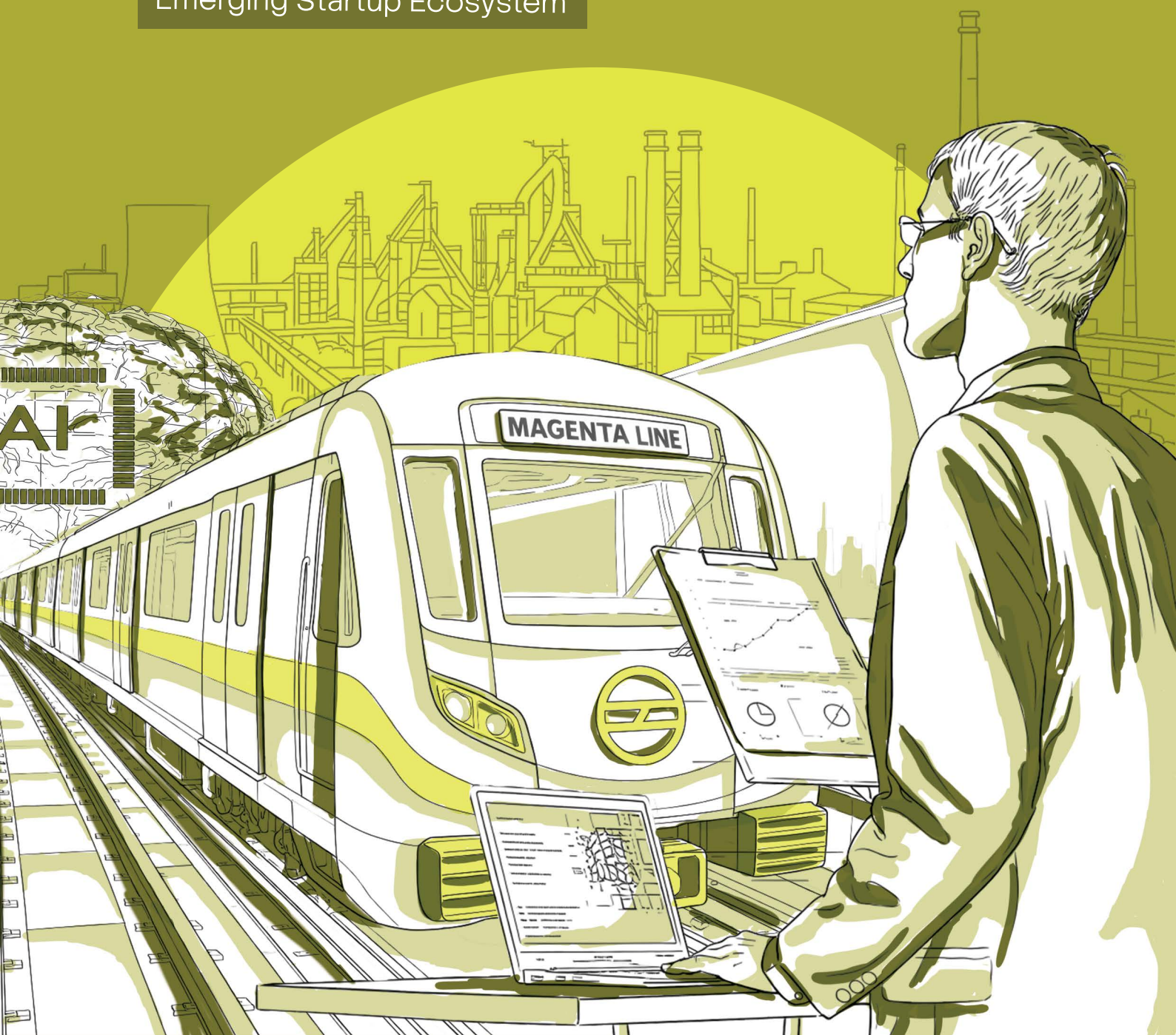




5<sup>th</sup> Edition

# States' Startup Ecosystem Ranking NCT of Delhi

Emerging Startup Ecosystem

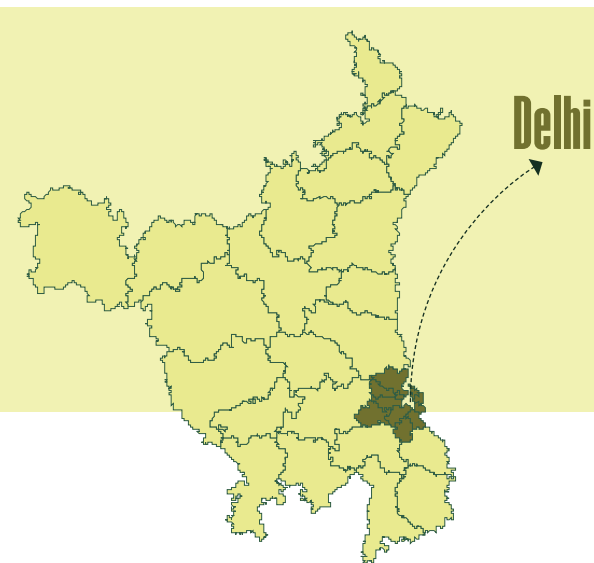




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# 1. About the UT



The National Capital Territory (NCT) of Delhi, the capital of India, spans a geographical area of 1,483 Sq. Km. and is home to a population of 1.67 Cr. Its urbanisation rate stands at 97.5%, the highest in the country.

The National Capital Territory (NCT) of Delhi, the capital of India, spans a geographical area of 1,483 Sq. Km. and is home to a population of 1.67 Cr. Its urbanisation rate stands at 97.5%, the highest in the country.

As a key economic and administrative centre, Delhi has demonstrated robust economic performance with a GSDP of INR 12.15 Lakh Crore in 2024-25, growing at a CAGR of 10.2% over 2011-12. The UT also accounts for a significant 12.18% share in India's total Foreign Direct Investment (FDI) inflows during 2024-25, one of the highest among all states and union territories.

The Department of Industries serves as the nodal agency for ensuring the effective implementation of the Delhi Startup Policy, 2021. The policy envisions the creation of an enabling ecosystem for an innovation-driven economy, aimed at fostering entrepreneurial spirit and nurturing new ideas through a robust support mechanism. It is designed to support innovation and entrepreneurship across key sectors, including Education and EdTech, Healthcare and Health Technology, Fintech, and E-Waste Management, among other emerging areas.



# 2. UT Startup Policies and Initiatives

## 2.1 UT Startup Policies & Initiatives

Delhi Startup Policy, 2021 aims to support the creation of 15,000 startups by 2030, fostering sustainable and inclusive socio-economic growth. The policy focuses on employment generation, human capital development, and promoting innovation through strong industry-academia collaboration. It also seeks to ensure easy access to funding, establish incubators and accelerators, and nurture startups into Unicorns. Some of the key fiscal and non-fiscal incentives for startups under the policy are:

- **Lease rental reimbursement:**  
50% reimbursement on lease rentals, up to INR 5 Lakh.
- **Intellectual Property (IP) Support:**  
Reimbursement grants are available for Patent, Trademark, Copyright, and Industrial Design filings – up to INR 1 Lakh for Indian filings and INR 3 Lakh for international filings.

- **Exhibition and Promotion Support:**

Startups can avail 50% reimbursement of exhibition stall or rental costs for participation in notified national or international exhibitions, with 100% reimbursement (up to INR 5 Lakh once a year) for women, underprivileged, and differently abled entrepreneurs.

- **Operational Assistance:**

A monthly allowance of INR 30,000 for one year is provided towards operational or employee costs.



- **Industry Linkages:**

Facilitate strong connections between startups and global industry associations through qualified mentors, networking, and outreach events.

- **Technology Access:**

Encourage companies and organizations to provide subsidized technology subscriptions for startups.

- **Fundraising Support:**

Organize fundraising events and other initiatives to provide impetus for startup growth.

**Some of the other key initiatives undertaken by the UT include:**

- Initiatives such as sessions on the "Importance of Intellectual Property Rights for Startups" and "101: Building a Career in Startups" have been implemented to foster startup readiness among students.
- Key sectors such as Green Technology, Robotics & Automation, and the Internet of Things (IoT) etc. have been identified in Delhi Startup Policy 2021 for innovation-driven growth.





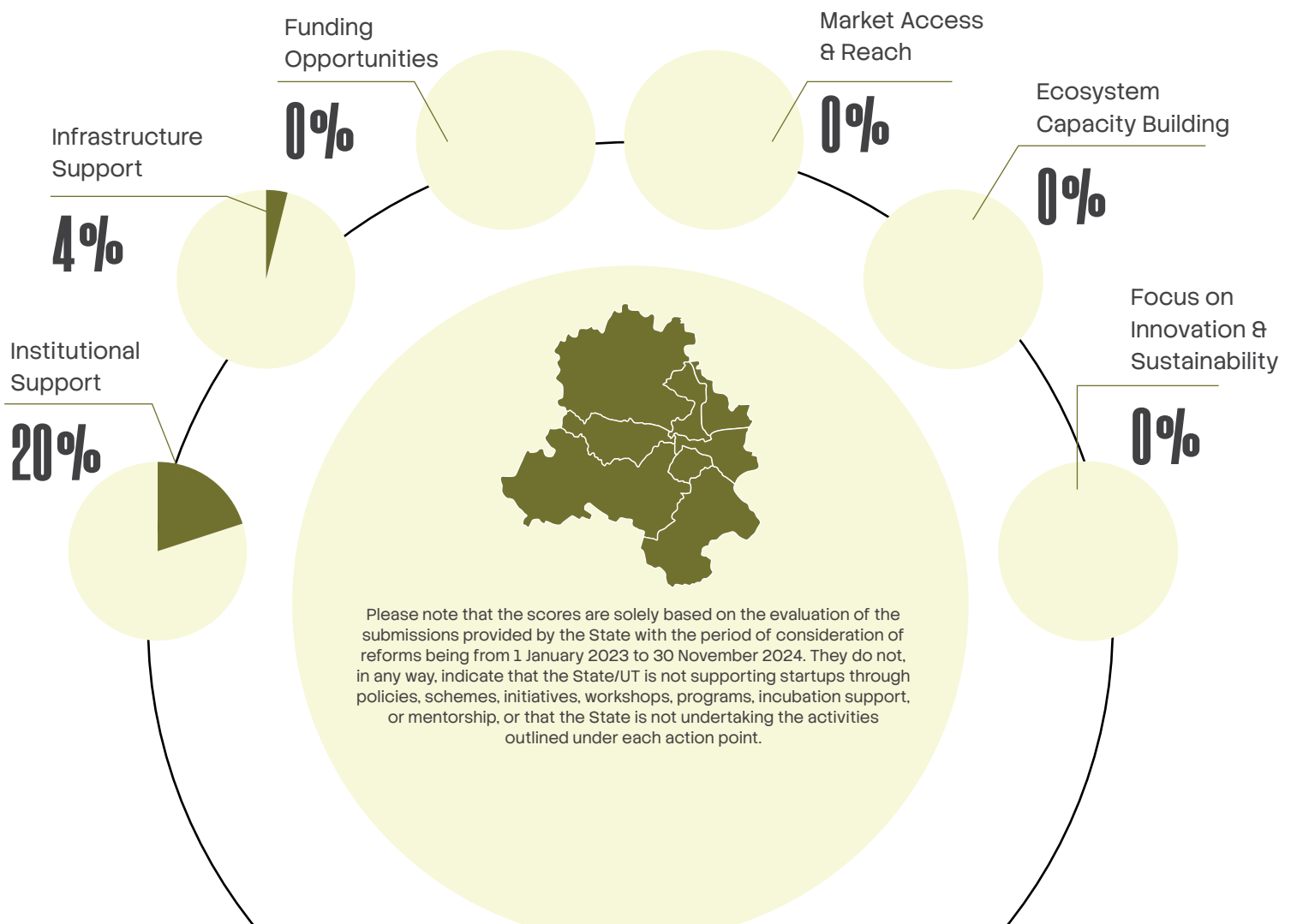
# 3. UTs' Startup Ecosystem Ranking Results

NCT of Delhi participated in all 6 Reform Areas and 15 Action Points under the 5<sup>th</sup> edition of States' Startup Ecosystem Ranking, and has been positioned as an 'Emerging Startup Ecosystem' UT in Category A.

The UT's performance across different reform areas is presented below as percentile scores, which is the relative performance of the UT in each Reform Area as compared to States/UTs in Category A. For example, if the UT has a score of 100<sup>th</sup> percentile in the 'Institutional Support' Reform Area, this implies that the UT has scored higher than all the participating States/UTs in that Reform Area.

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

**Figure 1: Reform area wise scores for NCT of Delhi**



# 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

## 4.2 Performance

# 10+

Support structures, schemes or  
programs provided in educational  
institutions to support student  
entrepreneurs





## Institutional support provided to Startups:

NCT of Delhi has put in place an institutional framework to support startups under the Delhi Startup Policy, 2021. Several incentives have been extended under this scheme, including infrastructure and incubation support, funding assistance, skill development as well as mentorship by Nodal Institutes, promotional events, among others.

The Department of Industries acts as the nodal agency for supporting all startups within the region. NCT of Delhi also has a nodal officer responsible for startup promotion and facilitation in the region.

## Development with a Futuristic and Disruptive Focus:

The NCT has identified priority sectors to guide the development of a futuristic and innovation-driven startup ecosystem. These priority sectors include Healthcare and Health Technology, Education and Education Technology, Tourism and Hospitality, Transportation & Logistics, Automotive (Electric Vehicle, Autonomous Cars and Connected Vehicles), e-Governance for business and citizen connect, Fintech, e-Waste Management, Robotics & Automation, Green Technology among others.

To promote startups operating within the identified priority sectors, the NCT has extended support provisions such as funding and Incubation support under Delhi Startup Policy, 2021.

## For the Growth of Young Entrepreneurs

NCT has implemented structured interventions to encourage entrepreneurship among students and young innovators through educational institutions. These include 'World Intellectual Property Day', 'World Entrepreneurs Day', 'Innovate X Hackathon', 'Ideathon 2024' among others at Delhi Technological University.

World Entrepreneurs' Day 2023 was celebrated to honour entrepreneurs who have transformed the world with their ideas and ventures. The event aimed to inspire students by acknowledging the spirit of innovation and engaging them in interactive sessions with expert speakers. These sessions highlighted the importance of entrepreneurship for societal progress and provided insights into how entrepreneurial ventures can create meaningful impact.

Overall, during the evaluation period, the NCT implemented **10+ such comprehensive support structures / schemes / programs aimed at supporting student entrepreneurs.**



# 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

## 4.2 Performance

**5530+** Startups registered on the State Startup portal



### Access to Digital Infrastructure

The NCT of Delhi 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, **5,530+ startups are registered on the State Startup Portal.**

# 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

### Access to Funding:

The UT has shared details of funding support extended through SSCBS Innovation and Incubation Foundation, under which funding amounting to INR 77.5 lakh has been approved for eight startups.

In addition, the UT has entered into three MoUs with companies and investors aimed at promoting startup culture and early-stage entrepreneurship within colleges.





# 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

## Market Access Opportunity Provided to Startups through Public Procurement

With respect to procurement-related support, the UT submitted details of one GeM contract order issued by the Department of Higher Education that enabled startup participation through applicable relaxations.





# 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.

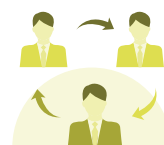
It covers 3 action points:



**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

### Number of State-supported Incubators Trained through Capacity Development Workshops

For Action Point 16 on training of state-supported incubators, the UT submitted evidence of participation by SSCBS Innovation and Incubation Foundation in multiple capacity development initiatives. These included workshops on idea-to-implementation, sustainability and design thinking, patent filing, entrepreneurship training, financial modelling and financial literacy, as well as internal hackathons and thematic sessions conducted in collaboration with academic, industry, and civil society partners.

### Number of Programs Conducted to Sensitize Ecosystem Enablers

The UT submitted details of a wide range of outreach and engagement activities. These covered speaker sessions with founders and investors, industrial visits, sector-focused seminars, startup summits and bootcamps, women entrepreneurship events, intellectual property awareness workshops, funding and investment webinars, startup exhibitions, hackathons, networking mixers, and collaborations with national and regional startup platforms and educational institutions.

# 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

**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

## Support to Startups for a Sustainable Future

The UT submitted the guidelines of the Startup India Seed Fund Scheme as supporting documentation.



# 10. Way Ahead



- The UT may clearly define who qualifies as a woman entrepreneur and place focused emphasis on targeted interventions for women-led startups supported by the UT
- The UT may establish clear criteria to identify startups operating in the public welfare space and strengthen support for such startups to enable solutions with sustained social impact
- The UT may strengthen structured mentorship support for startups by actively engaging experienced founders, industry professionals, and domain experts
- The UT may focus on strengthening and expanding its network of incubators to provide comprehensive infrastructure, sector-specific support, and access to quality mentoring
- The UT may focus on facilitating regular pitching platforms and investor engagement programmes to improve startup access to angel funding, equity financing, and debt instruments
- The UT may strengthen seed funding, venture funding, or fund-of-funds mechanisms and place greater emphasis on creating effective connections between startups and investors through state-led initiatives and partnerships
- The UT may intensify efforts to promote startup participation in public procurement by strengthening awareness and use of relaxations and increasing opportunities for startups to receive work orders
- The UT may strengthen initiatives aimed at facilitating and fast-tracking intellectual property rights processes, including patents, copyrights, and trademarks, to improve protection and commercialisation of innovations
- The UT may enhance R&D support mechanisms for startups in identified priority sectors through targeted financial assistance and access to shared research and testing infrastructure
- The UT may further intensify its focus on promoting startups in sustainability and renewable energy by strengthening policies in areas such as circular economy, waste management, and climate solutions. It may also consider establishing a dedicated sustainability-focused funding mechanism to support startups working on renewable energy, climate technology, and circular economy solutions through targeted grants and concessional finance

# 11. Annexures

## List of Figure

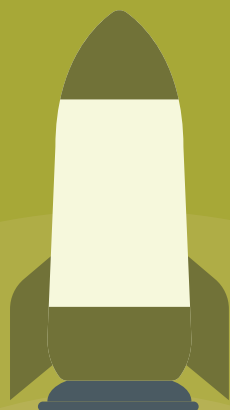
Figure 1: Reform area wise scores for NCT of Delhi

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