early-stage ventures and accelerator funding of up to INR 25 L for scaling high-potential startups.
- Mizoram Outstanding Entrepreneurs Award**  
The Award categories will bear representation for all sectors to the extent possible, and the awardees will be felicitated with a citation, a trophy and cash award of Rs.50,000/- each.

## 2.2 Key Initiatives Driving Growth

The Government of Mizoram, through the Mizoram Startup Mission (MSUM) and allied departments, has rolled out several targeted initiatives to strengthen the state's startup ecosystem, promote innovation and increase youth entrepreneurship.

- Startup Ignition Fund**  
MSUM has introduced the "Startup Ignition Fund" to support DPIIT-recognised startups

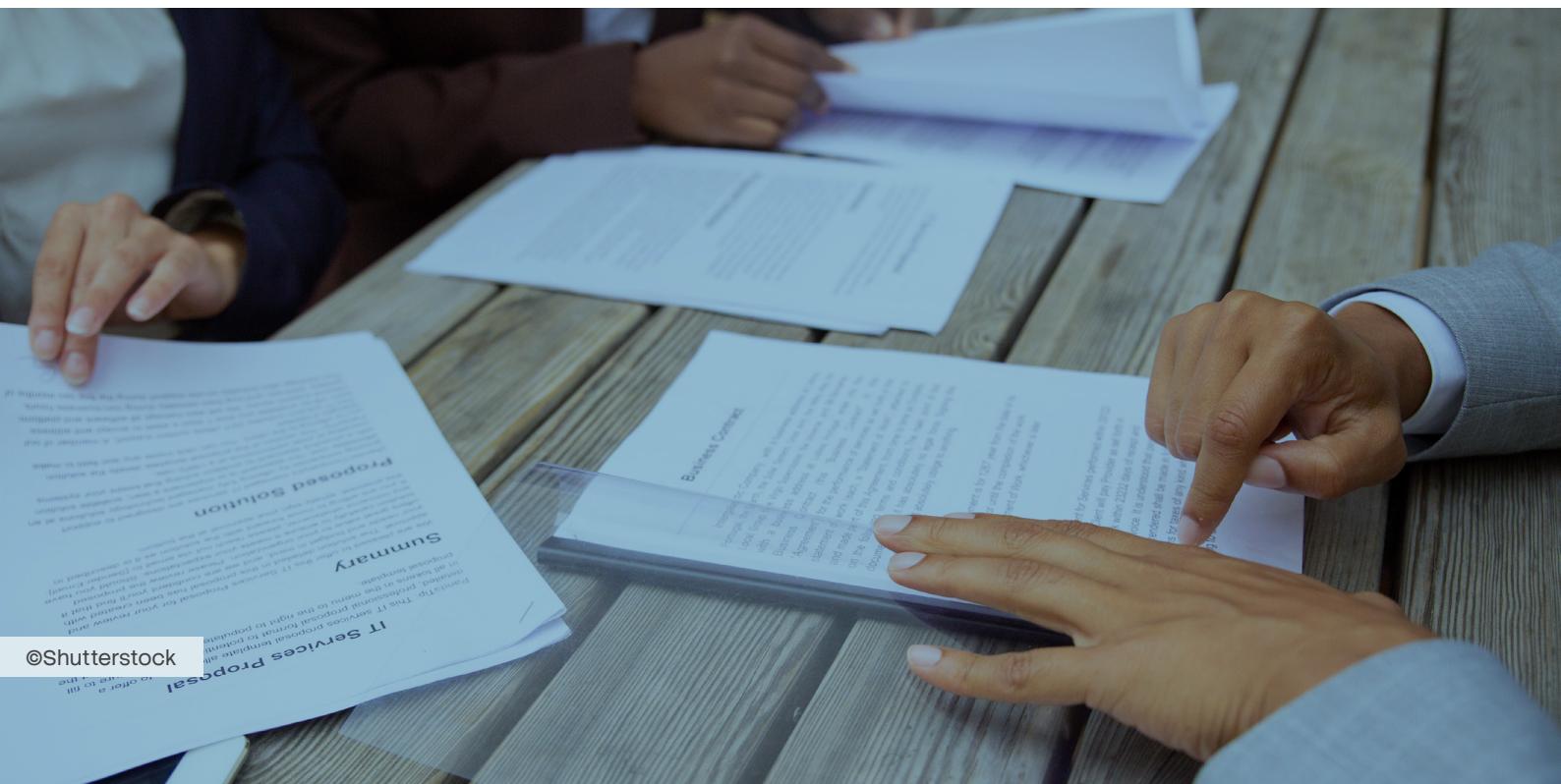
in early and growth stages. The fund offers a mix of equity, convertible debentures and non-convertible debentures, and is tailored to high-growth sectors such as IT, agriculture and renewable energy. Applicants must be registered and operational in Mizoram.

### "Bana Kaih" Handholding Scheme & Inventors Challenge

The flagship "Bana Kaih" scheme supports aspiring entrepreneurs through partner-bank loans (often collateral-free) and innovation challenges such as the Chief Minister's Inventors Challenge. The scheme emphasizes youth and women participation and aligns with the vision of a developed Mizoram by 2047.

### Mizoram Rahbi – Micro Startup Capital Competition

The *Mizoram Rahbi* initiative serves as a micro-capital funding platform for early-stage startups. It provides seed grants of up to INR 7.5 L, coupled with mentorship and milestone-based monitoring, to help idea-stage entrepreneurs convert innovative concepts into viable business ventures.



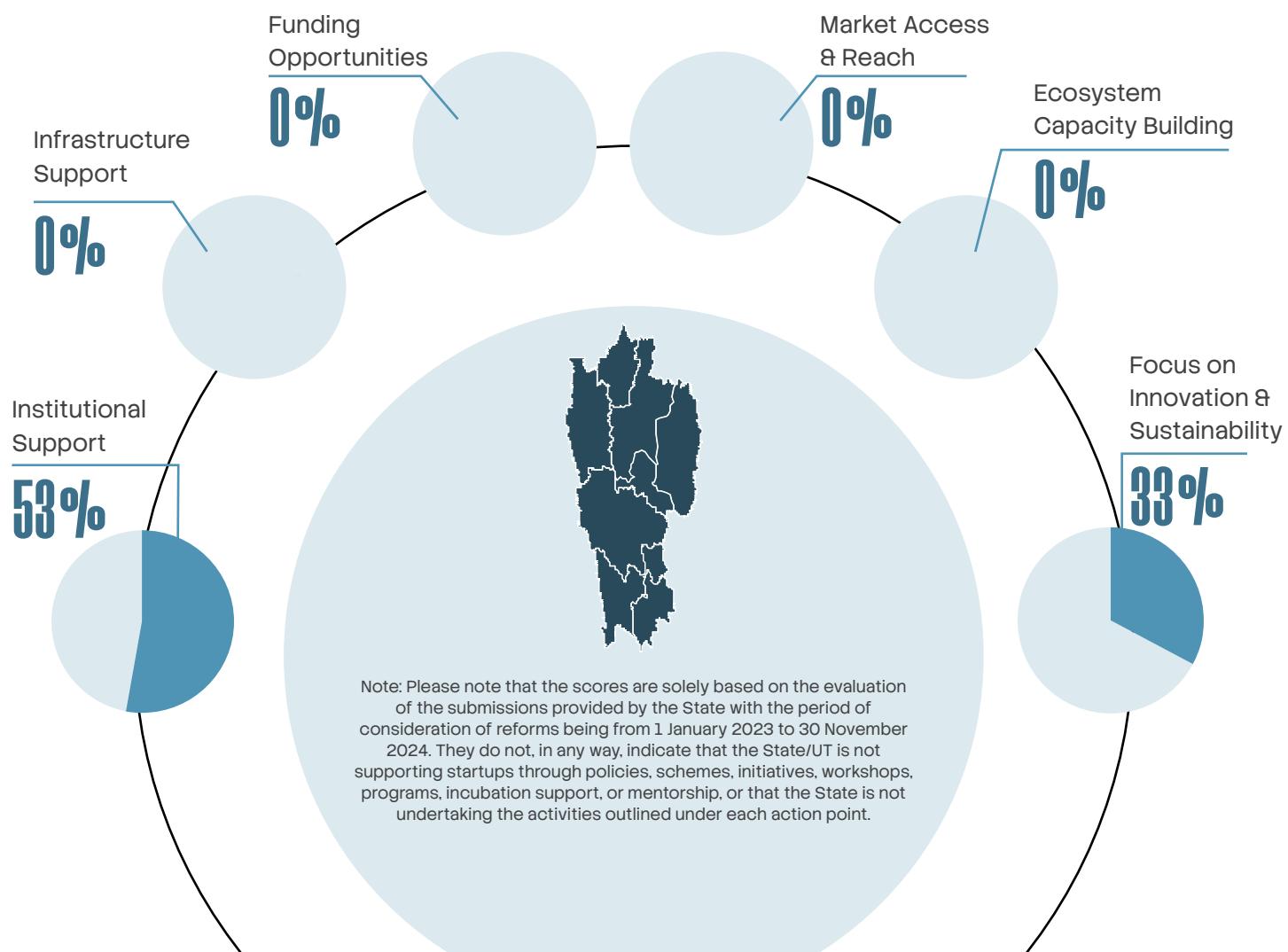
# 3. States' Startup Ecosystem Ranking Results

Mizoram participated in all 6 Reform Areas and 13 Action Points under the 5<sup>th</sup> edition of States' Startup Ecosystem Ranking, and has been positioned as the "Aspiring Leader" State in Category B.

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 B. For example, if the state has a score of 100<sup>th</sup> percentile in the 'Institutional Support' reform area, this implies that the state has scored higher than all the participating Category B States/UTs in that reform area.

The state has been evaluated on six 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.

**Figure 1: Reform area wise scores for Mizoram**



# 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

## 6.2 Performance

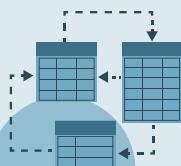
1+



**Department  
(Other than Nodal  
Departments)  
supporting startups  
in the state**

3+

**Schemes or  
Initiatives  
in Priority  
Sector**



46+



**Support structures,  
schemes, initiatives  
and programs provided  
in educational  
institutions to support  
student entrepreneurs**

## Institutional support provided to Startups

The State has put in place an institutional framework to support startups through Startup Policy of Mizoram, with its nodal department being The Mizoram Startup Mission (MSUM) under Planning & Programme Implementation Department. Several incentives have been extended under this policy, including entrepreneurship awareness & skill development support, research & funding assistance, accelerator programmes, state-specific funding & grants, amongst others.

The State also has a dedicated nodal officer and a dedicated team responsible for startup promotion and facilitation.

In addition to the nodal department, one department, Commerce & Industries Department, Government of Mizoram has extended institutional support to startups in the form of ease of doing business, infrastructure support, seminar and workshops.

## 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 Food Processing & Restaurant, IT and IT Enabled Services, Sports, Fitness & Wellness, Textiles, Fashion & Handicrafts, Biotechnology, Agriculture, Horticulture, Organic Farming & Fisheries.

To promote startups operating within the identified priority sectors, the State had **3+ schemes, initiatives / policies / activities**

**operational** during the evaluation period. These interventions include special capital subsidy support for MSMEs in thrust sectors, single-window clearances and simplification of procedures to speed up approvals, reimbursement support for training or skilling of indigenous workers, State GST reimbursement (for manufacturing MSMEs on net SGST paid for 5 years), etc.

## For the Growth of Young Entrepreneurs

The State has implemented structured interventions to encourage entrepreneurship among students and young innovators through educational institutions. These include mainly entrepreneurship awareness programs, capacity building and industry interaction platforms.

Overall, during the evaluation period, the State implemented **46+ such comprehensive support structures / schemes / programs** aimed at supporting student entrepreneurs.

For instance, the State initiated Champhai Rahbi – Career Expo & Job Fair. It was jointly organized by Mizoram Startup Mission, Planning & Programme Implementation Department, Labour, Employment, Skill Development & Entrepreneurship Department, Mizoram Youth Commission, EK Cell, Govt. Champhai College. It was a two-day programme held on Multipurpose Hall, Govt. Champhai College. The main aim of this program is to inspire, educate, and empower individuals to consider entrepreneurship as a viable career option. The program aims to foster an entrepreneurial mindset, provide knowledge and skills, and encourage innovation and risk-taking.

# 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

# 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

# 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

# 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



# 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

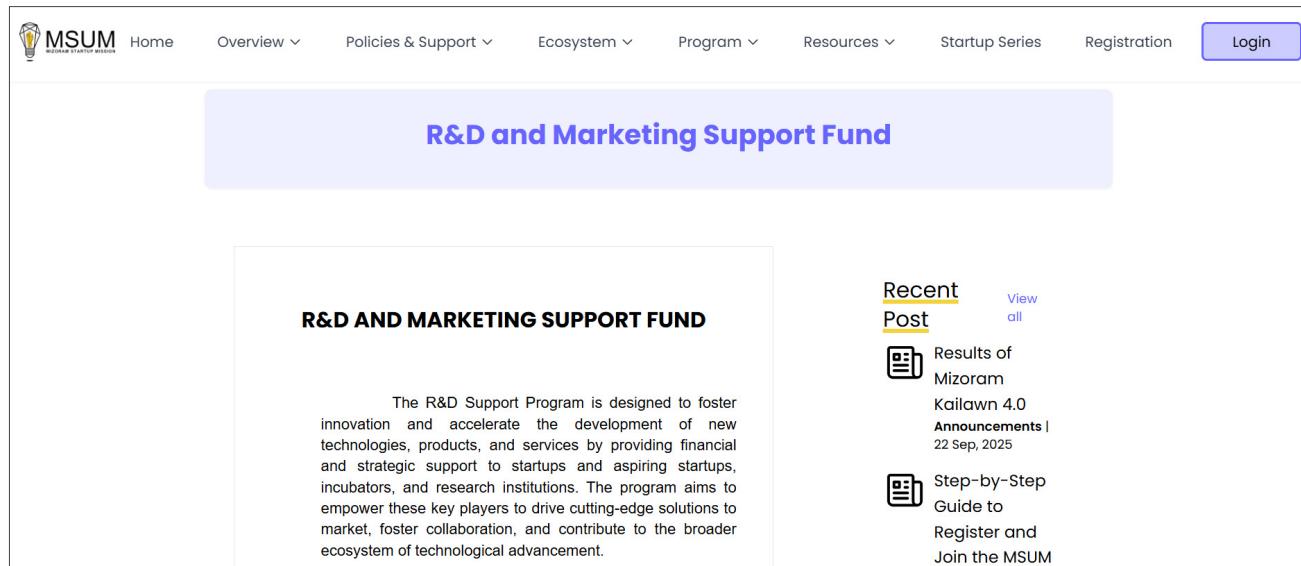
### Initiatives Undertaken by the State/UT to Facilitate Research and Innovation

The State has extended R&D support to startups operating in identified priority sectors through R&D Support Program for Startups and Incubators ([Link](#)) under the R&D and Marketing Support Fund of MSUM.

The R&D Support Program provides targeted financial and strategic assistance to startups, aspiring startups, and incubators to accelerate the development of innovative technologies, products, and services with clear commercialization potential. Eligible beneficiaries include Mizoram Kailawn competition winners and DPIIT-recognized startups that demonstrate

active R&D efforts, scalable business models, capable leadership teams, defined intellectual property strategies, and clear financial plans. The program supports activities ranging from proof of concept and prototype development to advanced research, while encouraging collaboration with research institutions, industry partners, and investors.

**Figure 2: R&D and Marketing Support Fund provided by the State.**



The screenshot shows the MSUM (Mizoram Startup Mission) website. The top navigation bar includes links for Home, Overview, Policies & Support, Ecosystem, Program, Resources, Startup Series, Registration, and Login. The main content area features a large blue header box with the text 'R&D and Marketing Support Fund'. Below this, a white box contains the title 'R&D AND MARKETING SUPPORT FUND' and a detailed description of the program's purpose and scope. To the right, a sidebar displays 'Recent Post' with two items: 'Results of Kailawn 4.0 Announcements' and 'Step-by-Step Guide to Register and Join the MSUM'.

**R&D AND MARKETING SUPPORT FUND**

The R&D Support Program is designed to foster innovation and accelerate the development of new technologies, products, and services by providing financial and strategic support to startups and aspiring startups, incubators, and research institutions. The program aims to empower these key players to drive cutting-edge solutions to market, foster collaboration, and contribute to the broader ecosystem of technological advancement.

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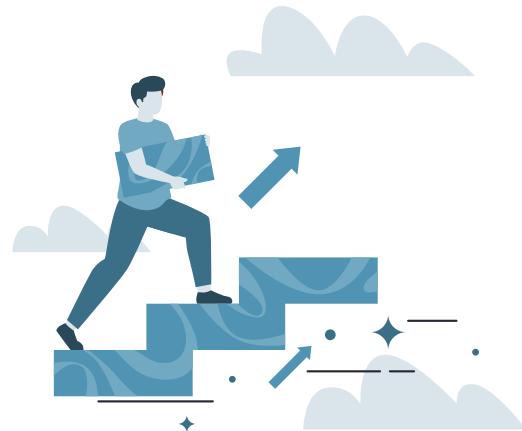
 Results of Kailawn 4.0 Announcements | 22 Sep, 2025

 Step-by-Step Guide to Register and Join the MSUM

Funding is offered through a flexible structure of non-dilutive grants, equity investments, or convertible notes, determined on a case-by-case basis based on project scope and maturity. Disbursements are milestone-linked and released in tranches, with regular progress

and utilization reporting required. The R&D support duration typically ranges from 6 months to 2 years, with provisions for extensions in exceptional cases, enabling startups and incubators to systematically advance innovation toward market readiness.

# 10. Way Ahead



- The State may broaden support for priority-sector startups through policy-level interventions, such as clearer eligibility criteria, sector-specific incentives and streamlined approval processes, building on the existing framework of the Mizoram Entrepreneurship & Startup Policy.
- The State may strengthen its assistance to women entrepreneurs by formally defining the qualification criteria for a “women-led” startup and introducing a suite of supports including dedicated incubation seats, seed-fund assistance, capacity-building programmes and mentorship pathways.
- The State may articulate a precise definition of social-welfare startups on the state-startup portal and attach special incentives (incubation support, capacity-building grants, capital subsidies and stamp-duty/ex-registration exemptions) to encourage more ventures in this space.
- The State may expand the pool of mentors by actively recruiting sector-specific experts, creating a structured mentor-matching system and providing incentives for mentors to engage regularly with early-stage founders.
- The State may enhance the startup-registration experience by developing a comprehensive, one-stop-shop portal that integrates online registration, grievance redressal, incentive applications, a knowledge-bank, and multilingual/disability-friendly access.
- The State may invest in physical infrastructure such as co-working spaces, testing laboratories and plug-and-play incubation facilities across districts, ensuring that startups in priority sectors have ready access to prototyping and collaborative work environments.
- The State may establish dedicated financing mechanisms such as a seed fund, a venture-capital fund or a fund-of-funds mandated to provide affordable capital to startups, with transparent eligibility rules and regular disbursement cycles.
- The State may organize regular fundraising and networking events (conclaves, pitch-days, investor-connect sessions) that bring together startups, potential customers and investors, thereby amplifying deal flow and ecosystem visibility.
- The State may encourage greater participation in government procurement by issuing clear relaxations on turnover thresholds, earnest-money-deposit (EMD) requirements, ISO-certification mandates and other eligibility criteria, and by publishing a dedicated procurement marketplace for startups.
- The State may reinforce support for sustainability-and-climate-change startups by identifying the specific sub-sectors (renewable energy, waste-to-value, circular-economy solutions, etc.) and offering a customized benefits package that includes grant assistance, incubation slots, mentorship programmes and preferential access to pilot projects.

# 11. Annexures

## **List of Figures**

Figure 1: Reform area wise scores for Mizoram

Figure 2: R&D and Marketing Support Fund provided by the State.

# 12. Bibliography

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